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**INTERNATIONAL BUSINESS TOURISM SOCIAL SCIENCES
HUMANITIES AND EDUCATION RESEARCH CONFERENCE**

*Paris, France
13 – 16 April, 2016*

THE 2016 ICBTS



Edited by Chayanan Kerdpitak, Suan Dusit University, Thailand
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Gilbert Nartea, Lincoln University, New Zealand

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Conference Proceedings

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Conference Two Themes

The International Business and Tourism Research Conference

The International Social Sciences Humanities and Education Research Conference

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13 – 16 April 2016

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INTRODUCTION

We would like to welcome our colleagues to the European Sustainable Development Business Tourism Social Sciences Education Technology Sciences Research Conference. It is the first series in 2016 of Conference on Business Tourism and Apply Sciences was held in London. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on June to December between Europe and the rest of the world is now well established. This year's event in Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in Paris in April 2016 in the field of various types for international academic research conference on Business Tourism Social Sciences Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Tourism Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in London represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International Advisory committee and final papers were further reviewed by this volume with 98 contributing authors coming from 23 countries. This book of proceedings has been organized according to following categories:

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

SPEAKER BACKGROUND



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

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2016 ICBTS CONFERENCE PROGRAM

The 2016 ICBTS International Academic Research Conference Conference Program	
14 April 16 9.00 – 09.30 (TH)	REGISTRATION Welcome meeting at The Novotel Paris Porte D'Italie France
09.30 – 09.40	WELCOME & OPENING ADDRESS At The Novotel Paris Porte D'Italie France Prof. Dr. Kai Heuer , Wismar University, Germany Dr. Chayanan Kerdpitak , Suan Dusit University, Thailand
	Session Chairs Associate Professor Dr. Mohammad Al-Badarneh Dr. Chayanan Kerdpitak
14 April 16 09.40 – 10.40 (TH)	Session 1 International Tourism Research Paper 1 Medical tourism Risk Analysis in Lebanon <i>Dr. Viana Hassan, Lebanon</i> Paper 2 Performance and Efficiency of Thailand's Tourist Destinations <i>Papangkorn Kongmanwatana, France</i> Paper 3 Medical Hotels: Role of medical hotels as a driver for medical tourism <i>Dr. Samar Noaman and Dr. Viana Hassan Lebanon</i>
10.41 – 11.10	Morning Break
11.11 – 12.10	Session 2 International Social Sciences Research Paper 1 Knowledge, Attitudes and vaccination coverage of mandatory occupational vaccinations among Macao healthcare workers <i>Dr. Poon, Chiu Yin Angela, Macao</i> Paper 2 The Evolution of Metropolis in Turkey as Part of Centralisation / Decentralisation Arguments <i>Nazli Nalci Aribas and Dr. Ender Akyol and Prof. Dr. Selma Karatepe, Turkey</i> Paper 3 The Impact of Information and communication Technology (ICT) on Globalisation

	<i>Emmanuel Innocents EDOUN and Samuel Ezeanyika, South Africa and Nigeria</i>
12.11 – 14.00	Lunch Break
14.01 – 15.00	<p>Session 3 International Social Sciences Research</p> <p>Paper 1 Information and Communication Technology (ICT): An Effective Tools for E-learning <i>Emmanuel Innocents EDOUN and Joseph Mithi and Junior Mabiza, South Africa</i></p> <p>Paper 2 Gender Switching in digital environment : Facebook as escaping platform from offline realities <i>Ahmed Bahiya, United kingdom</i></p> <p>Paper 3 Confidence toward the policy on the implementation of CCTV system for controlling crime in Bangkok. <i>Police Captain Dr. Jomdet Trimek, Thailand</i></p>
15.01 – 15.30	Afternoon Break
15.31 – 16.30	<p>Session 4 International Business Research</p> <p>Paper 1 Consumer Innovativeness, Deal Proneness and Health Consciousness in a New Food Context: A Three-Country Comparison <i>Olimpia C. Racela, Thailand</i></p> <p>Paper 2 Impact of Political Instability on Tourism in Nepal <i>Shiva Prasad Jaishi, Nepal</i></p> <p>Paper 3 Tourism Impact and Residents Quality of Life:The Case of Aqaba in Jordan <i>Mohammad Al-Badarneh and Lama Oreinat and Ahmad Al-Makhadmeh, Jordan</i></p>
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STAKEHOLDERS' PERCEPTIONS TO THE TOURISM SOCIO-CULTURAL IMPACTS THE CASE OF AQABA IN JORDAN

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ABSTRACT

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

Key Words—Stakeholders, perceptions, socio-cultural impacts, social exchange theory.

INTRODUCTION

Tourism nowadays represents an important socio-economic base by improving the quality of life, developing the infrastructure and superstructure, appreciating the local architecture, increasing the employment opportunities, improving cultural arts, creating new leisure facilities, and better tolerance of social differences studies (Aref & Redzuan, 2009; Bhattacharjee, 2008; Acharya, 2003; Getz, 1993; Spanou, 2007). The great potential impacts on local residents have been widely studied for four decades. Numerous researches have undertaken their perceptions, as well as attitudes towards the tourism impacts (Pizam, 1978; Sheldon & Var, 1984; Ap, 1992; Andereck et al, 2005). This focus is a result of recognizing the importance of measuring residents' perception toward tourism effects for long term success and sustainability of the tourism industry (Diedrich & Garcia-Buades, 2008).

The community reaction to the tourism development impacts is an important consideration for policies and planning in a developed tourism industry (Ap, 1992). However, studies on communities' perceptions toward tourism in Jordan are modest in number (Altaweel, 2003; Shunnaq & Otoum, 1999). Aqaba local community has never been undertaken in the context of tourism development. Thus, the present study is an attempt to demonstrate Aqaba tourism stakeholders' perception to the tourism socio-cultural impacts using social exchange and power theories. The study includes theoretical background related to the social exchange theory, in addition to a background of the study area followed by a brief methodology, main findings, and conclusion.

1.1. Theoretical Background

Studying residents' perception towards tourism impacts on the local community was conducted by many researchers who recognized that residents' satisfaction in a tourist destination is a base towards sustainable tourism. Despite this consensus among them, they had different theoretical orientations about residents' perception measurement. In this context, some models and theories were used and developed in many case studies

in tourist destinations. The most used was the social exchange theory which leads, according to AP (1992), to that local residents are willing to enter into the exchange when they perceive that rewards exceed costs from this exchange. Thus, this theory can confirm economic theories in terms of the exchange process when those who get rewards should bear all costs on the other side (Ap, 1990). Alternatively, other researchers have demonstrated that depending only on the social exchange theory could not lead to a rational measurement. Doxy's Irridex model (1975) was one of the oldest models for measuring residents' perception toward the tourism impacts on the community. The model suggests four stages that explain the nature of guest hosts' relationship. The first stage is euphoria in which locals are willing to receive ardently tourists, the second is apathy, the third is irritation, and the last is antagonism in which tourists' arrival to the destination increases remarkably and costs are greater than the rewards.

Butler's Tourism Area Life Cycle Model (1980) is considered a new developed Doxy's model dividing the resort life cycle into five stages: the exploration, the involvement, the development, the stabilization, and the decline. Within the changes which may happen in the destination during the five mentioned stages, the attitudes of local people will differ accordingly. Researchers such as (Gets, 1992) on Niagara Falls and Pennsylvania concluded that the two destinations were in a mature period which affect the way residents react to the tourism impacts. Alternatively, Lawton (2001) has referred to the inadequacy of the model to describe residents' perceptions toward the tourism development. However, the social exchange theory may work in the same way to Butler's model due to that Butler's model is based on Doxy's model.

Perdue, Long & Allen (1990)'s Model is based on the social exchange theory to be applied to rural communities in Colorado. One of the main added variables to the model is the future support to tourism development. The model was improved by many researchers such as (McGehee & Andereck, 2004; Mardigal, 1993). Such studies have demonstrated that predictor variables such as balance of power and dependency on tourism industry will lead to a better measurement. However, predictor factors such as the dependency on tourism can support the social exchange theory and lead, in the same time, to its thrust in terms of cost and benefits.

Accordingly, theories and models used for measuring residents' perceptions to tourism lead to the same social exchange theory thrust. Andereck et al (2005) mentioned that most studies' theoretical bases in this area have been social exchange theory. Nevertheless, in some cases, residents may perceive tourism impacts negatively despite the benefits they get from which exceed the costs referring to some factors related to their characteristics and their situation from the tourism development (McGehee & Andereck, 2004). In the same context, many authors supported these theories with additional predictor variables such as community attachment, knowledge about tourism, socio-demographic factors, and dependence on tourism. They argue that such factors may change the way residents react to the tourism impacts (Jurowski et al, 1997; Perdu et al, 1990; Andereck et al, 2005). Others have integrated further theories with the main one for the same purpose as Kayat (2002) did when he supported the social exchange theory with the power theory toward a better measurement for residents' perceptions in Linkawi Island in Malaysia. She concluded that this combination of the two theories is more useful than using the social exchange theory alone. In this case, power means local residents' ability that affects the processes of the tourism development in their own destination in order to fill and satisfy their desires and needs (Ap,1992). Additionally, he used further factors for more accuracy such as local values and dependence on tourism. Similarly, these additional factors or theories may lead implicitly or explicitly to the social exchange thrust.

Thus, this paper is an attempt to recognize Aqaba community stakeholders' perceptions, represented by tourism planners, tour operators and travel agencies' owners in Aqaba, to the new socio-cultural impacts which are remarkably appearing as a result of the tourism development in the city. The current study used the social exchange and power theories which concern a representative segment of Aqaba community.

1.2. Social Exchange Theory Concept

Generally, social exchange theory leads to that a person is willing to engage in an exchange if he/she can get rewards from it, and when the benefit from this exchange exceeds the costs (Skidmore, 1974). The successive development of the social exchange theory begins from Homans (1950, 1961), Blau (1964), and Emerson (1976) as a marginal utility theory, and later as a sociological and psychological tool.

These authors seem to have the same perspective about the theory definition that the one's behavior in the exchange process depends on the rationality which is here the extent of the rewards he can get from the exchange. Here, the exchange should be reciprocative to provide the benefits which mean that exchanging benefits between two actors should be conducted fairly to be willing to interact. Furthermore, the actors later will try to maximize the rewards from the interaction, and to be sure that the costs of the exchange will not exceed the benefits. Finally, the exchange could be understood by the one's power which means that the coercion should be absent.

In terms of local residents' perceptions and attitudes towards tourism development impacts, social exchange theory leads to that local residents who benefit from tourism, (employees in the sectors for example), react positively to it, whereas residents who do not get benefits tend to negatively react to it (Ap, 1992). However, in tourism, the theory may undertake the economic, environmental, and socio-cultural impact. Hence, changing local traditional consuming behavior represents a cost as negative cultural impact resulting the tourism development. This is to clarify that benefits and costs do not only concern the economic side (Jorouski & Joursoy, 2004). Gursoy et al (2002) have discussed the economic, environmental, and social impacts and examined their influence separately on locals' perceptions.

1.3 Socio-cultural Effects of Tourism

By its important economic rewards, tourism sector improves largely residents' quality of life. Nevertheless, the socio-cultural impacts that tourism development causes are not always positive (Liu et al, 1987). Negative socio-cultural impacts may appear from unplanned tourism development such as crimes, social conflicts, pollution, overcrowding, acculturation, and family disruption (Brunt & Courtney, 1999; Ayres, 2000; Ratz, 2000; Small & Edwards, 2003; Akrapong, 2006; Eraqi, 2007). Tourism industry development can affect the social and cultural texture as well as the economic change in tourist destinations. This role that tourism plays in communities seems to be more evident in countries with rapid development process in the tourism sector. Local communities tend to react in order to exceed social and economic problems, especially when they suffer from foreign debts and the increasing unemployment rate. Thus, Socio-cultural impacts are results from this development (Mansfeld, 1992). Studies about tourism development and local communities have shown social conflicts as well as benefits by providing a theoretical understanding of these impacts. Uncontrolled tourism development may create tension between residents and tourists. This tension occurs between residents themselves, which may affect negatively the inbound tourism. Dogan (1989) referred to negative results such as local traditions decline, social conflicts, psychological tension, the increasing crime rates, and materialism. Alcohol and openness sex are so negative socio-cultural impacts of tourism (Eraqi, 2007), as well as gambling (Pizam, 1978). Gunn (1988) referred to both benefits and stress appearing from tourism development from the point of view that local residents are usually not experienced enough in tourism to exceed its stress and costs.

However, cost and benefit are definitely results from tourist destinations development (Jafari, 2002). On the other hand, studies have demonstrated positive socio-cultural impacts of tourism. Getz (1993) has refereed to some social and cultural benefits from tourism such as increasing the employment rates, improving the infrastructure and superstructure, creating further entertainment facilities, and enhancing local arts and identity. Brunt and Courtney (1999) stated that tourism may improve community services by adding new parks, cultural facilities and recreation. Liu and Var (1987) argued that residents react positively to the good cultural effects of tourism, which include cultural and historical exhibits that keep their identity, events, and cultural exchange.

Study Area

The study was conducted with stakeholders in Aqaba city in Jordan. Historically, Aqaba has been inhabited 4000 BC because of its strategic location on the trading routes between the three old continents. It was a settlement of Edomites and Nabateans who extensively populated the city. It was mentioned in the Bible as 'Ezion-Gaber' in the iron age. Later, the Greeks and the Romans signed a clear existence in the city (Shunnaq, 1993). Aqaba is the only coastal city located in the far south of the country. The city is now the capital of Aqaba Governorate of about 100,000 people. Aqaba is important to the country as the only seaport located on the northern part of the red sea. In 2002, the city has been transferred to a free economic zone called ASEZ (Aqaba Special Economic Zone), while ASEZA is (Aqaba Special Economic Zone Authority). It has a financial and administrative autonomy in order to attract a lot of tourist and industrial external investment, as well as to create a local shopping centre southern Jordan. Aqaba borders both Saudi Arabia and Israeli entity. The city is also located at the head of Aqaba Gulf. Aqaba is known today as a diving center and beach resort and the core of what is called 'The Golden Triangle' which consists of the three important tourist destination (Petra, Wadi Rum, and Aqaba itself) (ASEZA, 2008).

According to the Aqaba tourism marketing strategy (2010-2015) reported by Jordan Tourism Development Project, the city has attracted a large external investment focusing mainly on resorts and five star hotels. These investments will exceed the eighteen billion US dollars. These great projects will be increasing the hotel rooms from 4,044 in 2009 to 8,243 by 2015.

Meanwhile, among the four hotel zones in Jordan, Aqaba is considered one. It received 427,421 overnight visitors in 2008 among the 3,728,709 that Jordan received in the same year. Depending on the intended increasing number of hotel rooms by 2015, the number of the city visitors will be at least doubled.

However, the strategy did not focus explicitly to the local community involvement or the impacts of the tourism development in Aqaba. On the other side, Aqaba people should recognize the role of tourism to develop their quality of life, especially that most of them expect increasing prices in all life sides as well as to protect their own culture by being partners with the policy makers. Thus, tourism should be a 'Community Industry' (Murphy, 1985).

RESEARCH METHODOLOGY

As mentioned above, many studies about residents' perceptions towards tourism development have used different theoretical orientations. Their study sample was conducted on local community members. In this study, qualitative approach has been adopted by interviewing twenty seven persons representing planners, policy makers, and tourism business owners from Aqaba during 2014's spring. However, qualitative research approach is widely used in tourism studies (Wall, 1997). The selected sample was asked eleven questions about their opinion and perception to the tourism development extent in Aqaba, its socio-cultural impacts on their community, and their future expectation of tourism in Aqaba regarding its further potential impacts on local people. Choosing leaders and decision makers in such studies is justified since they, usually, represent the popular voice as responsible in their communities (Eng & Parker, 1994). Additionally, their special knowledge and experiences of their community make them able to speak professionally about their community issues (Von Kroff et al, 1992). Similarly, in this study, business owners are decision makers' partners who affect directly the tourism development aspects of the city. They, therefore, are knowledgeable enough about its impacts.

Thematic analysis was used to deal with the collected data. According to Braun and Clarke, (2006, p. 79), thematic analysis is defined as:

" Identifying, analyzing, and reporting patterns (themes) within the data. It minimally organizes and describes your data set in (rich) detail. However, frequently it goes further than this, and interprets various aspects of the research topic".

Themes captures important ideas about the data regarding the study questions and represent levels of patterned responses within the data (Braun and Clarke, 2006). Therefore, this study attempts to make an arrangement of the participants' ideas based on the importance scale of each idea with reference to the study purpose.

FINDING

The study findings highlighted that the respondents mostly referred optimistically to the tourism development which is being conducted in Aqaba. This development is mainly represented by the huge investments focusing mainly on the accommodation industry and the increasing number of the international tourists visiting Aqaba. They, therefore, expect more success in the tourism development processes regarding the great projects being constructed. Further, the promotional programs that ASEZA intends to follow and the cooperation between Jordanian and Egyptian tour operators to organize linked packages between the two countries will increase the tourists arrival number to Aqaba. In this context, one stated:

"Although Amman is the capital city of Jordan and has 65% of the country hotel, Aqaba specialty will make it the first site in about 7 years".

Another stated:

"The most known indication of Aqaba tourism development is the (17 billion US dollar investment in hotels, resorts, and ancillary services between 2002-2017. This definitely will affect all economic sectors of the city".

Concerning the socio-cultural impacts, responses differed between the planners and the business owners. Nevertheless, they were not pessimist about that. Some of them referred to potential negative effects. They argued that Aqaba residents are not always adequately aware to benefit from tourism. According to Gunn (1988), local residents in destinations do not have enough experience to benefit effectively from tourism and to exceed stress it makes.

Tow planners, among the study sample, referred to the ASEZA marketing strategy 2010-2015's main objectives. The tow basic related objectives according to the strategy are: Firstly, to widen the sales and distribution network, and to support productivity for the city's hotels. Secondly, to increase the awareness of Aqaba as a high quality holiday destination linking it to the archaeological site of Petra and the desert reserve of Wadi Rum, and to present Aqaba an attractive place to purchase holiday and retirement houses. Thus, the strategy did not involve local residents in tourism development, although it hinted to revive the local arts, folklore, and other traditional aspects. This vision, however, was in the context of how to present Aqaba to international visitors. It was confirmed that to achieve the sustainability of tourism in a destination, local people should be a basic component of strategies to be directly involved in the industry (Ap, 1992). In this context, one business owner said:

"We cannot deny the great effort that the local authority of Aqaba is offering. Although, the new socio-cultural aspects appearing in Aqaba because of tourism should be controlled and be a priority in planning processes".

On the opposite side, when one planner was asked about the same problem, he stated:

"It is normal, even in the developed countries, that tourism development creates new socio-cultural aspects. So far in Aqaba, we have an acceptable level of change. We will react when the cultural change threatens our identity".

Concerning the probability of establishing small tourism projects for residents, some respondents, who are planners, stated that there is no intention for that so far. Others confirmed that such projects should be the next priority, confirming that people anywhere look for firstly the economic benefits to accept their involvement in any process. A related finding in the study is that most people in Aqaba are away from tourist zone which leads to unawareness of the importance of tourism, while it may, according to respondents, protect residents from bad cultural effects. Respondents explained this distance, stating that only twenty three percent of tourism employees in the city are local despite the good salaries they may get. They linked this unwillingness to the traditional negative image of tourism careers. One said:

"I cannot imagine how Aqaba people can benefit from tourism within their lack of awareness of the social and economic importance of tourism".

In the same direction, another said:

"How can we convince our youngs to work in hotels since tourism careers are socially unaccepted?".

In this perspective, Jurowski & Gursoy (2004) referred to the role of distance that local people stay from tourist attractions. They concluded that respondents who stay closest to the destination perceived tourism impacts negatively. Alternatively, the study referred to the achieved public services development represented by improving infrastructures, superstructures, and leisure facilities.

However, planners in the study recognize the residents' bad impression about: Firstly, the expected future increasing prices of the real estates and the daily life costs. The study respondents did not deny this expectation, but they confirmed that local people should benefit from tourism to compensate the potential increasing prices. Secondly, their concern about the limited chances to enjoy the good beaches zones, mainly owned by high classified hotels. Planners in the study referred to that locals do not get preferential prices to enjoy the beach hotels. One stated:

"We know well that most people in Aqaba are not able to enjoy the five star hotels' beaches because of the expensive entrance fees and services. In fact, we have to admit that this impact should be taken into consideration when reviewing our social strategies".

One business owner stated:

"It seems that a good percentage of Aqaba people will leave the city because of the increasing prices of all life aspects because of tourism investments".

In terms of the exaggerated hotel services price in Aqaba, business owners in the study confirmed that it affects negatively the mass tourism in the city other than people deprivation.

Culturally, the study found out some new aspects that concern the international fast food and café shop chains that are changing many young's daily behaviours. In fact, the remarkable existence of the fast-food international chains in a destination, as a result of the high tourism demand, makes people lose their community function (Murphy, 1985). The study found out also that tourism development in the city did not enhance local traditions and arts. Regular and well organized local cultural events have never been held to be shown to tourists. One said:

"I think that reviving local arts should be a result of tourism development in any destination. Unfortunately, this is not the case in Aqaba".

Regarding the education, tourism development in Aqaba has increased the number of tourism and hospitality management students in Aqaba University College and the newly opened Jordan University. However, about 400 students from 2002 until now are still insufficient since the tourism sector in Aqaba will need more than 7000 employees by 2016 (ASEZA, 2008). Furthermore, ASEZA has offered a good number of scholarships to Aqaba students in the field of tourism and hospitality management for highly qualified local human resources. Such educational support is expected to increase remarkably by private and public sectors alike due to the huge future need for qualified human resources. This step, according to some respondents from ASEZA, has changed positively many parents' images about the tourism and hotel careers. Some planners said that the ASEZA tourism department invites occasionally members from the local community to clarify the significant roles of tourism in their quality of life. Another effort is a regular tour they organize to schools to present lectures about the importance of tourism and hospitality industry. However, they demonstrated a slow positive responsiveness of

the local people. This creates a big challenge to adopt further effective manners to improve the local thinking rather than the typical visits and lectures. Regarding this point, one stated:

"I think we have developed positively the local image toward tourism education and careers. Today, you see good numbers of female students in tourism and hospitality management. However, we wish more positive thinking".

Another said:

"It is clear that the number of tourism and hospitality students is increasing. However, many of them do not work in hotels and travel agencies after graduation".

In terms of crimes, moral issues, and tourists' bad habits, the study found that Aqaba, compared to other local and regional destinations, is a good example. This positive view may be explained by Aqaba community's unwillingness to be involved in tourism. The study accordingly showed that recognizing the extent of moral effects from tourism should be judged when there is a clear community participation in tourism.

CONCLUSION

Social exchange theory is a good measurement tool for residents' perceptions toward tourism development when they react depending on benefits and costs occurred from the exchange process. Indeed, community power in tourism works in terms of social exchange theory since it leads to that the more residents can control all or some sources required for the tourism development, the more they are willing to enter in the exchange. The ability of using tourism and leisure facilities is a good example of the community power in tourism. From the study findings, respondents' consensus showed the unwillingness of Aqaba residents to be involved in tourism because of their lack of knowledge about tourism socio-economic and cultural benefits. Business owners in the study referred to the importance of involving Aqaba residents economically in tourism to change their negative attitudes to the sector. They therefore confirm the social exchange theory thrust. Similarly, the negative traditional image of tourism sector among Aqaba community enhances this negative attitude which relates to a social and cultural image. Ap (1992) stated that the social exchange theory concerns not only the economic impacts, but also the socio-cultural impacts. However, the social criticism in this case is a cost from the exchange. Additionally, monopoly processes of the city beaches enhance residents' negative perception toward the tourism development when they are unable to use them with the same tourists' level. This perception confirms the correct usage of power theories in tourism.

It is agreed that real tourism impacts exceed clearly the impacts expected by the sector planners (Aref & Redzuan, 2007). The study showed an optimistic view by the tourism planners in Aqaba to the future impacts due to that Aqaba community is not yet integrated to tourism. Meanwhile, they were not convinced about their effort to enhance local residents' participation in tourism. Although, they referred implicitly to the significant role that residents play in the successful tourism development. Alternatively, they seemed to be focusing just on how to increase high classified hotels and resorts, and tourists' arrival number. Saveriades (2000) argued that any destination can sustain a level of acceptance of tourism development. In addition, development may cause socio-cultural deterioration and decline in visitors' experience. Hence, the study recommends tourism planners in the city to take into consideration the social carrying capacity. This to be achievable, they should refer to successful cases in this context towards tourism sustainability and the native culture protection as well as the social aspects in such a conservative community. This is necessary especially with the great expected number of visitors to Aqaba in the few coming years. Pizam (1978) referred to the negative perceptions toward tourism in destinations with high concentration of tourists. Aqaba authority is also recommended to involve Aqaba people in small tourist projects as a way to change their typical image about tourism. Local handicrafts, traditional costumes, and small shops are good examples.

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CONSUMER INNOVATIVENESS, DEAL PRONENESS AND HEALTH CONSCIOUSNESS IN A NEW FOOD CONTEXT: A THREE-COUNTRY COMPARISON

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ABSTRACT

Abstract—Understanding the individual characteristics that identify consumers who will likely be drawn to a new product is essential for marketers. This study adopts the value-attitude-behavior hierarchy to examine the relative influence of consumer innovativeness, deal proneness and health consciousness on attitude towards a new premium dried food and subsequent purchase intention. Data were collected from a sample of 1,078 consumers with 358 South Koreans, 365 Malaysians and 355 Thais, who were given the opportunity to try the new product. The path analyses results of the pooled data indicate that while consumer innovativeness has no significant relationship with attitudes towards the new product, health consciousness has the strongest positive influence. Interestingly, deal prone consumers have more favorable attitudes towards the premium product, which is counter to our hypotheses. Moreover, these results are not entirely consistent among the three nationality groups, which provide meaningful implications for marketers of new food products.

Keywords—Consumer innovativeness, Deal proneness, Health consciousness, New product adoption

I. INTRODUCTION

As the world becomes increasingly global, firms have been launching new products more rapidly than before. A firm's ability to develop new products that are distinct and beneficial, help to distinguish winners from losers in food product categories. However, with the high proportion and cost of failure of new products, research on consumers' new product adoption remains a top priority in the marketing literature (Fu and Elliott, 2013).

Food innovations have drawn much academic interest in recent years due to growing public concerns over food safety, food processing environmental and social impacts, and public and personal health issues (Loizou et al. 2009). New product failure rates continue to remain high, at around 66.6 percent and much higher for smaller food businesses (Stanton 2014). Prior research on new food product adoption has identified influential factors such as product attributes (e.g. Urala and Lähteenmäki 2003) and social factors (e.g. Yun et al. 2008).

Consumer characteristics are widely recognized as critical to the success or failure of new products (Im et al. 2003). Characteristics of consumer innovativeness (Coward et al. 2008), deal proneness (Lichtenstein et al. 1990) and health consciousness (Michaelidou and Hassan 2008) have received growing attention in recent years. This is due, in part, to their importance as segmentation variables in the current marketing environment, where product/brand proliferation, consumer price sensitivity and public health issues are becoming increasingly prevalent.

The objective of this study is to examine consumer innovativeness, deal proneness and health consciousness and their influence on attitude toward a new premium food product and ultimately on purchase intention. We test these relationships across three different consumer groups, namely Thais, South Koreans and Malaysians. While these cultures are Asian, they are indeed different in terms of uncertainty avoidance, which describes the extent to which members of a society feel uncomfortable with uncertainty and ambiguity as well as indulgence, which refers to natural human drives that are related to enjoying life and having fun (Hofstede 2001) (see Table 1). These two culture characteristics are highly relevant to the adoption of new products. The research method involved a survey of consumer intentions to purchase an innovative new dried food product. Additionally, this study utilizes an actual new product package and trial taste as the focal stimulus, That provides the participants direct product experience to facilitate the collection of more accurate purchase intention responses and ultimately garnering

responses of greater practical significance (Payne and Wansink, 2011). Thus, this study contributes to the cross-cultural consumer research and literature on new product adoption.

Table 1
Cross-cultural Comparison of Malaysia, South Korea and Thailand

	Malaysia	South Korea	Thailand
Uncertainty Avoidance	36	85	64
Indulgence	42	29	45

The main objectives of this study are the proposal of a theory-based conceptual model and the empirical test of the relationships hypothesized in this paper. In particular, this quantitative study addresses three broad questions: (1) To what degree does consumer innovativeness, deal proneness and health consciousness influence consumers' attitude towards the innovative food product? (2) Is attitude towards the new food product related to consumers' intention to purchase it? (3) Does culture moderate the relationships between the five variables of interest?

II. RELATED WORKS

2.1 Theoretical Underpinnings

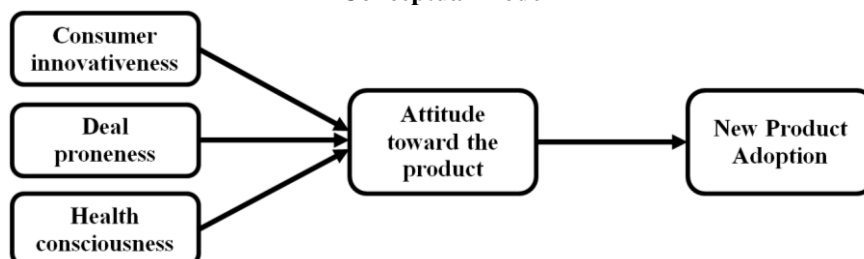
Motivations of consumers have been explained by several different psychology theories. In this study, we integrate perspectives from the value-attitude-behavior (VAB) hierarchy (Homer and Kahle 1988) and views of behavioral intentions (i.e. Ajzen and Fishbein 1980). A value can be regarded as an enduring belief that guides individual judgments and actions. Values can lie along an importance continuum, such as 'not at all important' to 'extremely important'. According to the VAB hierarchy, individual values indirectly influence behaviors through the formation of attitudes. With this in mind, we consider the three personal characteristics in this study from a 'value' perspective. Prior literature provides support for our contention of the value consumer's place on being innovative (e.g. Tellis et al. 2009), being thrifty (e.g. Chandon et al. 2000) and being healthy (Michaelidou and Hassan 2008).

Consumer values influence attitude, which refers to a psychological tendency of an individual to respond to a stimulus in a consistently favorable or unfavorable manner (Homer, 1995). The response can be feelings, beliefs, or behavioral intentions. With these theoretical underpinnings, our premise is that favorable attitudes toward the new food product are more likely from consumer innovators and health conscious consumers. Given our research context involving a highly innovative premium priced food product, we also posit that deal prone consumers will have less favorable attitudes and lower purchase intention. Lastly, we integrate a contingency approach to posit the moderating effects of culture on the influence of consumer characteristics on attitudes (see Figure 1).

2.2 Consumer Innovativeness

Consumer innovators have a general tendency to adopt new products independent and ahead of others (Tellis et al., 2009). Consumer innovators provide testimonial of the value of the new product, which influences the speed of the product's diffusion in a market and its long-run success. Numerous prior studies provide evidence that innovators can be identified by the degree to which they perceive a new product to be relatively advantageous, compatible, easy-to-use, testable, and conspicuous (e.g. Hirschman 1980; Labay and Kinnear 1981).

Figure 1
Conceptual Model



Consumer innovators have been described as being more affluent, socially influential, more knowledgeable about particular product categories, more favorable toward change and willing to take risks (Foxall et al. 1998). In addition, the individual needs of novelty-seeking and arousal are recognized as underlying motivations for innovators to adopt new products (Hirschman, 1980). Given that consumer innovators tend to be more informed about particular new products, they would be more inclined to have positive attitudes towards the availability of something new in the marketplace. Prior research provides evidence that consumer innovators have more favorable attitudes about new products (e.g. Fort-Rioche and Ackermann, 2013). Based on such prior findings, we expect that innovative consumers are more likely to have favorable attitudes towards the new product. Thus, it is proposed that:

H1: Consumer innovativeness is positively related to attitude towards the new product.

2.3 Deal Proneness

Shoppers who are deal prone are more likely to purchase products that are augmented by sales promotion incentives (Hackleman and Duker, 1980). Consumers who are deal prone have usually been described as heavy users, lower income earners, price-sensitive, and non-loyal to brands. However, research that identifies the characteristics of deal prone consumers is mixed, with some studies finding that deal prone consumers are more price sensitive (e.g. Hackleman and Duker 1980), whereas others have found they are heavy users who like to try new brands (e.g. Lynn 2011). For the deal prone consumer, the formation of an attitude towards a new product may largely depend on a comparison of the new products' price relative to those of current products and brands (Lowe and Barnes 2012). In the context of a new product offered at a substantially higher price, deal prone shoppers may perceive the new product as expensive. In this current study, the focal innovative food product is positioned at a relatively high premium price level. Hence, the following is hypothesized:

H2: Deal proneness is negatively related to attitude towards the new product.

2.4 Health Consciousness

The concept of health values has been described by terms such as health concerns, health involvement, and health consciousness (Saba and Vassallo 2012). Health conscious consumers place significant importance on their health. This value on health is broader than a mere particularity on one food nutritional ingredient or attribute (e.g. low-fat, salt-free), and is demonstrated by a consumer's consistent preference and consumption for healthy varieties of products across different categories (Tudoran et al. 2009). Recent studies have found health values to be correlated with attitude towards the product and attitudes toward new food products (e.g. Jindabot 2015). Thus, the following hypothesis is advanced:

H3: Health consciousness is positively related to attitude towards the new product.

2.5 Attitude-Intentions

Attitude is widely regarded as a determinant of behavioral intention, as explained by several theories from psychology (e.g. expectancy-disconfirmation theory, theory of planned behavior, theory of reasoned action). A review of the relevant literature on the attitude-intentions relationship generally supports a significant positive link. The few studies that have reported no significant relationship between attitude toward the product and purchase intention or actual purchase have attributed the finding to other peripheral variables, such as economic status (i.e. inability to afford the product), physical conditions (e.g. peculiar dietary requirements). We predict the attitude-intention relationship in our context to be significant and positive, as with the majority of prior studies. As such, it is hypothesized:

H4: Attitude toward the new product has a significant positive relationship with purchase intention.

2.6 Culture as a Moderator

There is a general consensus that social factors play an important role in consumer decision making. People of different cultures have different values and norms, which in turn influence how they perceive stimuli and form attitudes. The role of culture on consumer behaviors is well-documented in the marketing literature (e.g. Ng and Lee 2015). Prior cross-cultural studies have been conducted to examine consumer innovativeness (Tellis et al., 2009), deal proneness (e.g. Zhou and Nakamoto 2001) and health consciousness (Sun et al. 2004). Our study adds to the literature on cross-cultural consumer research and adopts a contingency approach to posit that culture moderates the relationships in our proposed model. Thus, we hypothesize:

H5: The relationships between consumer values and attitudes and purchase intention differ between different culture groups.

III. METHODS

3.1 Data Collection Procedure

Data were collected during a one-week period as mall-intercepts targeting local Thais and South Korean and Malaysian tourists or expatriates in Bangkok. A quota sampling procedure was adopted. Participating respondents were asked to provide responses to the questionnaire items that are related to personal values and demographics, then were shown the package of the crispy longan that is produced by an advanced drying process and told of some basic product information and were then offered several pieces as part of a taste test. These tasks were followed by obtaining their opinions of the new product and their future purchase intention. Longan is a tropical fruit similar to the better known lychee and is native to southern Asia. At the time of the study, this innovative dried fruit product was not being sold and was therefore unknown in the local market.

3.2 Survey Instrument Development

Existing multi-item measures were adopted and adapted for our context. The three language versions, Thai, Korean and Bahasa, were translated from English using a back-translation procedure. Each versions was then pretested by ten consumers who are proficient in both English and their native language. All construct items were measured on six-point Likert scales. Consumer innovativeness (CONINN) was measured using the ten-item multi-dimensional scale of Tellis, et al (2009). Deal proneness (DPRONE) was measured by the five-item scale of Putrevu and Ratchford (1997). Health consciousness (HEALTH), was measured by the five-item scale of Michaelidou and Hassan (2008). Attitude towards the new product (ATTPROD) was initially measured by nine items that focused primarily on package features and product taste and were adapted from Ratneshawar and Chaiken (1991). Purchase intention (PURINT) was adapted from Ajzen and Fishbein (1980) and was measured as a single-item six-point scale.

Table 2
Sample Characteristics

Characteristic	Malaysian n = 387	South Korean n = 380	Thai n = 357
Average age in years	28.49	25.81	27.63
Gender			
Female	45.7%	48.9%	60.7%
Male	54.3%	51.1%	39.3%
Education			
High school/vocational degree	20.9%	29.0%	29.0%
Bachelor's degree	66.8%	62.2%	63.9%
Master's degree and higher	12.2%	8.7%	7.9%
Monthly personal income (baht)			
≤ 10,000	19.7%	21.1%	36.5%
10,001 – 20,000	18.9%	22.7%	30.3%
≥ 20,001	61.4%	56.2%	33.2%

IV. RESULTS

4.1 Sample Characteristics

A total of 1,124 shoppers participated. Forty-six incomplete questionnaires were excluded from the analyses. The final sample comprises 365 Malaysians, 358 South Koreans and 355 Thais (see Table 2).

4.2 Measurement Reliability and Validity

All responses were input to SPSS v.20. Initial tests indicate that the data do not violate assumptions of linearity nor of normality. We applied a Harman's single factor test (Podsakoff et al., 2003), with no single factor accounting for a large proportion of total variance, indicating that the data did not suffer from common method bias. The scales were evaluated for metric equivalence by examining the consistency of the item-factor structure (see Appendix 1). Two items with inconsistent factor loadings were removed from subsequent data analyses. Internal consistency was met, with Cronbach's coefficient α of the constructs ranging from .626 to .900. With item reliability established, composite scores were computed for each latent construct and were used in the path analyses (see Table 3).

Table 3
Construct Descriptive Statistics

Construct	No. of Items	Mean	Std. Dev.	1	2	3	4	5
1. CONINN	9	11.12	2.08	.710				
2. DPRONE	5	3.59	0.95	.363**	.803			
3. HEALTH	5	4.43	0.94	.256**	.159**	.893		
4. ATTPROD	8	4.17	0.74	.142**	.143**	.293**	.701	
5. PURINT	1	4.08	1.14	.201**	.149**	.174**	.478**	---

Pooled data Cronbach's alpha lie along the diagonal. ** Correlation is significant at the 0.01 level.

4.3 Model Fit and Tests of Hypotheses

The research model was analyzed by path analysis using AMOS v.20. Path coefficients were estimated using maximum likelihood. The goodness-of-fit measures indicate acceptable fit, with $\chi^2_{(3)} = 22.137$, GFI = .992, AGFI = .960, TLI = .919, CFI = .976, RMSEA = .077 against the cutoff criteria of Browne and Cudeck (1992). The path estimates from the pooled data are reported in Table 4. Counter to our expectation, the estimation results reveal that CONINNOV does not have a significant relationship with ATTPROD at the .05 level ($\beta = .042, p = .182$). Thus, H1 is not supported. Contrarily, the results reveal that DPRONE has a significant positive, rather than negative, relationship with ATTPROD ($\beta = .085, p = .006$), refuting H2. The path from HEALTH to ATTPROD is positive and significant ($\beta = .269, p < .000$), providing strong support for H3. The results also indicate that ATTPROD has a significant positive relationship with PURINT ($\beta = .478, p < .000$), providing strong support for H4.

Table 4
Hypotheses Results

Hypothesized Path	Pooled Data	Malaysian	South Korean	Thai
H1: CONINNOV → ATTPROD	.042 ($p = .182$)	.001 ($p = .986$)	.091 ($p = .109$)	.107 ($p = .057$)
H2: DPRONE → ATTPROD	.085 ($p = .006$)	.132 ($p = .011$)	.042 ($p = .443$)	.089 ($p = .107$)
H3: HEALTH → ATTPROD	.269 ($p < .000$)	.394 ($p < .000$)	.151 ($p = .006$)	.172 ($p = .001$)
H4: ATTPROD → PURINT	.478 ($p < .000$)	.553 ($p < .000$)	.605 ($p < .000$)	.578 ($p < .000$)

Goodness of fit: $\chi^2 = 22.137, p = .000$; GFI = .907; TLI = 919; CFI = .976; RMSEA = .077

Hypothesis 5 stated that culture moderates the relationships among the variables that are included in the conceptual model. Path analysis was used to compare models among the three subgroups. The path estimates of each culture subgroup are reported in Table 4. Several differential impacts can be found from the subgroup analyses. First, it can be seen that CONINNOV has a significant positive relationship on ATTPROD only for the Thai consumer group ($\beta = .107, p < .057$), which contrasts the parameter estimates of the Malaysian ($\beta = .001, p < .986$) and South Korean ($\beta = .091, p < .109$) groups. Second, the group level data reveal that DPRONE has a significant positive relationship with ATTPROD only for the Malaysian consumer group ($\beta = .132, p < .011$) and no significant relationship was found for the South Korean ($\beta = .042, p < .443$) and for the Thai ($\beta = .089, p < .107$) group. Third, while HEALTH has a significant positive relationship with ATTPROD, the effect size is largest for the Malaysian group ($\beta = .394, p < .000$), and lower for the Thai ($\beta = .172, p < .001$) and the South Korean ($\beta = .151, p < .006$) groups. Lastly, the subgroup analyses also indicate that the significant positive influence of ATTPROD on PURINT is consistent across all three culture subgroups. Overall, the subgroup analyses indicate several differential effects in our value-intention-behavior model across the three culture groups, providing partial support of H5.

V. CONCLUSION AND FUTURE WORK

5.1 Discussion

This study set out to examine the influence of three consumer values on attitude towards an innovative dried fruit and subsequent purchase intention among three culture groups. The findings suggest that being innovative (i.e. consumer innovativeness) is not a key consumer characteristic to identify potential purchasers of the new dried fruit. In fact, only Thai consumer innovators seem to have sufficient favorable attitudes toward the new dried fruit. Perhaps the most intriguing result is that deal prone consumers, more specifically Malaysian consumers, favor/like the new dried fruit, despite its premium position. This finding implies that the relatively higher price of the new product might not be an unappealing feature or that the nutritional benefits outweighed the higher price. The data confirms the important role that health consciousness plays in shaping favorable

attitudes of a new dried food product. It is worth noting that the influence of health consciousness on attitude towards the new dried fruit was strongest among the three consumer values. Finally, our findings shed light on the influence of consumer innovativeness, deal proneness and health consciousness across the three different culture groups. This highlights the need for marketers to understand and examine the differences between seemingly similar Asian cultures.

5.2 Implications for Managers

The implications of the findings here imply that the marketer of the new dried longan product has a number of options to consider for catering to multiple culture markets. One strategic option is to pursue a global strategy that focuses on appealing to health conscious consumers, irrespective of their cultural background. In doing so, the marketer can simplify its marketing activities and reduce marketing costs. Alternatively, marketing adaptation can be considered based on multiple segmentation approaches. For instance, marketing programs in Thailand could cater to health conscious consumer innovators, whereas the marketing programs in Malaysia could cater to health conscious deal prone shoppers and in South Korea could cater to health conscious consumers.

This study also suggests that marketers of new products cannot simply assume that consumer innovators would be the most likely consumers to adopt their new products just for the sake of its 'newness'. All too often, marketers oversimplify their segmentation process by relying on demographic or personal characteristics that are apparent and easier to identify. As such, it seems necessary for marketers to consider applying multiple segmentation bases in order to uncover a more accurate segment to target.

5.3 Limitations and Directions for Future Research

Although this study makes meaningful contributions, several limitations are worth mentioning. First, these results from our new food product context (i.e. a novel premium dried fruit) are context-specific. In addition, the data represent a cross-section of the different consumer groups, thus these results should not be generalized to other product, culture and temporal conditions. Future studies may test the model using different relevant product categories (e.g. exercise equipment, beverages, etc.). Also, the selection of variables included in this study was based on managerial needs as well as practical relevance at the time of the study. With this in mind, future studies on new food adoption should include other consumer characteristics and perhaps situational factors for a broader model to predict attitudes, intention, and subsequent new product adoption.

Appendix 1 Item-to-Total Factor Loadings of Culture Groups

Items	Malaysian	South Korean	Thai
Consumer Innovativeness	$\alpha = .653$	$\alpha = .623$	$\alpha = .626$
Consumer Openness			
I constantly find new ways of living to improve over my past ways.	.758	.754	.526
I am eager to buy new products as soon as they come out.	.777	.820	.772
I hate any change in my routines and habits.*	.507	.347	.509
Consumer enthusiasm			
I enjoy the novelty of owning new products.	.791	.755	.698
I enjoy the gamble involved in buying new products.	.805	.795	.783
Others often ask me for advice about new products.	.790	.805	.742
Consumer reluctance			
Purchasing new products takes too much time and effort.	.688	.649	.542
New products are inferior to old ones.	.746	.718	.682
New products have an unacceptably high price.	.743	.636	.774
Many new products allow firms or governments to spy on individuals.	.799	.700	.600
Deal proneness	$\alpha = .823$	$\alpha = .769$	$\alpha = .808$
I wait until there is an advertised sale before going to shop at a store.	.669	.653	.669
I shop around until I find a real bargain.	.767	.754	.737
I look for special deals inside the store before buying grocery products.	.825	.755	.825
I look for unadvertised specials offered by supermarkets.	.784	.744	.767
I look for special displays in supermarkets.	.787	.708	.763
Health consciousness	$\alpha = .900$	$\alpha = .889$	$\alpha = .889$
I am very self-conscious about my health.	.844	.788	.778
I am alert to changes in my health.	.853	.839	.810
I am usually aware of my health.	.872	.873	.874
I take responsibility for the state of my health.	.845	.840	.851
I am aware of the state of my health as I go through the day.	.811	.828	.853

Attitude toward the new product	$\alpha = .740$	$\alpha = .780$	$\alpha = .805$
Attitude toward the new product's package			
The package design is appealing.	.855	.813	.793
The color of the package is attractive.	.838	.827	.840
It is easy to open and close the package.	.733	.740	.744
The label includes complete product information.	.715	.726	.665
Attitude toward the new product's taste			
The taste of the product is very rich.	.768	.824	.830
The product is very sweet.	.706	.738	.716
The product is very crispy.	.670	.633	.588
The product is very bitter. (R)*	.012	-.126	.226
Overall, the product is very delicious.	.771	.714	.555

* Indicates the item was deleted from further analyses.

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KNOWLEDGE, ATTITUDES AND VACCINATION COVERAGE OF MANDATORY OCCUPATIONAL VACCINATIONS AMONG MACAO HEALTHCARE WORKERS

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ABSTRACT

Background: Active immunization of healthcare workers (HCW) with vaccines is a major issue for infection control in healthcare facilities and is known to be one of the most effective ways to prevent vaccine-preventable diseases (VPD). Studies have demonstrated that these VPDs are associated with serious morbidity and mortality among patients, disruption and lower performance of health care services due to sick HCWs, and high costs for the health care system as a result of patient disease management and HCW absenteeism. However, vaccination coverage among HCWs in Macao is suboptimal for a variety of reasons. **Aim:** This study aims to assess the knowledge level on occupational vaccinations among HCWs in Macao, to understand their beliefs and attitudes regarding occupational vaccinations, and to explore their perception in regards to mandatory occupational vaccinations for HCWs. **Method:** A qualitative study involving focus group and semi-structured individual interviews were undertaken with HCWs representing different professional categories from both the primary and tertiary health care settings, as well as from the public and private health sectors. **Results:** Several themes have emerged from this study: 1) insufficient knowledge on the mandatory occupational vaccinations among HCWs in Macao; 2) personal and instrumental barriers contributing to the refusal of occupational vaccinations among HCWs; and 3) ethical considerations on the ethical dilemma between the principles of autonomy, utilitarianism and justice for HCWs and the wellbeing of the general population. **Conclusion:** Results from this study revealed some crucial factors that could potentially exert an influence on the vaccination rates for mandatory occupational vaccinations among Macao HCWs. Local health policymakers will need to further explore on the feasibility of implementing a mandatory vaccination policy and to select the most appropriate intervention(s) to achieve adequate occupational vaccination coverage among Macao HCWs.

RETHINKING ON POTENTIALS OF INTERNATIONAL POLITICAL ECONOMY (IPE) TO UNDERSTAND WORLD AFFAIRS

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ABSTRACT

Social science researchers who try to explain an international phenomenon mostly are trapped into boundaries of their disciplines. Disciplines are not thought being separated in many international phenomena such as International Relations (IR), International Economics, Political Science and International Law, however, in the case of being trapped boundaries of one of them in international affairs may result in nonholistic and one-sided readings, explanations and analyses of the reality. Although it has different research methods and theories, International (Global) Political Economy (IPE) searches for non-eclectic and holistic methods and tools to explain political and economic changes and transformations in the international arena. Thus, IPE tries to exist in this dead-end. In this notice, IPE's potentials and opportunities to understand the world will be discussed in the light of Syrian Crisis. The analysis shows that one-sided reading of international affairs is not enough to understand Syrian War that the IPE's potential is strong enough to get full interpretation of the conflict in different levels.

Keywords: method, International Political Economy, international, research

INTRODUCTION

Separation of science into disciplines began with the establishment of modern universities in 19th century. A scientific separation was regarded as necessary due to the fact that the information of the age had to be *practical*. Although, disciplinary scientific research has created enormous knowledge on humanity and the world, particularly in social sciences, *reality* is sacrificed on the altar of *practical logic*. In other words, disciplines limit our knowledge in terms of that separation of reality into units prevents us to get information of fundamental and global issues.

Social sciences has to go beyond their disciplinary limitations that social phenomenon necessitate *contextualization* historically, geographically, politically and economically (Morin, 1999). As a social phenomenon, *the international*, also needs to be thought, defined, researched and studied with escaping limitations of sub-disciplines of social sciences. International Political Economy (IPE) is commonly known as a **field of inquiry** that deals with international aspects of politics and economy; however, IPE as a **method of inquiry** is not limited with its subject area (Balaam & Dillman, 2014). IPE is a perspective which aims to analyze complex relations between actors and dynamic structures and processes of the globe. IPE as a method of inquiry is an opportunity to get *holistic* knowledge of world relations.

Although IPE is an antagonist perspective against disciplinary separation, it does not necessarily mean that it has a standard methodology. Different epistemological paths are being followed by IPE scholars from liberalism to Marxism. Economic liberalism is associated with the study of markets and the rational behavior of different actors, its major concern is the state-market relations in global political economy. It has two main directions according to their tendency towards state-market relations; Orthodox Economic Liberals (OELs) and Heterodox Interventionist Liberals (HILs) (Balaam & Dillman, 2014). The realist tradition of the IR which mainly focuses on power relations is also effective in analysis of international economic interactions such as trade and finance on global scale. The third approach is mainly known as Marxist and it contains also Marxism- inspired critical methodologies which explore global relations of production and reproduction of social relations within the process. As it can be seen, three main methodologies of the IPE search for getting the knowledge of international/

global interactions. Thus, from technological innovations to climate change, from wars to economic crises, from transnational networks to social movements, all these issues can be analyzed within the IPE.

It is important to underline that 1970s were the years of crises for the world economy that IPE mainly emerged out at American universities. IPE as an interdisciplinary research field was in need of help from philosophies of knowledge of 19th century. On the other hand, as specified by Underhill, IPE is “revival of older traditions” (Underhill, 2000). Oil crises and the collapse of Bretton Woods forced the scholars of social science to create new understandings against positivism.

An important component in understanding the complex relationship between politics and economics is being able to relate them to current political events happening across the world. Thus, instead of telling the story of a huge research and scientific agenda of the IPE, this paper searches for potentials of the IPE in contemporary affairs with a case which nowadays are on the agenda of the world. Syrian War is analyzed with critical eyes of the IPE here. The issue seems to be very divergent the IPE’s context, though concepts and categories of International Relations (IR), Politics and Economics does not fulfill expectations of understanding events behind the war. Here, the significant affair of global political economy is analyzed in terms of historical/geographical context and in the frame of global relations aiming to show IPE’s explanation potential.

Syrian Crisis

The advent of the conflict in Syria and the current situation is highly complicated. As in any war, the war has caused terrible human destruction as the country has lost its generations. The multi-actor and multifactorial nature of the war also makes comprehending the issue difficult.

Syrian uprising is mostly seen as a part of the revolts of Arab Spring. The demonstrations are affiliated with anti-regime movements within other Arab states such as Tunisia and Egypt. “Syrian state” turned into “regime” in discourses of mass media and anti-Assad states and demonstrators. It is obvious that all sections of the society have to get the opportunity to participate in politics fairly and express their opinions or beliefs freely. The government pressure on political rights and freedom in Syria is obvious but the fact cannot be summarized with this explanation. The main assumption is that Syrian revolt started with the demands of the civil change in Deraa on March 18, 2011 and the 'regime' suppressed non-violent people's demands about change. Afterwards the people launched armed resistance to defend themselves against Assad forces’ brutality. Here, it is documented chronology to show how local, regional and international facts create a different narrative than that.

The protest started in Deraa, and protestors were caught by police forces. Against their detention, people went on streets and protested Assad regime. When protests continued, a wide ranging political reform process was launched by the government. 260 political prisoners were released. Turkey started to build refugee camps on the grounds of humanitarian crisis on northern Syrian border. Assad declared a general amnesty and the new election law was prepared. Syrian opposition accepted the amnesty and also demanded regime change. Islamist militants close to Turkish border killed 120 Syrian security forces. Israeli and Turkish politicians asserted that Assad lost its legitimacy in the eyes of the public. On August 18, the USA President Barack Obama and EU leaders urged Syrian President Bashar al-Assad to leave office. On September 15th, Syrian National Council was founded with Qatar and Turkey's initiative in Istanbul. On 4th February 2012, Arab League and the European partners submitted a draft resolution to the UN Security Council envisaging the intervention; but the draft was vetoed by Russia and China. The vetoes led to the establishment of an international platform called as “*Friends of Syria*”. 18th July was the day of launching proxy war of Group of Friends. All senior Syrian security officials and armed groups were killed in Aleppo and Damascus, an attacked was initiated on the buildings of the urban centers, of national security and defense ministry. After a couple of months, opposition groups were reorganized and called themselves as the Syrian National Coalition was established in Qatar. In 2013, conflict clearly turned into civil war, jihadists- terrorist groups started to fight as fraction of the opposition such as Al Nusra Front linked to Al Qaida and the Islamic State of Iraq and the Levant (ISIL). In June 2014, ISIL occupied Mosul and Tikrit in Iraq and proclaimed its caliphate in Syria and Iraq. ISIL terrorized northern region of Syria, American-led International Coalition started to bomb ISIS and finally in 2015 Russia intervened militarily into Syrian War on behalf of the

Syrian government against jihadist groups (ISIL), al-Nusra Front (al-Qaeda in the Levant) and the Army of Conquest. The civil war in Syria has turned into a proxy war of the global powers. Armed conflict continues on battlefield in addition to diplomatic negotiations. Millions of Syrians migrated to Turkey, Jordan, Lebanon and the EU that Syrian refugee crisis becomes another aspect of the issue. The transition formula with Assad or not is still debated.

To summarize, the war started in 2011 caused hundreds of thousands deaths and caused huge destruction of Syrian Arab Republic. The demonstrators demanded the resignation of Bashar al-Assad whose family ruled the country since 1971. International jihadists all around the world have become the part of the war and multi-fractioned opposition groups have been armed. Regional powers like Saudi Arabia, Qatar, Turkey, Israel, Iran and Lebanon have got involved and international actors have also intervened in the conflict. The problem between Syrian government and demonstrators has become internationalized. Due to the fact that the crisis has been internationalized, it has to be framed in the international context. However, the Syrian crisis is mainly analyzed as democratic revolt against authoritarian rule, sectarian conflict between Sunnis and Alawites and proxy war of regional and international powers.

IPE perspective on the Syrian Crisis

Actors

The U.S. Defense Intelligence Agency emphasizes that there are 1,200 different opposition groups in Syria. The US-led airstrikes against ISIS are supported by nine states; Russia, Iran and Hezbollah support the Syrian Army on the field. Regional actors from Saudi Arabia to Turkey, Jordan and Qatar are also visibly behind opposition groups. International jihadists from all around the world have become the part of the Syrian War.

Background

The change in climate affected Syria more than most people think. Between 2006 and 2011 extreme temperatures, dust storms, shortage of rainfall and drought sharpened rural poverty in the country (Polk, 2013). According to the World Bank reports in 2012, Syrian economy's 20 percent of national income (GDP) depends on agriculture and 17 percent of the population is employed in agriculture. Although Syria is not vast in terms of land, it is densely populated. Although Baas Party is known by its statist economic views, it has started to change in a more neoliberal way with 2000s. In addition to terrible rural poverty, withdrawal of the state from public services increased the gap between rich and poor in the country. The state failed to sustain economic security of the cities like Daraa, Dariya, al-Moadamiya, Doma, Harasta, al-Tell, Saqba, al-Rastan, Talbisa, that all of them has become centers of uprisings.

Former Syrian Deputy Prime Minister for Economic Affairs Abdallah Dardari's policy deregulated banking sector and liberalized Syrian commerce aiming to create more investment-friendly environment. Neoliberal reforms mostly affected organized labor rights and peasant cooperation. Traditionally, fundamentalist and political Islamist parties have used charities and schools to organize in the Middle East. The same goes with Syria that many poor who lost their economic welfare joined the network of Islamist organizations to be able to survive in the absence of the state protection.

In addition to above-mentioned economic aspects, Syria has been one of the significant anti- Israel actor in the Middle East. Before and after the US invasion of Iraq in 2003, Bush administration sent signals on their intention of regime change in Syria. Obama has followed a more nuanced foreign policy by taking into consideration domestic factors of the region though there is a consistency in terms of regime change. The US searched for local and regional actors to collaborate for regime change. The Arab Spring has shaken balance in the region and deepened instability in the Middle East. It is significant to underline that Turkey became prominent as a model for Middle East with its political Islamist power bloc which has been in collaboration with the US-led Western bloc in the process of Arab uprisings. However, the failure of Muslim Brotherhood in Egypt raised question marks

in mind, Gezi uprisings in Turkey also show the shortages of political Islam in terms of the ruling hegemony. However, the US-led Western bloc continue to search for moderate regime change in Syria against all these odds.

Remarks

As it is mentioned in introductory part, IPE frames events globally and it has holistic and relational methodology. The Syrian War is not solely explained with domestic political, ideological or economic terms. Social, economic and political factors are related with each other.

The dreadful bombings in Beirut, Paris, Ankara and Brussels show that international terrorism becomes a global issue that all aspects of its causes has to be understood to be able to struggle against it. The climate change and rural poverty, neoliberal policy agenda and the gap between rich and poor, economic instabilities also has to be taken into consideration. In Syria, ISIS and Islamic terrorism would be defeated but its remnants will be source of instability in the region similarly as Taliban in Afghanistan. Refugee crisis is another global problem that Europe, Turkey, Jordan, Lebanon face with huge immigration problem at first hand. The future of millions of migrants is a highly debated issue in those migrated places.

The balance of power in the region has also changed. Although, anti- Israel forces seem devastated, they have gained moral superiority as the resistance front such as Hezbollah and Iran. Syrian Kurds also emerged as a new domestic force in the region. Russia enters into Middle Eastern politics again as a legitimate power.

Syria's economic and political problems were highly obvious before uprisings. Syrian people organized and searched for solutions for their problems. However, the search for change has been exploited by regional and international actors that the stage of civil war has begun.

CONCLUSION

Assad's aim is to integrate Syria into world market as neoliberal reforms has failed. International actors could not support Assad due to the fact that Syria wants to protect its independent foreign policy. In other terms, although the country followed the economic policies of the Western, it was not part of the Western axis in the region. Contrary to the US and Israel desires, Syria protected its alliance with Russia and Iran.

The IPE method is an attempt to synthesize analytical elements of separate academic disciplines to better explain complex, real-world problems that span physical and intellectual boundaries. Today's complex issues can no longer be easily described, analyzed, and understood by using any single set of disciplinary methods and concepts. As Syrian War case shows not only shortages of the neoliberal accumulation model but also unexpected results of insisting on regime change in a country.

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PERFORMANCE AND EFFICIENCY OF THAILAND'S TOURIST DESTINATIONS

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ABSTRACT

Tourism development is used progressively to improve regional, urban and rural economies. Numerous strategic and methodology features are elaborated in the progression to the industry emerging by varying perspectives with regard to the viability of the industry. This study syndicates several analytical techniques, including data envelopment analysis (DEA) models and the Kruskal Wallis test, in order to evaluate the relative efficiency of international tourism development. This study analyses tourism expenditure and the number of destination facilities in 30 regions of Thailand.

The analysis starts by taking inputs, such as the number of hotels, restaurants, museums, temples, attractions and national history places into deliberation and then tourists' spending as the outputs. At first, DEA models, including Banker, Charnes, and Cooper (BCC) and DEA projections, are applied to analyse the relative efficiency of tourism development. Secondly, the Kruskal-Wallis test is applied to ascertain the average ranking score from BCC output. Finally, it presents some management suggestions for development of the tourism industry, guided by DEA projections for evolving Thailand.

Keywords: Data Envelopment Analysis, Effectiveness, Kruskal-Wallis test, Performance, Thailand.

INTRODUCTION

At the present tourism industry has developed rapidly since the last 3 decades, furthering aim to growths in the economy, escalation in purchasing power, and reduction in transportation cost. The economic measurement of this activity is tangible. Visitor's expenditure outflows have indirect and direct to encouraged the impacts of the economic, currency exchange and existent of the country estate investments. Tourism movement also subsidises by branching out the local economy, which has significant multiplier effect on it. It is not astonishing that governments are constantly progression their tourism destinations, or even intensifying their tourism accomplishments by exploring new destinations. The reason of all these current developments are the necessity to take on appropriate progression strategies turn out to be an important issue. In the same way, the essential is the need to estimate the performance of tourism activities (Botti, Peypoch, & Robinot, 2009) or to deliver tourism policy makers with correct performance indicators for upcoming for the strategic decisions.

The present paper attains these objectives by using the comprehensive Data Envelopment Analysis (DEA) method. DEA is applicable commencing to the point of view of tourism destination management, which

does not only highlight the greatest performing destinations, but then again also sets the platform for performance improvement practices (Barros, 2005). Our method is applied on a sample of thirty regions of Thailand. Each region is calculated based on different categories of inputs and outputs. Conferring to the literature, no existing study has directly compared the performance level of these destinations and measured the efficiency. The paper also intentions to explain the bases of efficiency variations concerning the different destinations. For that determination, a two-method procedure is engaged, where in the first stage the efficiency score are evaluate, and then followed in the second stage by using Kruskal-Wallis test to defensible the consequence.

The remainder of the paper includes Section 2, describe the tourism industry in Thailand. Section 3 methodology includes DEA applications and performance measures provided by the BCC output model, including information about selection of inputs and outputs to measure the performance of destinations in Thailand. Section 4 data collection. Section 5 contains a summary of the results and discussion and conclusions are presented in Section 6.

Thailand Tourism Industry

In the early 1990, an existence of the studies about the measurement of efficiency in the tourism industry. Among of those studies, we refer to Baker and Riley (1994), who propose the procedure of ratios to analyse the performance of the lodging industry, Brotherton and Mooney (1992), who, along with Donaghy, McMahon, and McDowell (1995), suggest the use of yield management to analyse the efficiency of hotel management and Wejysinghe (1993), who put forward the use of break-even analysis to analyse the effectiveness of tourism management. Then examines competitiveness and efficiency in Mediterranean destinations by allowing for hedonic pricing framework from Papatheodorou (2002).

In the hospitality sector is concerned by using frontier models to evaluate efficiency: Assaf & Barros, 2011, Reynolds and Thompson, 2007,; PeyPOCH & Solonandrasana, 2007, 2008; Botti, Bricc & Cliquet, 2007, Barros, 2005-2006; Barros & Santos, 2006, Barros & Mascarenhas, 2005; Barros & Alves, 2004, Chiang, Tsai, & Wang, 2004, Reynolds, 2003, Anderson, Hwang & Chang, 2003 Brown and Ragsdale, 2002, Anderson, Fok & Scott, 2000, Anderson, Fish, Xia, & Michello, 1999, Johns, Howcroft & Drake, 1997, Morey & Dittman, 1995. Travel agencies (Köksal & Aksu, 2007; Barros & Dieke, 2007; Barros et al., 2009; Botti et al., 2009); museums (Bishop & Brand, 2003). A lot of these papers are empirically determined, nevertheless in some circumstances they test hypotheses concerning managerial aspects or the organizational of an innovativeness and its efficiency (Botti, Bricc, & Cliquet, 2009).

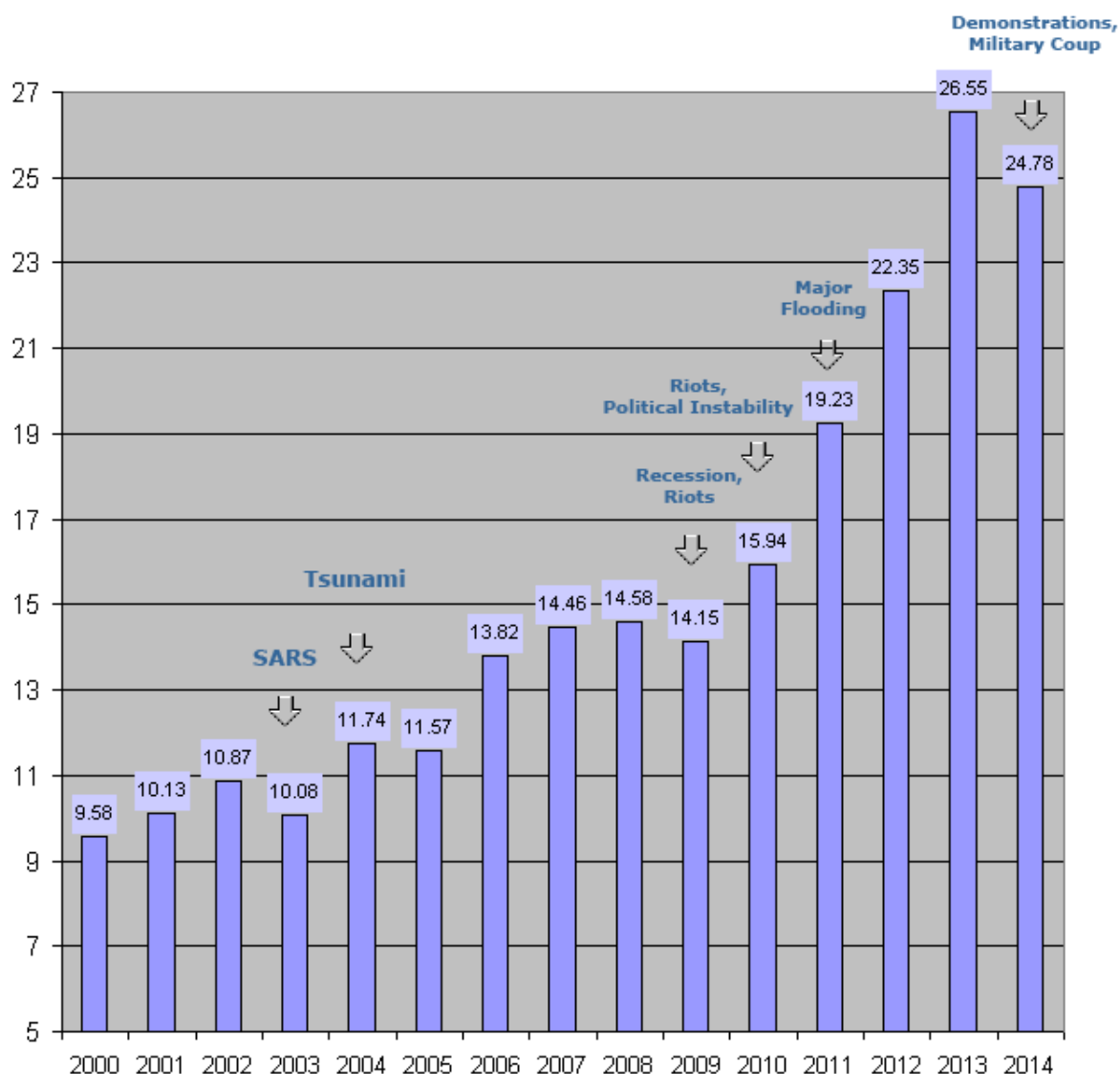
On the subject of destination performance, previous analyses using efficiency measurements were restricted to a small number of studies such as Bosetti et al. (2006) examined the relative efficiency of Italian regions and Cracolici et al. (2006) analysed the relative performance of Italian regions, the latter focusing on environmental management. Botti et al. (2009) used the DEA method in the destination field but only for a descriptive approach to French regional performance. Daskalopoulou and Petrou (2009) investigated business performance in urban tourism using networks and entrepreneurial perceptions over a city's asset base as a framework of competitive performance. Fuchs (2004) considered the efficiency of tourism service production processes on the level of tourism destinations. Wöber and Fesenmaier (2004) suggested to benchmark tourism destinations by assessing state tourism advertising programs in the United States. Lastly, Xiang, Kothari, Hu, and Fesenmaier (2007) indicated the link between benchmarking and the development of strategies for a destination.

The capital of Thailand is Bangkok, which is the centralized location for education, governance, finance and trading, as well as the centre for tourists to transfer to other travel destinations. Most tourists to Thailand will visit Bangkok because it is a city that not only provides for the business traveller but also includes hospitality healthcare and a variety of arts, cultures and recreations (Ismail & Baum, 2006). Bangkok is a famous place for tourism, according to the World's Best City Award 2011 by the popular American magazine named Travel + Leisure. Bangkok received this important title for three successive years since 2008 (Travel + Leisure, 2011).

Thailand's tourism industry subsidises a big portion to the country's GDP. While about 10 years ago, the industry gained about 6.5% of Thailand's GDP and continuous rise up to 9- 10 %. By using the number of tourist's arrival and the number of tourist destinations and hotels, one would essentially suppose an even more considerable share of GDP. However Thailand's tourism industry apparently carries in less money than other service industries, and indeed less than its manufacturing industry. In 2012, tourist revenue amounted to a staggering 983,928 billion Thai baht (more than 25 billion Euro). On average, visitors spend about 4,800 Thai baht (120 Euro) per day, and stay about 10 days. Remarkably, the tourism area does not only rest on only foreign visitors, the number of domestic tourists also essential as the number of foreign tourists. Even through domestic tourists trips are shorter and spend much less per day. In 2007 there were more than 83 million in-country travel trips, which created 380 billion baht (9.7 billion Euro) in revenue.

Therefore between year 2000-2014, the number of arrival fluctuation due to (see figure 1) : SARS 2003, Post-Tsunami 2004, Global recession and demonstrations in Thailand 2009, Demonstrations and political uncertainty in 2010, major flooding in many paths of Thailand and northern Bangkok end 2011, and political protests end 2013 until 2014. Anti-government demonstrations engaged up until the first half of 2014, and were followed by declaration of military law, and a military (non-violent) Coup d'état on 22 May 2014.

Figure 1
Tourist Arrival in Thailand from 2000-2014



Yearly Tourist Arrivals 2000-2014

Source: Thailand Tourist Statistic, (2015)

In this situation elevations is a need for tourism competitiveness and points to the significance for a progress in tourism efficiency (Santos, 2004). In this paper, the competitiveness of Thailand destinations is examined established on their accommodation prospects, natural resources and historical monuments. In the last two decades, researchers have greater interest than before in the theory of competitiveness (Gomezeln and Mihalic, 2008; Cracolici and Nijkamp, 2009). It is obvious in the literature that besides price and comparative advantage, many other variables define the competitiveness of a unit (a nation, an enterprise). For a specified production procedure, units with many of inputs normally have a comparative advantage to complete others which are less capable. As far as tourism is apprehensive, areas that are richly attached with tourism attractions presentation a comparative advantage from the others that do not. Nevertheless, the competitive advantage is foundation on the productivity of units, and their capability to produce a supplementary value from their resources. Expending an appropriate model of the Crouch and Ritchie (1999) and Porter's model, offered a model to describe the competitiveness of a tourism destination. Conferring to them, the comparative advantage replicates the

resources benefaction of a specific destination. In contrast, the competitive advantages are those that have been recognised as a consequence of effective resource distribution. In this case, the competitiveness of a tourism destination be subject to how well a destination make the most of its available resources i.e. how well it creates an additional value (Crouch, 2006).

METHODOLOGY

This paper aims to evaluate production frontiers and efficiency coefficients of alternative tourist destinations. Efficient operation of tourist sites is essential in order to maintain market share in tourism nationally and internationally. The optimal behaviour of contemporary tourists is sometimes unpredictable and unstable.

Different statistical techniques are used to assess the production frontier in economic analysis: parametric and non-parametric and individually. The first group of methods contains the *Non-statistic Deterministic Frontier Function* (Aigner & Chu, 1968); the *Statistic Deterministic Frontier Function* (Afriat, 1972); and the *Stochastic Frontier* (for details see, Aigner et al., 1977; Meeusen & Van de Broeck, 1977). In the next group is *Data Envelopment Analysis* (Charnes et al., 1978; Banker et al., 1984) based on Farrell's work (Farrell, 1957) and *Free Disposal* (Deprins et al., 1984). The DEA take on the input set explains/determines efficiency (or inefficiency) and production using the distance to the production frontier, which is shown in Figure 1.

Performance assessment is a precarious part of the management process. It delivers information needed for decision-making and also offers a competitive advantage for unrelenting operations (Phillips, 1999). Then, it is the main tool with which to control and measure organizational performance in a multidimensional theory (Lewin & Minton, 1986). Among the techniques for measuring organization performance, the process of data envelopment analysis (DEA), proposed by Charnes et al. (1978), is possibly the most representative of performance evaluation.

DEA is a non-parametric, linear programming technique used to assess the comparative efficiency of a homogenous set of decision-making units (DMUs) with multiple inputs and outputs. The efficiency score of any DMU is resolute by comparison with the DMU located on the efficient frontier as a benchmark, signifying the minimum resources needed for a firm to accomplish at a given level of output (input-oriented), or the maximum output extension at a given level of input resource (output-oriented), which is explained in Figure 1.

Figure 2

Technical Efficiency and Production Frontiers

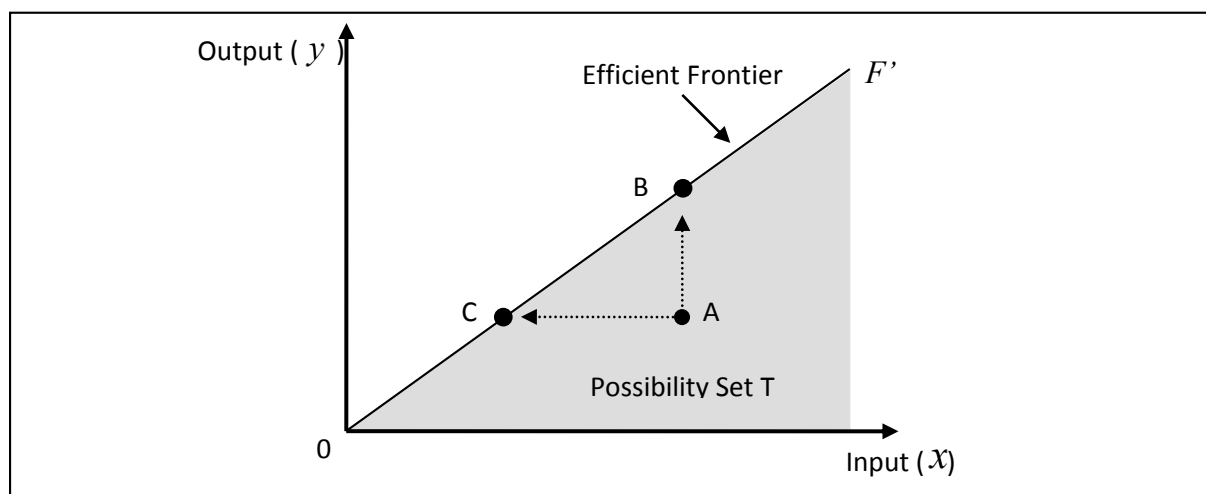


Figure 2 explains the difference between the terms, to start to study a simple production process in a single input (x) is used to produce a single output (y). The line OF' in Figure 2 signifies a **production frontier** that is possible to define the connection between the input and the output. The production frontier characterises maximised output achievable from each input level; therefore it replicates the existing state of technology in the industry, such as firms in the industry could function on that frontier whilst being **technically efficient**. Below the frontier, when they are not technically efficient, point A signifies an inefficient point whereas points B and C represent efficient points. A firm functioning at point A is inefficient because it is possible technically to increase output to the level related with point B deprived of necessitating more input.

Additionally, the theory of **feasible production** is the set of all input-output amalgamations which are feasible. This set involves all points concerning the production frontier, OF', and the x-axis (comprehensive of these bounds). The points along the production frontier describe the efficient subset of this feasible production set. The main advantage of the *set representation* of a production technology is completely clear for the discussion of multi-input/multi-output production and the use of distance functions.

Besides, the DEA model contains projection statistics, which is a developed method to determine the projection of the frontier, not by decreasing each of the inputs by the same amount as in the oriented methods but by using the weighting structure as long as the dual prices to analyse a amalgamated point on the frontier (Sherman & Gold, 1985).

DEA has been extensively evaluated in a variety of fields, including airlines (Scheffczyk, 1993), forest management (Kao et al., 1993), transportation companies (Kerstens, 1996), banking (Jemric & Vujcic, 2002), insurance (Mahajan, 1991), education (Thanassoulis & Dunstan, 1994), library management (Hammond, 2002), textile companies (Chandra et al., 1998), life insurance companies (Cummins et al., 1999), mutual funds (Basso & Funari, 2001), nursing (Nunamaker, 1983), telecommunications (Uri, 2001) and hospitals (Chilingerian & Sherman, 1990). Conversely, very few papers have used DEA to examine the performance of the tourism industry in Thailand. On the other hand, very few works have studied the tourism sector by analysing performance and efficiency productivity in Thailand such as: spa performance (Untong & Kaosa-ard, 2014), tourism productivity (Peypoch, 2007), hotel performance (Sirirak et al., 2011), marketing strategies (Sereetrakul, 2012), Thailand hotel application (Untong, Kaosa-Ard, Ramos & Rey-Maqueira, 2011).

In addition, the past decade has seen many studies about tourism destination performance and efficiency, such as French destination (Barros et al., 2011), French regions (Botti et al., 2009), managerial hospitality efficiency (Barros et al., 2011), MVS French destination (Botti et al., 2011), ELECTRE method for destination competitiveness (Botti, et al., 2013), benchmarking ski resorts (Botti et al., 2012), efficiency and productivity of the tourism industry (Peypoch et al., 2008), efficiency and productivity growth in the hotel industry (Barros et al., 2009), travel agencies (Goncalves et al., 2012), productivity in technology (Peypoch & Sbai, 2011), E-attractions (Peypoch & Solonandrasana, 2007), tourists' length of stay (Peypoch et al., 2012), environmental management (Hathroubi et al., 2014) and US airline (Barros et al., 2013).

Data

Variable data is selected to achieve efficiency analysis in this study using DEA solver software with this application, to calculate six inputs and one output. The analysis concerns 30 Thailand regions for the year 2011 that could obtained all the input and output data.

Tourist output is evaluated here by measurement of international and national tourist expenses and inputs using the number of restaurants, hotels, temples, museums, attractions and national history places. For an inclusive exposition of these assumptions, one may refer to Ray (2004) and Coelli et al. (2005). Another significance of this non-parametric feature is that there is no sample constraint. Nooreha et al. (2000) point out that in order to be accepted as a resolution, the size of the DMUs sample must be greater than two times the sum

of inputs and outputs. With a sample size of 30 regions ($J = 30$), with 6 inputs ($N = 6$) and 1 output ($M = 1$), this conventional rule is respected ($J \geq 2(N+M)$).

This is followed by the destination concept, in which the empirical findings and the availability of data obtained from Tourism Authority of Thailand (TAT), National of Statistic Office of Thailand and etc. (see table 1), that provide the necessary statistical data needed to accomplish the BCC output model, followed by The Kruskal-Wallis test for the variable ranking score of BCC output and the DEA projection.

Table 1
Input and Output Gathering Data Set

Hotel	http://wangchaiya.dopa.go.th/newweb/main.php?page=workmanship&sid=436a8bb6abf1fce1e7b10ba26bd06d34
Expenditure	http://marketingdatabase.tat.or.th/ewt_w3c/ewt_news.php?nid=1627
Temple	https://www.google.fr/url?sa=t&rct=j&q=&esrc=s&source=web&cd=13&cad=rja&uact=8&ved=0CDAQFjACOAo&url=http%3A%2F%2Fservice.nso.go.th%2Fnsso%2Fnsso_center%2Fproject%2Ftable%2Ffiles%2F2500300%2F2555%2F000%2F00_2500300_2555_000_000000_00200.xls&ei=OPOeVPvRGeH9ygPltYK4Cw&usg=AFQjCNF46XTfU1Qcj_jmfqeIleUB4-f1zA&sig2=Mr2z6lYwTuYeBmWbWDTIqA&bvm=bv.82001339,d.ZWU
Museum	http://www.sac.or.th/databases/museumdatabase/museum_type.php?id=0
Attraction	http://marketingdatabase.tat.or.th/ewt_w3c/ewt_news.php?nid=83
National Park	http://www.dnp.go.th/parkreserve/nationalpark.asp?lg=1
Restaurant	http://thai.tourismthailand.org/%E0%B8%A3%E0%B9%89%E0%B8%B2%E0%B8%99%E0%B8%AD%E0%B8%B2%E0%B8%AB%E0%B8%B2%E0%B8%A3/search-where-to-eat?view=102&cat_id=&cuisine=&price=&keyword=
Historic Place	http://www.sac.or.th/databases/archaeology/archaeology?field_a_province_tid=81&title=

A tourism destination is an area where the tourist appreciates different types of experiences. It is potential to decide some levels of tourism destination: a country, a city, a region, a resort. The rest of this paper, we proceeds the supposition that a destination is a geographical capacity in which a tourist possible to live at least one tourism expansion an experience, an explanation from a Destination Management Organization (DMO) point of view, as well it can be managed i.e. can be developed and organized to attract tourists. In this term, a destination is demonstrate as a firm with inputs as tourism attractions and outputs as tourist expenditure. Then the main DMO objective is to accomplish maximum efficiency through an appropriate use of its inputs. This technical efficiency in the consumption of tourism resources can be measured as a proxy of the perception of destination competitiveness.

Our method follows Peypoch and Solonandrasana (2007) who, in the perspective of econometric estimations of the tourism length of stay, highlights that when we seek to clarify the number of bed-nights, the number of arrivals may possibly to measure as an exogenous variable. After that, for all the regions, we evaluated output by tourist spend and inputs by tourist's attraction (temple and museum) and by the accommodation capacity (hotels and restaurant) of each region. We use only one output for the reason of the specificity of our study which follow Peypoch and Solonandrasana (2007) and Botti, Peypoch, and Solonandrasana (2008), no other variables permitting to assess tourism attraction are available.

Table 2
Descriptive Statistics for Inputs and Output

	Restaurants	Hotels	Temples	Museums	Attractions	National History places	Spend
Max	252	1072	1970	206	258	30	478158
Min	10	3	37	3	31	1	642
Average	60.8	95.8	540.43333	23.3	94.6	7.3333333	34246.567
SD	52.515014	196.57881	493.3332	38.429286	56.674862	8.0470837	90165.493

The variables reflecting the various features of the regions in Thailand are shown in Table 2, aiming to be illustrative of the input and output related to what would be the production function of output and inputs. The variables of tourist spend is an output variable to estimate the relative efficiency of regions in Thailand, the input variables are restaurants, hotels, temples, museum attractions, and national and history places. As well as the major facilities provided by local services, the geography and investors, these variables are considered in both the inputs and output.

Table 3
Correlation between Inputs and Output

Inputs	Output Spend
Restaurants	0.82
Hotels	0.46
Temples	-0.10
Museums	0.84
Attractions	0.64
National History places	0.40
Spend	1

Table 3 shows the correlation of these models. The correlation analysis results show a positive and a negative between input and output variables. The result shows that a temple is -0.10 due to temples being non-profit visiting places that affect tourist spend as a main attraction but there is the possibility to increase the profits of hotels and restaurants. The Tourism Satellite Account could analyse in detail all the characteristics of the demand for services and goods related with the activity of visitors; to perceive the operational boundary with the

supply of such services and goods within the economy. Moreover, it refers to the supply to interact with other economic activities and avoid any effects from other consumption activities or expenditures of local residents enduring in their usual environment (UNWTO, 2010)

FINDINGS AND DISCUSSION

Then BCC model is used to discover the returns-to-scale of BCC-efficient DMUs and a reference set for BCC-inefficient DMUs subtracted using the Frontier Analyst DEA solver software based on the BCC output-oriented models. In this paper, the DEA analysis models use the BCC model to deliver an inclusive evaluation of overall performance from the results for the BCC output model. To begin with, a fundamental insight is attained in view of the dichotomous classification of DMUs as either efficient or inefficient.

The main findings can be summarized further. The efficiency score analysis results are shown in Table 4 and present that five regions (Bangkok, Nakhon Ratchasima, Surat Thani, Krabi, and Phuket) are relatively efficient because their efficiency scores are all equal to 1. This result shows that resource utilization for these regions was excellent; on the other hand, 25 regions were found to be inefficient because their efficiency scores were less than 1.

Table 4
BCC Output Efficiency and Rank Score

No.	DMU	Score	Rank	No.	DMU	Score	Rank
1	Bangkok	1	1	16	Nakhon Si Thammarat	0.5819	16
2	Nakhon Ratchasima	1	1	17	Udon Thani	0.5179	17
3	Surat Thani	1	1	18	Songkhla	0.4922	18
4	Krabi	1	1	19	Phitsanulok	0.4327	19
5	Phuket	1	1	20	Chiang Mai	0.4097	20
6	Samut songkhram	0.9999	6	21	Ubon Ratchathani	0.2248	21
7	Trat	0.9999	6	22	Khon Kaen	0.2072	22
8	Rayong	0.9999	6	23	Loei	0.2013	23
9	Satun	0.9999	6	24	Chiang Rai	0.1945	24
10	Samut Prakan	0.9998	10	25	Kanchanaburi	0.1869	25
11	Phangnga	0.9998	10	26	Phra Nakhon Si Ayutthaya	0.1337	26
12	Buri Ram	0.9997	12	27	Chumphon	0.1217	27
13	Nan	0.9993	13	28	Sukhothai	0.0663	28
14	Chonburi	0.9726	14	29	Ratchaburi	0.0502	29
15	Prachuap Khiri Khan	0.7333	15	30	Mae Hong Son	0.0351	30

The Kruskal-Wallis test was technologically advanced by Kruskal and Wallis (1952) and is therefore named after them. The Kruskal-Wallis test is a nonparametric test that measures important differences on a continuous dependent variable optionally by a grouping of independent variables with three groups from average length of stay and separate from >3 , $2 < x < 3$ and $x < 2$ display in Table 5 (Kruskal & Wallis, 1952).

Table 5 Average length of stay separate by BCC output score

Group 1 >3	Group 2 2<x<3	Group 3 x<2
Bangkok	Buri Ram	Samut songkhram
Chiang Mai	Chiang Rai	Ratchaburi
Chonburi (Pattaya)	Chumphon	Sukhothai
Krabi	Kanchanaburi	
Phangnga	Khon Kaen	
Phuket	Loei	
Prachuap Khiri Khan (Hua Hin)	Mae Hong Son	
Surat Thani (Samui)	Nakhon Ratchasima	
Trat	Nakhon Si Thammarat	
	Nan	
	Phitsanulok	
	Phra Nakhon Si Ayutthaya	
	Rayong	
	Samut Prakan	
	Satun	
	Songkhla (Hat Yai)	
	Ubon Ratchathani	
	Udon Thani	

This paper also applies the Kruskal-Wallis test to analyse the average length of stay by BCC output rank score to define the statistical difference in technical efficiency. In order to statistically disclose the actuality of tourism attraction factors' effect on Thailand regions' performance, the Kruskal-Wallis test (a distribution-free rank-order test) is applied (Kruskal & Wallis, 1952; Sueyoshi & Aoki, 2001). The Kruskal-Wallis test is a generalization of the Mann-Whitney test in that the former test can contract with more than two groups. It allows analysis of the relation between a qualitative and a quantitative character with k classes.

As soon as the decision has been made on how sure the conclusion needs to be (this case used a 0,05 significance level – 95% level of confidence), to compoment the Kruskal-Wallis test to decide whether any region's classification is statistically different from others with the identified degree of significance. First, a

hypothesis test is set up without any difference between the efficiency scores of any categories. H_0 : There is NO statistically significant difference between Thailand regions concerning their tourism efficiency by considering the tourists' average length of stay. The risk to reject the null hypothesis H_0 while it is true is lower than 1.84%. As a consequence, the research hypothesis H_a is: The samples do not come from the same population. There is a statistically significant difference between Thailand regions. When applying the Kruskal-Wallis test, we are checking the validity of the H_0 hypothesis, assuming that Thailand regions come from the same population.

Table 6
Research Hypothesis and Kruskal-Wallis Test

H0: There is statistically significant difference between Thailand regions	K (Observed value)	7.99
	K (Critical value)	5.99
	DF	2
	p-value (Two-tailed)	0.018

Source: *XlStat*

The statistic for the Kruskal-Wallis test is H : where k is the number of groups i.e. categories of Thailand regions, n the total number of observations i.e. the number of Thailand regions analysed ($n = 30$), n_i the number of observations in category i ($i = 1, \dots, k$) and R_i the sum of the rank for category i . When sample sizes are small in each group (< 3) and the number of groups is less than 4, a tabled value for the Kruskal-Wallis should be compared to the H statistic. Otherwise, a Chi-square with $(k - 1)$ (i.e. the number of groups - 1) degrees of freedom is used. Indeed, under the null hypothesis that groups come from the same population, H has an approximate Chi-square distribution with $(k - 1)$ degrees of freedom. If the calculated value is less than the Chi-square table value, then the null hypothesis cannot be rejected. Otherwise, we have to refuse it and say that groups come from different populations. The results for the Kruskal-Wallis test use the statistical package *XlStat*.

Table 7
Projection Statistics for BCC O

No.	DMU	Restaurants	Hotels	Temples	Museums	Attractions	National History places	Spend
		Diff.(%)	Diff.(%)	Diff.(%)	Diff.(%)	Diff.(%)	Diff.(%)	Diff.(%)
1	Bangkok	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	Chiang Mai	-54.65	0.00	-89.77	-64.97	-64.74	-44.07	144.10
3	Chonburi	-12.81	-88.06	-80.76	-27.27	0.00	0.00	2.82
4	Ratchaburi	-24.34	0.00	-73.30	-28.63	0.00	0.00	1891.46

Finally, table 7 presents the overall descriptive statistics for the BCC output projection, which indicates all of the input averages are negative. The projection shows that the number of facilities should be increased in order to increase the volume of tourist expenditure. However, it is possible to increase the number of hotels, restaurants and museums but not the temples and historic places. Therefore, the benefit of the BCC output presents the projection in each input and output, which allows the government, managers and investors to decide what is essential in each region, as presented in table 7. Furthermore, table 4 has a few respectable cases to describe, such as Chiang Mai, which is a region considered similar to Bangkok (capital city). According to the projection, Chiangmai has enough hotels to facilitate the tourists' needs but they have insufficient restaurants. In addition, the scores show that Chonburi has enough attractions and historic places but insufficient hotels: -88.059, meaning hotel development should increase the revenue for that region.

CONCLUSIONS

This paper has described the facilities provided for visitors in Thailand since the tourism industry plays an important role for the economy of this country. In Thailand, former tourism studies have concentrated on various aspects; however, no empirical studies have investigated the efficiency of supply and demand. Nonetheless, some studies have paid attention to efficiency measurement in the tourism industry, such as Thaothampitak and Weerakit (2012) and Zhang (2012).

On the other hand, a small number of studies have been conducted on the performance efficiency measurement of destination place. A tourism destination should try to maximize tourist products and minimize instability. The efficiency following tourist products is one of the essential questions to understand the composition and characteristics of the local tourism industry.

In fact, the Thai economy is influenced by the tourism industry, as it is one of the main incomes for the country. This study applied nonparametric DEA methods to examine the efficiency of tourist destinations in 30 regions and the main findings are concluded in the following paragraphs. Firstly, the present correlation exposed a significance between the input and output variables, which is negative. The BCC output efficiency score analysis shows the efficiency indication that five regions are relatively efficient. Among the 30 regions, two regions show efficiency between those models, the Bangkok and Phuket regions. It concludes that those regions have relative efficiency based on a completed value to supply tourists at their destination choice. Furthermore, the inefficient regions are mainly attributed to technical inefficiency; those inefficient regions need to improve their efficiency through the DEA projection. The results of this research can assist investors, the government and organisations in managing these regions by understanding their relative operating performance and, therefore, responding appropriately to needs from input and output variables. Further examination would consider performance from time-to-time in order to view the performance of the tourism industry.

As for the practical associations, the basic indication behind the benchmarking perception is to identify gaps in performance and to close them by monitoring other regions to get concepts about how they perform less and accomplish their targets. This brings up what “process” benchmarking purposes to achieve (Watson 1993). In this research, regional production worked equally well and made it possible to present prospective reasons for performance gaps between destinations in Thailand (such as number of hotels, restaurants, temples, museums and attractions). To extend their use, DEA could be applied in studies of regional benchmarking. A group of inputs from each destination would allow managements and investors to analyse how they are performing and to concentrate on their particular aspects. External benchmarking is a significant tool for classifying good paradigms in inefficient regional destinations and applying them to that destination, subject to revisions and improvement.

Lastly, an important consequence to be drawn from this study is that each destination has its own competitiveness set, conditional on the structure, nature and appropriateness of its tourism industry and compared with alternative tourism products existing in the international arena.

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THE IMPACT OF GLOBAL ECONOMIC CRISIS AND INTERNET TRENDS ON INTERNATIONAL ARRIVALS IN INDONESIA

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Global financial crisis in 2008 has affected some economic sectors include tourism industry in many countries, including Indonesia. There is indication why and how the tourism industry is affected by crisis. Branding of destination might also influence tourist visit to Indonesia and can be tracked from internet.

This research is using Vector Autoregression (VAR) model. There are five variables in this research, they are international tourist arrivals from Japan, US, and UK; GDP growth; relative price; internet trends; and crisis. Internet trends variable is derived from Google Trends tools to see the number of internet search volume with the trending keyword being used about Indonesia tourist destination. All variables are going to be used in time series data.

The research finds a negative and significant impact of global economic crisis on tourist arrival to Indonesia, while internet trends variable has a positive and significant impact in influencing tourist arrivals from Japan, US, and UK to Indonesia. Coefficient of internet trends in absolute term is relatively larger than coefficient of crisis. This evidence shows that Indonesia needs to improve tourism infrastructure in order to have better branding/internet trends of tourism condition in Indonesia, therefore tourist arrivals to Indonesia will increase in the future.

Keywords: global economic crisis, VAR, Google Trends, Indonesia tourism

INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AS A CRITICAL TOOL FOR E-LEARNING

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ABSTRACT

This research is based on the premise that, there is still a need to understand whether improvement in technology is appreciated, fully supported in the vision of contributing to the academic business in Africa. The aim of this research is to explore the extent to which the incorporation of technology in teaching and learning has so far benefited teachers and learners in Africa. The objectives of the study is to highlight the benefits of using e-learning system to find out whether new technologies have enhanced teaching institutions in Africa.

Keywords: Information and communication technology (ICT), E-learning system, teaching institutions, Africa

INTRODUCTION

The New Partnership for Africa's Development (NEPAD) is one of the organ of the African Union (AU). It aim is to put Africa in the path of socio economic development. The overall goal is the development of an integrated socio-economic development framework for Africa. The NEPAD e-Africa Commission is the NEPAD Task Team responsible for developing and implementing ICT projects, one of which is the NEPAD e-Schools Initiative. According to Sandy Malapile (2007) the aim is to equip all African primary and secondary schools with ICT equipment, such as computers, radio and television sets, phones and fax machines, communication equipment, scanners, digital cameras, copiers, etc., and to connect them to the Internet.

This study set to explore the role of ICT on e-learning in Africa and it implication on Africa's development. More specifically, this study investigates the effectiveness of developing electronic learning system (e-learning) in line with the objective of the New Partnership for Africa's Development (NEPAD). NEPAD is a programme of the African Union (AU). It aim is to put Africa in the path of socio economic development. The overall goal of NEPAD is the development of an integrated socio-economic development framework for Africa. The NEPAD e-Africa Commission is the NEPAD Task Team responsible for developing and implementing ICT projects, one of which is the NEPAD e-Schools Initiative. In line with the above Integration of technology in teaching and learning has become a priority for many institutions, with the primary objective of empowering students to become computer skilled end-users with sound knowledge of the most recent technological platforms (Highton, 2009). To convey a well-adapted e-learning teaching and learning system, Mbithi (2014) inferred that it calls for more insights of the adaptability and this depends on the philosophy of approach, the structure, and the culture of the institution adopting e-learning. Vice-versa, e-learning implementation should also get into the practicability of the learning and management system in place and further improve the system to more efficiency and effectiveness. Conflicts in adaptation from both current system and e-learning sometimes arise to the extent of challenging adaptability and later ineffectiveness in the system output. Little is known of preparedness, adaptability, adoption and a comprehensive e-learning system to function effectively at African

institutions in order to support the existing structure of the education system. There is therefore a need to know the preparedness, adaptability, adoption and a comprehensive e-learning technology system tools to effectively benefit the institution as a whole. So far, the integration of the e-learning technology to support teaching and learning has brought many benefits to both students and users alike.

LITERATURE REVIEW

Mbithi (2014) argued that, the most appropriate definition of the e-learning in reference to this research study is as defined by Helen (2013:2) who perceives the e-learning as a learning approach that requires the use of basic information technology resources mainly the computer as the central processing system of activities and composed of hardware and software, and a number of external peripherals input and output data as well as network connections for data exchange with broad external environment. Intranet network and the Internet are the network connections in reference. E-learning content is part of data exchanged within e-learning system. Minaar (2011:84) sees e-learning to be the use of the Internet for accessing learning contents by students with more interactive lectures as a valuable tool facilitating help to reach the students individually in an effective way and at any given time. The system increases lecturer-student interaction which results to student more engaged individually and responsibly into the learning process and the gaining of knowledge vital to develop student personal skills.

The internet provides unlimited access to learning content at any time, in a record time of access to information and knowledge exposure. In e-learning, individuals can share their knowledge and opinion of understanding with others, individually or collectively simply with a single click on a command button. Knowledge sharing can be done by publishing narrative comments, dialogue, multiparty interactive discussion and video conferencing. Individuals acquire data, information, knowledge and skills. With e-learning, learners require a computer or an Internet connecting cell phone and available Internet access network.

With reference to system development, Kanter (2012:399) claims that e-learning system is faster to be implemented in comparison with the traditional system analogue, opposed to the digital. However; if e-learning is not properly implemented, it can be exclusionary. E-learning users should be put in training for them to be efficient and effective in the use of the system at the best.

In achieving e-learning efficiency, academic management team should discuss with its departments the selection of e-learning strategies that work effectively for teaching and learning (Kelkar, 2012 and Rosenberg, 2012).

According to Wang, H.K., Wang, H.T., Wang, L.W and Huang (2011:1-4), main problems to e-learning environment adaptability exists by lack of personalisation. Most of education centres were never built with e-learning project in mind. E-learning systems need to be adapted to suit preferably an existing infrastructure. Furthermore, in a learning environment Wi-Fi hot spots free area layout should be promoted. Should these Wi-Fi hot spots also be accessed from laboratories, certain restrictions to the relevant information for students to the sole reason of learning should be imposed? Wang et al. (2011:4) supports some of the above statements by suggesting the matching of the education system to a specific learning implementation or bringing a change to learners' preferences to match the e-learning system.

Rao (2010:114) defines e-learning as dynamics of instructional information that is delivered electronically through the web, by means of a firm's intranet, extranet, or through portable devices such as CD-ROM. On-line education is the most popular e-learning type which envisages almost all activities supported by electronic systems and that goes as far as tests activities set in interactive. E-learning is suited to distance learning and flexible learning that capitalises on multimedia, features of video and audio that illuminates topics, navigation that is self-paced including hints, and hyperlinks to affiliated topics (Rao, 2010 ; Khan, 2013).

E-learning is expressed as the learning systems mediated by electronic technology for the purpose of training or development in an organisation (Schiller, 2013; Rao, 2010:114). Schiller (2013) states that; there is no universally accepted definition for e-learning. This can be characterised when it admits the use of distributed technology products (such as CD-ROMs) that do not require the user's computer to be connected to a network. In opposite, e-learning is exclusive when excluding these products and only considers learning delivered through the internet or an intranet (which approach could be termed online learning).

E-learning is seen as of Information Communications Technology (ICT) usage that supports and enhances teaching and learning in education, that assumes students with computer skills and having the ability to study online, with institutions anywhere local or abroad away from the comfort of their living space (Pascal, 2013).

E-learning is also expressed as a form of teaching and learning that supports communication between lecturer and learner with tailor-made programmes conveyed via the computers or mobile devices and aided by quizzes, games, as well as video to enhance learning opportunity. E-learning covers training that deliver just-in-time information and guidance from experts in both education programme and set of technology used (Chadwick, 2013).

E-learning as a digital method of learning may be used as a standard method but not as a substitute to learning methods that do not make use of digital platforms. Lipshitz and Parsons (2013) defines e-learning as a general term to computer enhanced learning that is used interchangeably in many ways. In many circumstances, advanced learning technologies making use of multimedia and networked technologies are associated with e-learning. E-learning is an interactive way of learning through Information Communications Technology and computer networks (Ortiz, 2013).

Open educational or open content resources should be analysed to understand the future of tertiary education around e-learning. Pascal (2013:1) brings forth failures as a result of not having effective e-learning system in place which temporarily overshadowed the hope of gaining a wider and flexible access to tertiary education, and also shown by innovation with cheap costs.

Dzakiria, Kasim, Mohamed, Christopher and Utara (2013:112), highlight some limitations to effectiveness of e-learning on-line open sources, which are a lack of computers or cell phones with Internet connectivity for users of e-learning system.

Mohamadzadeh, Farzaneh, Mousavi, Ma'ghbal and Moenikia (2013: 149) underscore the challenges presented in the Information Communications Technology (ICT) usage; when it comes to an e-learning environment. In fact, as the e-learning organisation aims to reach its students far and wide, there is a great difference in performance of students, those with ICT access facilities compared to those reaching on-campus lectures.

An e-learning institution is encouraged to have well guided policies defining its ethics and values; visible in its legal outlines that regulates the exchange and distribution of e-learning content, there are ethical concerns of plagiarism, licensing of content and electronic voyeurism (Anitha and Harsha 2013:193-199; Dzakiria et al., 2012; Pascal, 2013:1). The choice of an e-learning system should compress the learning programmes with learning tools that are useful in achieving learning outcomes in a space of time that may be said to be limited (Nilsson, Ostegren, Fors, Rickenlund, Jorfeldt, Caidahl, and Bollinder , 2012:1-9). E-learning may be based on different ways to enhance learning, though little is known as to how optimally it is being utilised (Nilsson et al., 2012 ; Lucas, 2013).

Another important aspect in the effectiveness of e-learning is that the quality of e-learning programmes may be influenced by factors such as interaction levels defined by interactions student to student, student to instructor, and student to learning program (Dzakiria, Don, and Abdul Rahman, 2012).

.Magboo and Schwab (2013:2) states that e-learning strategy development is an essential technology “*for blended and online learning*”. Blended learning that is not backed by the right infrastructure support at the end side of it can be a complete mess. Issues of bandwidth, services hosting, and lecturer / facilitator access to the online e-learning system are critical in making the blended / online learning a success.

Institutions adopting e-learning educational program, should avoid not to have a solid strategy in place. When there is no vision, the institution will not know where it is going as any road will take it there (Rosenberg, 2012). Most common mistakes that organisations may be faced with in choosing an e-learning strategy are: Equating technology with strategy, confusing strategy with tactics, looking at development and delivery rather than the bigger business picture, focusing on creating a traditional offer online, going it alone failure to reach consensus, misreading executive support, thinking this is part-time or short term work, ignoring risks; weaknesses and threats, failure to manage change (Rosenberg, 2012:1-3; Cabezas, 2013). E-learning is different from learning methods that do not use on-line or digital platforms hence the need to bring in methods of self-discipline; and motivation to the learners. In the selection of an e-learning strategy, different abilities and qualities of students should be taken into consideration (Freed, 2013).

Knowledge Management

Knowledge Management provides support for the administration team or employees as they do their job; for example; document management, knowledge capture, information portals, search tools.

There is no single e-learning method that is best to every learning need. Blended learning is encouraged. Blended learning programs that combine e-learning and traditional methods of learning may provide convenience, speed and cost-effectiveness of e-learning, with the personal touch of traditional learning. There is need to align business and teaching and learning goals within e-learning vision to maximise e-learning benefits. (Rosenberg, 2012; Cabezas, 2013) states the need to make adjustments for a better course by collective discussions in choosing an e-learning strategy that may prove to be effective in an e-learning system.

Academic e-libraries: encouraging a culture of e-learning scholarship amongst students, in accessing libraries' e-services, e-learning materials, and e-research within the e-learning environment (Nfila, 2009).

E-learning support to staff: in the provision of online academic tools for teaching and learning with students, web collaborative learning and virtual environments, are additions in support of traditional lecturing methods (Highton, 2009). In working with colleagues: the collaborative and interactive forms of e-learning are explored. There is an opportunity to design and develop e-learning resources for learners (Sweeney, 2013; Highton, 2009). Staff and management support in e-learning institutions should be provided with tools or facilities that support the delivery of academic lecturing of high quality (Siragusa, Dixon and Dixon, 2013).

On the other hand e-learners may end up with a bogus certification or degree if the providers of e-learning education are not authenticated, accredited and quality assured to be the providers of such a qualification. Social aspects of real classroom environment are missing in an on-line learning environment when it comes to face to face interaction. Certain skills require hands on training that you cannot get such skills through e-learning, like computer repair, plumbing, welding. E-learning is seen not to be for everyone. The fact that there is vast content on-line does not mean one may learn from it. It takes motivation and development of good study habits (Khan, 2013).

3.1 Information and communication technology challenge

In e-learning initiatives, a challenge may come in when it comes to information and communications technology (Mutula, 2013). There should be concerted efforts in the entire education process bringing in required technological resources to an e-learning system.

A lack of alignment of libraries in giving the roles that enhance e-learning needs can be considered as a challenge. Libraries should be designed in such a way that they are actively involved in e-learning systems (Eke, 2010). As libraries are at the centre of a higher education institution, they should not be denied the roles of giving in inputs that enhance e-learning. Challenges for learners when it comes to e-learning, are that; institutions may require that facilitation or training be completed after official hours and this may mean that students may not have access to computers. It is stipulated that "*this potential problem can however, be easily averted by mobile learning, because it is readily available and accessible*" (Chadwick, 2013).

3.2 Challenges in adoption new technology for Platform development

There is a problem of a constantly changing higher education environment that calls for the adoption of emerging technologies in Teaching and Learning, at the centre of a new group of learners with different learning needs altogether. Higher education institutions are obliged to provide quality education through effective use of technology (Thomas, 2010: 214-224).

The changes in adapting to the digital format in Teaching and Learning is seen to be slow due to lack of technological supported skills and collaboration with peers in appraisal of strategies of those who are performing at their best in their practices (Thomas 2010: 214-224; Dehbi, Talea and Tragma, 2013: 10-15). This makes learners get limited support from the facilitators or lecturers with limited skills required for student skills development optimally.

Failure in adopting e-learning or digital learning systems in support of traditional methods that do not use electronic platforms may be a real time challenge. Thomas (2010) further cites a lack of "*a changing knowledge and communication-based society*" as a hindrance in addressing learner needs in higher education.

Lack of scholarship of teaching and learning; the development of transparent learning processes should incorporate survey feedback mechanisms and define learning as to how it is attained (Thomas, 2010).

3.3 Challenges in developing and implementing e-learning for translations

The way you may phrase instructions may differ from country to country. For Example English from United States is different to English in the United Kingdom, or translating from a different language to English. There is need to conduct research when it comes to translating context “*word-for word*” (Ferriman, 2013).

Strategies that make translating e-learning an easier process (Ferriman, 2013), are:

- *Instructional method*

When creating e-learning courses, long sentences, slang words should be avoided. Main points should be kept short and concise.

- *Language*

The audience should be kept in mind when creating e-learning. For example, when you are in United States of America (USA) and creating a course for English speakers in the Republic of South Africa (RSA), “*you will want to use proper grammar rules for that particular region (organisation versus organisation)*”.

- *Visual design*

When e-learning content is used from one English speaking country to another, avoid written texts to images. Cultural connotations should also be taken into consideration regarding colours and symbols.

- *Audio*

“*Use professional voice talent to convey both professional and personal tone*” to accommodate learners of diverse base.

- *Development*

In considering length of texts and words across languages, different style sheets may be used in defining best font properties.

- *Outsourcing*

“*If you are leveraging an outsourced team of translations, keep the content concise in the same source files so that the translation team can identify the text that needs to be localised*”.

3.4 E-learning technologies

E-learning Hub in the cloud

A hub is explained as a platform that supports virtual learning groups, the groups that converge and interact over the web. Through web collaboration, an e-learning hub makes it easy for participants to use advanced features through use of media, virtual setting simulations, take on-line attendance to a meeting and interactivity. A hub is an emerging technology that uses advanced features in websites; making use of web 2.0, web 3.0 and higher in fostering engagement, motivation and formation of e-learning or on-line communities or groups (Malik, Perova, Hacker, Streveler, Magana, Vogt and Bessenbacher , 2011: 665-681; Dehbi, Talea and Tragma, 2013: 10-15). Furthermore, Hubs are explained as platforms created by HUBzero, a group created by Purdue’s Hub Technology Group in partnership with NSF-Sponsored Network for Computational Nanotechnology (NCN), to support the first HUB, NanoHub.org. As stated by HUBzero, a “*Hub is a dynamic website with many built in open packages supporting web scripting, Content Management Systems (CMS), content storage and user statistics*”. Hubs are a foundation of Cloud Computing (Malik et al., 2011:665-681).

Malik et al. (2011) and Dehbi et al. (2013) states Cloud Computing within the context of e-learning as a web based collaborated environment with features such as:

- Seminars, webinars, workshops, presentations; showcasing a series of on-line presentations.

- New resource uploads: which are shown as new under or next to the home page.
- Citations and ratings: quality control on-line with a rating scale to specific resources, enhancing on-line community building.
- Content tagging: on-line content is categorised by linking it to source administration.
- Building WiKis and Blogs: topic pages created in the format of wikis supports knowledge creation, and groups access such topic pages on-line.
- Collaboration: registered members may create and manage their membership to specific on-line groups
- User support areas: where users may find help on-line.
- Usage of metrics: Hubs report user's resource metrics.
- News and events: users may post activities on hub calendar.
- Feedback mechanism: users may take surveys, post suggestions or share ideas on-line.

A hub with customised features in Teaching and Learning may be the most suitable one as a digital platform habitat (Alavi and Mohan, 2013: 2990 -299).

3.5 Applicability of Cloud Computing in education

Trends or changes in the educational environment have seen an increase in demand to automate the on-line environment with issues of access to e-learning content that can be said to be fast, accurate, anywhere and at any time. The growth of the mobile technology has presented the challenge of managing information around e-learning with users expecting record time access to information. Cloud Computing helps in development of robust on-line systems that may keep on being improved and updated on-line (Naik, Ajay and Kolhatkar, 2013:11-15).

3.6 Types of e-learning Clouds

Cloud Computing concurs with e-learning as the use of hardware and software that get delivered as services over a network or the Internet (Naik et al., 2013:12; Thomas 2010:214-224). E-Clouds as services constitute the following by Naik et al. (2013):

- Private cloud: delivers cloud services to restricted consumers in an institution.
- Public cloud: delivers cloud services to unrestricted groups of consumers.
- Community cloud: the handling of cloud infrastructure supporting a group with shared concerns is in this category.
- Hybrid cloud: enables the composition of more clouds brought together by technology but as separate entities, like; private and public clouds.

3.7 Cloud computing as e-learning in teaching and learning

Cloud computing completes the triangulation process in the development and establishment of an on-line academic management system comprising support to students, academic administration and e-learning in teaching and learning.

Many colleges have gone the paperless admission route, where the entire application process is handled and managed through the web including cancelling and fee payments for courses. across the higher educational space is seen the emerging technology of implementing electronic smart card readers spanning the entire institutions,

dynamic higher institutions of learning developing and implementing e-learning systems with websites and portals, faculty portals, student admission portals, student information systems for student life cycle, career management, learning management system, document management system (Naik et al., 2013:13; Dehbi, Talea and Tragma, 2013; 10-15).

3.8 Existing on-line technologies in Teaching and Learning

Naik et al., Dehbi, Talea and Tragma, (2013) present technologies in cloud computing as dynamic tools of collaboration in e-learning, as:

- Microsoft Live@edu providing free e-mail addresses to students.
- Microsoft Office Web Apps: enabling learners or an individual to save, edit and share documents on-line; being a smart way to share documents outside of class in making use of Microsoft Office 2010; PowerPoint, word, excel and one note. Sharing of work, data and assignments may be done through SkyDrive and office 360.
- Google Apps: enhances collaboration through use of Google word processor, forms, PowerPoint, spread sheets. Google Apps is accessed through Google drive into Google docs.
- Dropbox: may be used for syncing and storage of data 5 GB (Gigabytes) upwards.
- ADrive: developed by aDrive, may be used for storage of data with a capacity as far as 50 GB.
- Box.net: uses a box with 5 GB for storage.
- You tube: for hosting videos.
- Google, Picasa: for hosting images.
- Yahoo, Flickr: for hosting images.

3.9 TAM and e-learning

The Technology Acceptance Model has been widely used as a model of understanding how users accept Information Systems (IS) technology; with major focus being on students in educational systems (Lee, Hsieh and Hsu, 2011:1). Although TAM may be used in predicting end users acceptance of a digital or technological system, it does not sufficiently reflect end users acceptance of the system in an institution (Lee et al., 2011:2). Lee et al. (2011) further states that TAM is seen as an excellent model to explicate the acceptance of Information Technology. However, doubtful or questionable it stands that it may be used or applied to analyse every example or occurrence of adoption and implementation of an Information System or Information Technology. It is recommended to integrate other technology models besides TAM.

3.10 Innovation Diffusion Theory (IDT)

Lee et al. (2011) explains diffusion as “*the process by which an innovation is communicated through certain channels over time among members of a social system*”. The IDT theory, arguably states that the potential users to the system may adopt or reject an innovation on the premise of beliefs that may form about the innovation.

Innovation Diffusion Theory (IDT) and Technology Acceptance Model (TAM) share common constructs (Lee et al., 2011:3), that of:

- Relative advantage; the level to which an innovation may be considered to be better than the previous idea.
- Compatibility; the innovation seen to be consistent with end users values and experiences.

- Complexity; perceived as the level of difficulty or ease of use of innovation by end users.
- Trialability; the extent to which an innovation may be tested on a limited scale.
- Observability; the level or degree to which an innovation can be seen or may be visible to other people.

3.11 Five-stage Model Approach in Teaching and Learning

South African Institute of Distance Education (2013) cites Salmon's five stage model of on-line interaction that learners go through in digital learning, as:

- *Access and motivation*

Access and motivation is a welcoming and encouraging stage of an established or set-up e-learning system. Students need information and the support to go on-line. Learners need the encouragement and support to get started with the on-line system which may be daunting to start with. It is paramount to clarify to learners about accessing content on-line, and how they may use it within their time.

- *On-line socialisation*

Learners may be reluctant to contribute to discussion forums, or in responding to e-tutors remarks or comments. On-line tutors should help learners with similar interests get into contact with each other, diffuse any possible conflicts and promote an environment of mutual understanding. This stage of socialisation on-line, involves the sending and receiving of messages, familiarisation and building of bridges between the social, cultural and learning spheres.

- *Information exchange*

The exchange of information facilitates tasks and supports use of learning content. It involves searching and personalisation of software. The flow of e-learning content makes participants get excited with the immediacy of access to the e-learning system.

There is interaction with the programme content and with students, administrative staff and e-tutors. The information stage may present a potential information overload. The student support team or e-tutors should help learners develop time management and organisational skills and guide learners in free flowing of communication amidst vast amounts of information available.

- *Knowledge Construction*

This stage is a facilitating or conferencing stage. On-line facilitators or e-tutors have the responsibility to build and keep the groups amidst participants' interactions or active explorations, in student construction of knowledge and skills. Development of ideas is encouraged in making learners on-line authors other than transmitters of information.

- *Development*

In the development stage there are activities like; responding, providing links outside lecture facilitation. Students explore their thinking and processes that help build knowledge. This is a higher level requiring the ability to reflect on, and explicate own learning experiences.

3.12 E-Portfolio Model

Lecturers and students in higher education environments make use of e-portfolio model in showcasing their own work. E-Portfolio model is described as “a digital device that stores visual, auditory content (including text, images, videos and sound) to demonstrate competences and reflections in a field of knowledge to a lecturer, a colleague, a professional, or a community”. Higher education institutions place their focus on e-portfolio characterising; communication, connections, storage and development. E-Portfolio show cases learners and lecturers abilities in the areas of; communications, hypermedia and multimedia. Furthermore, the ease of access and storage to e-portfolios encourages students and lecturers demonstrate learning that has taken place over time. The e-portfolio acts as a repository for students and lecturers in uploading e-content in the applications

regarding processes, assessments and reflections (Huang, Yang, Chiang and Tzeng 2012: 16-21; Deckson and Suresh, 2010: 4175-4181).

The E-Portfolio model assists lecturers and students in building their thinking capabilities from the available processes in reflections and assessments (Huang et al., 2012).

3.13 TPACK Model

The area of Teaching and Learning is complicated in that it requires the integration of technology in the lecture rooms. Reflection is one tool that helps lecturers develop “*Technological Pedagogical Content Knowledge*” (TPACK), the complex and dynamic knowledge required for integrating technology and instruction in the lecture rooms (Lu, 2013: 13-35).

In this digital or electronic era, Teaching and Learning in education calls for the integration of information and communication and this has presented a complex situation in presentation of instruction to technology integration regarding TPACK. Scholars have shared the use of reflection in facilitating lecturers or instructors’ knowledge development in the use of technology (Lu, 2013). Little is known as to whether or how reflections may fast track knowledge development in Teaching and Learning. Reflection is viewed as a helpful tool in interpreting the technology experience that fosters TPACK in Teaching and Learning.

Interpretation of TPACK construction in reflections (Lu, 2013) is as follows:

Preparatory Reflection spheres;

- Technological Knowledge (TK) around new and advanced technology.
- Pedagogical Knowledge (PK) for educational purposes.
- Content Knowledge (CK) pertaining to the actual subject.
- Technological Pedagogical Knowledge (TPK); knowledge that is in different Teaching and Learning settings.
- Technological Content Knowledge (TCK); knowledge about how technology may change the subject matter.
- Pedagogical Content Knowledge (PCK); knowledge of how teaching approaches fit the content and its elements to better understanding of the subject.
- Technological Pedagogical Content Knowledge (TPACK); knowledge that presents concepts using technologies, pedagogical techniques and knowledge construction in furthering knowledge development.

FINDING FROM THE LITERATURE REVIEW

Dzakiria, Kasim, Mohamed, Christopher and Utara (2013:112), highlight some limitations to effectiveness of e-learning on-line open sources, which are a lack of computers or cell phones with Internet connectivity for users of e-learning system. Another important aspect in the effectiveness of e-learning is that the quality of e-learning programmes may be influenced by factors such as interaction levels defined by interactions student to student, student to instructor, and student to learning program (Dzakiria, Don, and Abdul Rahman, 2012).

. Findings on the benefits of using e-learning system

According to Rao (2010:114) the following are the benefits of e-learning compared to paper based learning methods:

- Cost savings; the cost of developing, distributing, and maintaining an e-learning application is often much less than the cost of an instructor-led training program.
- Getting the most out of budgets adding valuable tools and techniques; ability to update any topic in published content and delivers its results instantly over the internet or intranet.

LESSON LEARNED

From what transpired, all the material can be up to date without the expense of reprinting a book, storing inventory, or manually distributing an update. Also, in an online course, an unlimited number of colourful graphics and special effects can be delivered that direct attention to the important points in the learning material. Students can interact with new material right away, by answering practical questions and directing their own learning pace. When one includes questions in a course, student answers can be automatically tracked with a learning management system.

CONCLUSION AND RECOMMENDATIONS

Computers and Internet have become part of an integral part in higher education. Institutions of higher learning can no longer ignore e-learning. The choice of a type of e-learning system approach, calls for the know-how and know-why of the selected approach for effectiveness. Internet access has become a given tool. Competition amongst learning institutions will be on the quality of learning experience comprising quality on-line learning programmes supported by on-line information, administrative, and technical support services.

More so it is important to achieve stability in the login or access to the institutions e-learning system, allow users access the system as a stable website through Home page rather than relying on links to the website as links seem to be broken or can be moved at any time.

To configure student access to the e-learning system the first time around student registration in such a manner that the student can have access to content throughout the duration of study provided that he or she meets set minimum course fee requirements.

Users should be encouraged to manage their time efficiently when it comes to the use of computers and other technological resources around the e-learning environment. Students who wait to accomplish their assigned tasks on the last minute face queues which may indicate that computers in the cyber centres are not enough of which it is not so, just being a lack of time management on their part. On the other hand, institution's management team is encouraged to put up more Wi-Fi rooms motivating e-learning system users access e-learning. There should be on-going training on how users are accessing e-learning with various technological tools linked to the current e-learning system in place.

Students need instructors or lecturers, academic doctors and professors to learn besides technology. Technology alone is not the answer to learning

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PREVALENCE OF DEPRESSION AND ASSOCIATED FACTORS AMONG COGNITIVELY INTACT OLDER RESIDENTS IN NURSING HOMES

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Background: Depression is a common mental health problem among older people. It will affect older adult's daily life and social interaction, and might be life-threatening. The prevalence of depression among older residents in nursing homes was higher than the one in the community. Although the majority of nursing home residents might suffer different levels of cognitive impairment, a number of residents still have intact cognitive functions. These older residents with intact cognitive functions have clearly conscious about the environment they had been and the care they had received. Therefore, the institutionalized life might have impact on their psychological health.

Purpose: This study aimed to explore the prevalence of depression and associated factors among older residents with intact cognitive functions in nursing homes.

Method: A cross-sectional research design was used. A purposive sample of 193 older residents was recruited from 36 nursing homes in southern Taiwan. The inclusion criteria were the nursing home residents who (1) were 65 years old and over; (2) had stayed in the nursing homes for over one month, and (3) had intact cognitive functions screening by Mini-Mental State Examination (MMSE). The questionnaires included demographic data, Barthel Index, and Geriatric Depression Scale Short form. Logistic regression analysis was used to identify the predictors of depression among older residents with intact cognitive functions.

Results: 39.3% of older residents with intact cognitive functions had depressive symptoms in nursing homes. Living status (odds ratio [OR] = 2.502, 95% confidence interval [CI] = 1.249-5.012, $p < .01$), working conditions (OR = 2.863, CI = 1.107-7.407, $p < .05$), age (OR = 0.944, CI = 0.906-0.981, $p < .01$), and activities of daily living (OR = 0.98, CI = 0.969-0.991, $p < .001$) were the predictors of depression among older residents with intact cognitive functions.

Conclusion and implications: Over one third of older residents with intact cognitive functions had depressive symptoms. The older residents who had job, lived with family before moving into the nursing home, were younger, or had poor physical functions were more likely to have depressive symptoms. The finding highlights the mental health care issues in the nursing homes. The practical strategies for preventing and caring for those who had depressive symptoms should be developed, especially for younger or dependent older residents, or residents who had jobs or lived with family before they moved into institutions. Nurses should play a vital role to identify those cognitively intact residents and provide the appropriate care for them.

Keywords: nursing home, older resident, depression, intact cognitive functions, Taiwan

QUALITY OF WORK-LIFE OF FACULTY-EMPLOYEES IN HIGHER EDUCATION INSTITUTIONS (HEIs) IN NCR 1. PHILIPPINES

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ABSTRACT

This study is an assessment of the Quality Work Life experience of faculty members of higher education institutions in the National Capital Region Cluster 1, Philippines. Research design was descriptive with a multi-stage purposive survey of five hundred forty nine (549) respondents of six (6) private sectarian, ten (10) private non-sectarian and four (4) public colleges and universities. Statistical tools used were frequency distribution, percentage and weighted median value of perception. Applying the Walton model of QWL eight domains, results of the study revealed that according to Median Value of Perception, there was Very Satisfactory perception of Quality Work Life along Income and Compensation, Safe and Healthy Working Conditions, Future Opportunity for Continued Growth, and Social Integration in the Work Organization; also, Satisfactory perception along Constitutionalism in the Work Organization, and Work and Quality Work Space. However, there was Non-Satisfactory perception on Opportunities for Work-Development of Human Capacity and Social Relevance of Work. The Private Sectarian Cluster showed superiority among three clusters except on the domains of Work and Quality Life Space (Private Non-Sectarian highest in ranking) and Social Relevance of Work (Public universities highest in ranking). As recommendations, expansion of economic, psychological, cultural, physical and cultural facets of QWL, inclusive of benchmarking QWL interventions and improved partnership among HEIs were recommended.

Keywords: Quality of Work Life, Satisfaction, Higher Education Institutions

MEDICAL HOTELS: ATTRIBUTES FOR ATTRACTING MEDICAL TOURISTS – AN EXPLORATORY STUDY IN THE MIDDLE EAST

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ABSTRACT

Abstract - Today's literature view medical tourism as an emerging niche in tourism. The figures represent that medical tourism is not a fad; it is a growing viable tourism niche. Research studies has been increasingly contributing to the field of medical tourism lately, yet little research exist about medical hotels particularly in the Middle East region.

This study identifies the possible outcomes of staying in a medical hotel which can be distinctive from regular accommodation/hotel, as perceived by Middle Eastern medical tourists. The study is established in reference to literature review of several publications in medical hotels and medical tourism industry. A quantitative approach tests the consumer's behavior and perceived benefits and advantages of staying in a medical hotel based on six factors; financial savings, convenience, medical service quality, hospitality product, planning time & effort and privacy & confidentiality. Moreover, from entrepreneurial aspect, the quantitative survey assesses the marketing tools that medical hotel operators could adopt to attract regional medical tourists. It draws recommendations to the medical hotels operators based on the priority of the perceived outcomes.

The main purpose of this study is to identify and analyze whether medical hotels will increase the number of regional medical tourists. Moreover, the study will torchlight on the marketing and advertising procedures that will affect the medical tourists' decision making and behavioral intention.

Keywords - Middle East, Medical hotel, Medical tourism.

INTRODUCTION

Many governments have allocated special attention to the field of medical tourism as it has acquired an important segment in their tourism sector. The medical tourism sub-sector is a combination of healthcare and tourism sectors. Synchronizing these two sectors can lead to productive and progressive results in medical tourism, it could lead as well a competitive advantage in this rising field. Medical hotels form a segment of synchronizing tourism sector with healthcare sector.

A medical hotel combines the functions of a hotel and hospital in one lodging property to satisfy for the needs and wants of medical tourists. It provides higher comfort, convenience, anonymity and privacy, room accommodation and services in comparison with visiting a regular clinic and staying in a regular hotel. [11]

LITERATURE REVIEW

Medical tourism has become a significant topic in the recent tourism literature. Among its several definitions, medical tourism has been defined by Connell, 2006, p. 2 as "popular mass- culture where people travel often long distances to other destinations such as India, Thailand, and Malaysia to obtain medical services such as dental, cosmetic and non-cosmetic care and at the same time enjoying their holidays". [2] Another definition by Bookman & Bookman, 2007, p. 1 has described Medical Tourism as "travel with the aim of improving one's

health, and also an economic activity that entails trade in services and represents two sectors: medicine and tourism". [4]

Building on the later definition, a symbolized concept has been developed representing the two sectors of medicine and tourism within a single property; it is medical hotel also called Meditel. [13] It is defined by Han, 2013, p. 1 as a "new hotel concept that combines the functions of hospital, hotel, and healthcare/esthetic center into one operation (hospital + hotel + healthcare/esthetic centers = medical hotel)." [11] The aim is to fulfill medical tourists' needs and wants. Therefore, medical hotels offer high quality care (e.g., surgical outcomes, nurse-patient ratio), quick access to medically necessary procedures (e.g., minimal waiting list), cost saving, and advanced medical technology/equipment. [1] [11] [6]

There are several benefits and advantages pertaining to medical hotel. They can be exemplified in more physical convenience, better quality care, and continuity of care and personalized post-care service with higher nurse-patient ratio, anonymity and privacy, communicating with staff that are trained for receiving medical tourists, and enjoying physical surrounding tailored for medical tourists. Additionally, the accompanying family/friends can enjoy all the services of a regular hotel (such as valet, room service, concierge, and hotel facilities) without worrying about their patient-traveler. [13] [6]

Another advantages for staying in a medical hotel is the follow-up care which can be inadequate in regular clinics and medical centers. Medical tourists usually return home or enjoy the tourism part of the destination once their hospital stay is concluded. If complications ensue, the chances of adequate follow-up are limited and can become the responsibility of the medical tourist. While staying in a medical hotel, such follow-up care can be sustained through receiving in-room continuous treatment. [6]

Many countries have utilized the concept of combining hospitality with health care by developing medical tourism packages. South Korea launched some VIP medical tourism packages that include certain healthcare programs and aesthetic programs along with luxury accommodations and superior meal services. [9] [10] Producing such packages will add a group of advantages to medical travelers which would result in encouraging them to choose the destination/medical service provider for medical/aesthetic purposes and thus increasing the number of international medical tourists.

The absence of knowledge about resources can influence the decision of the medical tourist. Here comes the role of marketing and advertising. This aspect was realized by travel agencies as many agencies started providing services to offshore patients assisting them with planning and executing their medical trip; choosing the destination and medical provider, assessing prices, arranging travel and accommodation as well as other services. Such medical tourism agencies have been widely available on the internet. [5]

This study will be focusing on the Middle Eastern medical tourism market in specific and areas that can be utilized to attract Middle Eastern medical tourist to medical hotels. It will build on the Middle Eastern medical tourists' perceived benefits and advantages of staying in a medical hotel to determine the aspects that should be highlighted by medical hotels operators to fulfil the Middle Eastern medical tourists' most important priority that influence their decision in choosing medical hotel. In addition to the marketing tools medical hotel operators could adopt to attract regional medical tourists.

RELATED STUDIES

When compared with medical tourism literature, little research has been endeavored to study medical hotels and their perceived advantages to the medical tourists. For example, Han & Hyun, 2014 studied the association between perceived advantages, price perceptions, and willingness to stay. [13]

Additionally, a study by Han et al., 2015 aimed to help medical hotel operators shape effective strategies to attract more medical tourists. The study identified a four-factor structure of medical tourists' perceived outcomes of staying in a medical hotel. The perceived outcomes were identified in financial saving, convenience, medical service and hospitality product. A metric invariance test investigated the moderating role of such factors in forming medical tourists' intentions to stay in a medical hotel. [14]

Hume & Demicco, 2007 envisioned in their study a partnership between medical facility and luxurious hotel company as a way for the hotel industry to differentiate their services in today's market. The study addressed how medical tourism program when integrated with the services of the luxurious hotel can create opportunities for success. [6]

This study will build on the previous work of Han & Hyun, 2014 as well as Han et al., 2015 in terms of consumer's benefits and satisfaction. However, there are limited number of medical hotels in the Middle East region and Entrepreneurial attempts to invest in medical hotel in the Middle East is still an area of endeavor. Accordingly, this study will test the Middle Eastern consumers' perception of staying in a medical hotel and further explore the marketing tools for entrepreneurs willing to invest in this field.

METHODOLOGY

A quantitative approach was implemented to collect data through survey questionnaire. The original survey questionnaire was in English was further translated to Arabic since the study targeted for the Middle Eastern Medical tourists. Therefore, the survey questionnaire was in both English and Arabic. The questionnaire was sent directly by email to lists of previous medical tourist from the Middle East and posted online on Arab related sites.

The questionnaire aimed to evaluate the outcomes that Arab medical traveler seek from staying in a medical hotel and to employ such evaluations to the benefit of the hypothesis results.

The questionnaire was divided into three parts; the first part focused on basic information about the medical trip, the second part concentrated on medical hotel and its perceived benefits, and the third part collected demographic information of the samples. Based on the existing literature and hypothesis, well-validated measurement drivers for study constructs were formed and applied in the questionnaire. Five-Point Likert-type scales from "strongly disagree" (1) to "strongly agree" (5) were utilized to measure study variables.

4.1. Demographic profiles of the samples

Among the 75 medical tourists who filled the survey 54.1% were females and 45.9% were males. The respondents were from various countries including Iraq 45.2%, Syria 15.1%, Saudi Arabia 8.2%, Egypt 5.5% and Libya 2.7%. The highest percentage 35.1% were of the age ranging between 25 and 34 years old, followed by 32.4% ranging between 35 to 44 years old. As for the educational background, the highest percentage 47.3% was for respondents who earned college university degree followed by 31.1% for those who earned their Master's degree and 12.2% for respondents who did some college education. When asked whether they had prior knowledge about medical hotels, 22.7% reported that they had no prior knowledge. Of the medical tourists who participated in this survey 2.7% did not travel in the last three years and the rest travelled more than twice.

RESULTS

The four-factor perceived outcomes of Han et al., 2015 identified in financial saving, convenience, medical service and hospitality product were retested and confirmed in the results of the conducted survey questionnaire targeting the tested sample was medical tourists from the Middle East. Moreover, two more factors were tested in the survey questionnaires; planning time & effort, and privacy & confidentiality. Fourteen statements were used in testing such factors and the result came as 0.951 reliability which is considered very reliable.

Financial saving is reflected in paying a reduced rate for a package that includes healthcare services along with accommodations and meal services (63.5% agreed and strongly agreed), as well as using multiple medical/aesthetic facilities at a reduced total rate (70.3% agreed and strongly agreed).

Convenience is assessed in terms of physical proximity between medical clinic and hotel (78.4% agreed and strongly agreed), as well as the ability to receive professional medical in-room treatment (72.9% agreed and strongly agreed).

Medical care quality is measured through reducing the uncertainty ratio of medical quality and having higher nurse-patient ratio (72.9% agreed and strongly agreed), as well as receiving reliable post-care services while staying in the hotel. (79.8%).

Hospitality service, and this is particularly significant for the patient's accompanying family/friends enabling them to enjoy several hotel services (71.7% agreed and strongly agreed), as well as quality food and beverage selections (66.2% agreed and strongly agreed) while staying in comfortable hotel room suitable with their size (70.3% agreed and strongly agreed).

Ease of communication for the medical tourist is provided through availability of medical tourism translators in the medical hotel (66.2% agreed and strongly agreed). Medical tourists can as well enjoy privacy and confidentiality by staying in one location that is the medical hotel, (71.6% agreed and strongly agreed) Medical hotel reduces the planning time and effort for the medical trip (77% agreed and strongly agreed).

When comparing the four factors; financial saving, convenience, medical service and hospitality product, quality of hospitality product was ranked the highest priority that influence the decision in choosing medical hotel (51.4%). The second highest priority was quality of medical services (31.1%), the third priority was financial saving (9.5%) and the last lowest priority was for convenience (8.1%).

This ranking of the above factors indicates that hospitality product is of significant priority to the Middle Eastern medical tourists particularly that the majority travel with family members/ friends. 47.7% traveled with two members and 20.5% traveled with one and with three members.

5.1. Marketing tool for entrepreneurial medical hotel investments

Overall, of the surveyed medical tourists, 65.9% stayed in a hotel not affiliated with the medical institute during their medical trip. However, 91.9% recommends staying in a medical hotel. Additionally, 77% agreed and strongly agreed that a recommended medical hotel would create a driving initiative behind their medical travel.

Therefore, the other issue in the Middle East region rises from the prior knowledge of the existence of medical hotels and this is paired with strenuous marketing efforts and strategies. According to a research conducted by Jabbari et al., 2013 among the variables that attracted medical tourists is advertising media. International media advertising in the field of healthcare, medical care and medical technology can lead to attracting medical tourists. [12]

Advertising can induce the desire and influence the decision of the medical tourist through desired emotions. [3] [7] [8] [14] A well-designed visual advertising can boost the desire to stay in a medical hotel since it would create a promising image and deliver expected emotions. [14] This result was corroborated with 64.8% of respondents agreeing and strongly agreeing.

Along with advertising, there are communication channels that can influence the decision of medical tourists such as positive word of mouth, travel agent recommendation, home doctor recommendation, and web search. Among such channels, word of mouth and home doctor recommendation acquired a significant consideration by most respondents while travel agent recommendation acquired the least consideration by respondents. Noting that 56.8% of the surveyed medical tourists arranged their accommodation by themselves, 34.1% of the surveyed medical tourists arranged their accommodation through medical institute, while 4.5% arranged their accommodation through a travel agent.

With relation to gender, males primarily considered word of mouth with a record of 25.7% followed by home doctor recommendation with a record of 14.9%. While females considered foremost both word of mouth and home doctor recommendation equally with a record of 45.9% followed by web search with a record of 37.8%.

With relation to level of education, the highest consideration was equally for word of mouth and home doctor recommendation where the record was 45.9%, followed by personal web search with a record of 37.8%. The highest contribution was from the respondents who have earned the college university degree as their highest degree. The same applies with relation to age and to experience with travelling where the highest contribution

was from respondents with age range between 25 and 34 years and respondents who traveled three times in the past three years respectively.

CONCLUSION AND RECOMMENDATIONS

From the above results, there exist a room for investing in medical hotel in the Middle East since 91.9% would recommend staying in a medical hotel. It would receive a favorable response from Middle Eastern medical tourists particularly that the hospitality product segment which is a main distinguishing factor for medical hotels from regular clinics received the highest priority. Therefore, the effort should be channeled towards providing quality hotel services from valet parking, room service, concierge service etc. as well as a variety of food and beverage options and various sizes of comfortable rooms to accommodate the accompanying family/friends.

A step further for enhancing quality levels would be to certify medical hotels. Due to the limited number of medical hotels since it is a niche segment that is not widely identified in the hotel industry in general, there is limited number of certifications for medical hotels. Expanding such certifications will lead to more certified medical hotels, standardized quality and thus a better experience for the patient-traveler and accompanying family/friends. [13]

The fact that the majority of the surveyed medical tourists relied on word of mouth while deciding on accommodation for their medical trip suggest that a recommendation from someone with previous experience is considered. To promote this aspect, medical hotel operators should work on encouraging patients and potential medical tourists visit and try medical hotels and experience their services. This can be fostered through developing special packages, familiarization visits, and reduced prices for first time visitors targeted to increase the market share.

Offering packages could be an attractive option for Middle Eastern medical tourists. The packages can be created to meet the diverse needs and wants of medical tourists by offering a range of suitable accommodation, meal options, sightseeing options, levels of personalized in-room treatment, and over and above medical services with a range of prices for packages. Such packages would be most suitable for certain healthcare and aesthetic treatments such as cosmetic surgeries, dental surgeries, fitness programs and others.

The fact that 56.8% of the surveyed medical tourists arranged their medical trip accommodation by themselves indicates that in addition to the word of mouth, medical tourists rely on their personal web search when deciding on their accommodation. Therefore, Medical hotel operators are recommended to work on developing and expanding their online presence.

In essence, investment initiatives in medical hotels should be twined with correlated marketing efforts and strategies to communicate effectively with the target market. Such efforts and strategies need to be concentrated on communication channels that would yield effective results. Joint affiliation with medical doctors and medical institutes in the region, international and particularly in the targeted feeder market can generate positive results particularly that most respondents relied on home doctor recommendation in their decision for accommodation. Additionally, Visual advertising displaying favorable and attractive images of the medical hotel are recommended since it can boost the desire to visit the advertised medical hotel. [3] [7] [8] [14]

In general, to realize the full potential of medical hotels in the Middle East, well-designed strategies focusing on hospitality services and medical care quality need to be developed and executed. Moreover, strategic coordination among key players such as hospitals, medical doctors, related websites and medical tourists can yield fruitful results.

6.1. Future Research

This study was built on perceived outcomes from staying in a medical hotel can be developed into several directions. Therefore, the margins of this study presents areas of opportunities for further research.

Medical hotels can vary in the level of service and amenities offered. Accordingly, there will be varying degrees of the discussed perceived outcomes and this can be tested on luxurious medical hotel versus mid-level hotel. The offered packages can vary accordingly. From a tourist perspective, future studies can lead to further

explore the socio-psychological aspects for the Middle Eastern medical tourist behavior and decision making process for staying in a medical hotel. Another area for future research is to dig more into the operational aspects of managing both medical services and hospitality services in such type of hotel properties.

Furthermore and from the medical side, future studies can test whether certain medical procedures/treatments can oppose challenges or may not even be applicable in such type of a medical lodging property.

From another perspective, the marketing part of this new trend of hotels offers a vast land for further research particularly that studies in this field are rare.

Appendix

TABLE 1

Results of the perceived outcomes analysis measured in percentage using five-Point Likert-type scales from “strongly disagree” (1) to “strongly agree” (5)

	1	2	3	4	5
Pay a reduced rate for receiving medical treatment/healthcare/esthetic services and using hotel room/meal/services together	5.4	9.5	21.6	52.7	10.8
Reduce expense for using multiple medical treatment/healthcare/esthetic-service related facilities together	5.4	6.8	17.6	58.1	12.2
Enjoy physical convenience because of the relatively short distance between medical/healthcare/esthetic-service facilities and rooms/restaurants	4.1	2.7	14.6	50.0	28.4
Reduce the time and effort needed to find various medical/healthcare clinics and hotels separately	6.8	1.4	14.9	43.2	33.8
Possibly receive treatment in my room from highly trained professionals	4.1	4.1	18.9	48.6	24.3
Easily communicate using my own language because of capable specially trained medical tourism translators	4.1	4.1	25.7	37.8	28.4
Reduce the uncertainty of medical quality such as surgical outcomes (e.g., less malpractice/medical accidents) and nurse–patient ratio	4.1	4.1	18.9	43.2	29.7
Receive reliable post-care service remaining in the hotel longer if necessary	4.1	1.4	14.9	56.8	23.0
Have greater privacy and confidentiality for surgery (e.g., cosmetic/plastic surgery) and esthetic healthcare (e.g., diet programs) than other clinics	4.1	4.1	20.3	36.5	35.1
Use a medical tourist package that relates medical treatment/healthcare/esthetic services to hotel room use and meal services to suit my individual needs	6.8	2.7	14.9	52.7	23.0
Stay in comfortable hotel rooms of various sizes/types with my family/friends/others if necessary	5.4	5.4	18.9	47.3	23.0
Enjoy a wider range of quality foods and beverages at a reasonable price	4.1	5.4	24.3	48.6	17.6
Possibly use various hotel services (e.g., room service, concierge service, business center, valet parking)	4.1	4.1	20.3	51.4	20.3
The existence of qualified medical hotel initiates my intention for a medical treatment trip	4.1	4.1	9.5	62.2	20.3
A well-designed advertising displaying the image of the medical hotel boosts my desire to stay in this medical hotel	10.8	5.4	18.9	45.9	18.9

TABLE 2**Demographic Data Analysis in Percentage**

Gender	%
Male	45.9
Female	54.1
Age	
18 to 24 years	13.5
25 to 34 years	35.1
35 to 44 years	32.4
45 to 54 years	14.9
55 to 64 years	4.1
Level of Education	
High school diploma	2.7
Some college	12.2
College university graduate	47.3
Master degree	31.1
Doctoral degree	6.8

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STRESS, COPING AND OPTIMISM-SUPPORTIVE MOTHER/DAUGHTER RELATIONSHIPS

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ABSTRACT

In the US, major life transitions create stressful situations with varied outcomes. Emerging adults (ages 18 to 26) are faced with major life decisions regarding lifestyle, career and family in an ever changing environment with limited opportunities (Arnett, 2000). Baby Boomer mothers (ages 50 to 70) face equally stressful situations as they face health changes, financial setbacks, approaching retirement, “empty nests” as children leave the home, and/or caretaking for aging parents (Greenfield,& Marks, 2006). This study focuses on the nature of the mother/daughter relationship through this parallel transitional time in each one’s life.

Methodology: This ongoing study focuses on the “lifelong linkages” between mothers and daughters. Approximately 65 of the anticipated 80 mother/daughter dyads have participated in this study. Participants were identified through snow ball sampling over 18 months. Each completed a collection of standardized online survey instruments followed by a structured telephone interview that was conducted by trained interviewers.

Conclusion: Preliminary results will be presented. Factors that will be reported on include: the level of individual stress reported, the frequency and nature of the communication between the mother/daughter, the impact individual stress has upon the relationship, and the degree of optimism related to positive outcomes.

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IMPACT OF POLITICAL INSTABILITY ON TOURISM IN NEPAL

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ABSTRACT

Tourism has emerged as main sector of economic development of countries in terms of foreign exchange earnings, employment generation and community development. Political situation of the country influences nearly all sectors of the country including tourism industry. This study aims to examine the impact of political instability on tourism in Nepal. Quantitative and qualitative techniques are used to analysis the relationship between political instability and tourism industry. Impact of political instability appears in the different areas of tourism industry. It has direct impact which leads to decrease in the inflow of tourists, bad image of the destination, decrease in foreign exchange earnings and unemployment. It also leads to the slowdown of economic activities. Tourists feel insecure to visit in the destination where there is political instability. Political instability is considered as temporary phenomenon in the Nepal. Stakeholders of the tourism industry should play vital role to coordinate the tourism activities and maintain the image of the destination which helps to increase the inflow of tourists and economic activities. Political players must consider the facts that political instability has adverse impact on tourism which bears a huge loss in economic terms and they need to work to ensure the political stability in the country.

Keywords: Nepal, Political Instability, Tourism

THE COMPETITIVENESS ON THE TOURISM MARKET: AIRBNB AS CHALLENGE FOR THE TOURISM SECTOR. ANALYSIS OF PRICES OF ACCOMMODATION SERVICES ON THE EXAMPLES OF CITIES WITH STRONG TOURIST FUNCTION

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ABSTRACT

The struggle of the business entities for their competitive position on the tourist market involves more and more new forms. Companies use a variety of ways and means to stay on the market and fight for profit growth. The emergence of new entities acting in the economy of sharing ideas (sharing economy) providing widespread accommodation services outside the regulated legal tourism sector, including Airbnb, which is building new competitive factors and changes the structure of the tourism market [Geron, 2015; HR & A, HR & A report in 2015]. On the tourist market it is a groundbreaking phenomenon with a real impact on the behavior of existing businesses, which should be emphasized that the emergence of new business models based on the concept of sharing economy is a major challenge for traditional tourism companies. Service providers under the sharing economy, which tend to be micro-entrepreneurs, divide / share resources and meet the needs of consumers by means of access rather than ownership [Bardhi, Eskhardt, 2012], gaining a strong competitive advantage in the field of costs. The basic traditional tools to compete in this market include the price; it is worth noting that the starting point for economic decisions taken by consumers is not so much the same price as utility (customer satisfaction, profit of entrepreneurs), measured in relation to the price that has to be paid for it [Skalska, 2014, Beckert et al.2013; Simon, 1996]. In tourism, competing in the battle for customer acquisition, including pricing, may cover as a single economic unit, as well as areas (regions) of tourist reception. Both in the first and in the second case it is important to select one of several possible strategic options and to determine whether the fight with the competition is to rely on an attempt to gain an advantage in terms of usability (eg. The attractiveness of the product, its quality, elitism and other such features) or to the advantage in terms of prices and costs (a product of low price and low cost of production). Thus, the enormous role of economic instruments in the control of travel market, including demand and the possibility of its use in tourism promotion, is not to be underestimated and fully justifies advisability, and even the necessity of its research. This applies both to the level of companies and the tourist region (tourism destination). The problem of price competition, although essential for entities operating in the market, it is not too often undertaken in the empirical studies; even more rarely refer to the work relating to the issue of the price to the utility of the product / service. Meanwhile, the role of this instrument in the management of a travel company and its use in the promotion of tourism services, provided both within traditional tourism enterprises and based on the idea of sharing economy is not to be underestimated and fully justifies advisability, and even the necessity of its analysis.

The paper will be based mostly on empirical study. Its aim is to identify the extent of 'sharing economy' on the Polish tourism market and competitive analysis of tourist offers in the two business models: sharing economy (on example of Airbnb) and traditional enterprise providing accommodation services (hotels, bed and breakfast, agriturism) with special emphasis on price competitiveness. Taken will be also an attempt to identify other, non-price ways of achieving competitive advantage (eg. the quality, range of additional services) - based on secondary sources and market analysis. The project will also identify the scope and feasibility of analysis of the prices of products in the field of tourism, the type of *city break* (i.e. short journeys to cities with strong tourist function) in the context of the specific characteristics of the tourism product, especially its complexity and imponderability, causing the utility perceived by the customer to which the price relates is generally subjective and difficult to quantify.

The work will undertake two aspects of the problem: (1) the ratio of price / utility and (2) market position. Please note that due to the specific characteristics of the tourism product, in particular its complexity, heterogeneity, complementarity and imponderability, tourism usefulness perceived by the customer is usually subjective and difficult to quantify. Also the quality of the products is more diverse than in other lines of business. It is influenced by a number of factors, often non-economic and immeasurable. The study will also undertake the problem of availability of data needed to evaluate the market prospects

of the studied product (city breaks) in both business models. Aim of the study will be carried out by comparing the prices offered for services provided in selected cities with strong tourist function (Warsaw, Krakow, Prague) by hotels, guest houses and a new business model, which is Airbnb. For the empirical study prices of the services that are offered on the main emitting markets will be selected, especially on the German market and on selected markets of the European Union.

The paper will present a statistical analysis of the results of empirical research (using the tools available in the statistical package SPSS), an estimation of the average level of prices of selected products, comparisons between the cities selected for the study and between the two business models in several sub -seasons of winter season (specifying Christmas and New Year). The study will also include elements of qualitative analysis, taking into account the additional services provided in connection to price (meals, housekeeping, access to facilities and recreational services, etc.).

Price analysis, the task which is rarely undertaken in research dedicated to the tourism market, can help in positioning of tourism products on the emission markets and to the price of nearest competitors, but is also useful for tracking of trends and supporting of the promotion. The results can also serve as a significant support information, allowing proper development of these components of costs that affect the final price level, and which depend on decisions taken by the central and local authorities (taxes, lease payments, fees climate). In summary, the study will determine the impact of new business models (on example of Airbnb) on traditional hotel enterprises, determine Airbnb's competitive position on the tourism market in large cities with significant tourist features in Central and Eastern Europe and show strategies to strengthen this position.

STRATEGIC APPROACHES TO JOB CREATION IN ZAMBIA:

Determining the role of investment and trade: A case of existing employment literature and the Zambia Development Agency (ZDA).

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*A Research Article Submitted in Partial Fulfillment of the Requirements for the Bachelor of Arts Degree in
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ABSTRACT

Zambia, among other developing nations, has a considerably staggering economy as a result of slow recovery in investment and trade, regardless of the nation having vast resources and potential to sore high. This in turn has led to low levels of employment in the country, leading to high poverty levels. We discuss the most appropriate short-term and long-term approaches to creating jobs in Zambia. This analysis discussion should objectively consider the roles of trade and investment, agriculture, manufacturing, and the relevance of rural versus urban. The report, however, also touches on key issues relevant for designing an employment-friendly strategy.

CHILDREN’S WEBSITES EVALUATION IN QATAR: HOW DEVELOPMENTALLY APPROPRIATE ARE THEY?

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ABSTRACT

The present study aimed at assessing children’s educational websites in Qatar in accordance with developmentally appropriate websites criteria. A developmental scale was designed by the researchers to assess children’s educational websites. The scale was also field-tested in terms of validity and reliability. Thirty-eight children’s educational websites was selected from fifty Qatari independent and private schools involved in the study. The children’s educational websites were assessed against the developmental scale. Results indicated that children’s websites used in the Qatari schools showed high level of appropriateness. Most of the children’s educational websites elements implemented were developmentally appropriate for children’s age and individual. Furthermore, statistically significant differences were found in the children’s educational websites due to type of websites. These findings and their implications were discussed accordingly.

Keyword: Educational websites; children, developmental scale.

AIR ACCESS LIBERALISATION AND TOURISM TRADE EVIDENCE FROM A SIDS

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ABSTRACT

The objective of the present study is two-fold. Firstly, to assess the impact of air access liberalization on tourism demand for Mauritius and secondly to analyse the dual impact of the interplay between air access liberalization and marketing promotion efforts on tourism demand. Using an Autoregressive Distributed Lag model, the results suggest that air access liberalisation is an important ingredient, albeit to a lesser extent as compared to other classical explanatory variables, of tourism demand. The results also highlight the fact that Mauritius is perceived as a luxurious destination and tourists are also deemed to be price sensitive. Moreover our dynamic approach interestingly confirms the presence of repeat tourism in the island. Finally, the findings also uncover the positive impact of the interplay between air access liberalization and marketing promotion efforts on fostering tourism demand.

Keywords: Air Transport Liberalisation, Tourism, Autoregressive Distributed Lag Model. JEL Classification: C22, L83, L93

INDUSTRIAL RESEARCH STUDY: ACHIEVING OPERATIONAL EXCELLENCE IN STEEL PLANT THROUGH TPM

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ABSTRACT

With the aim of establishing Zero Loss philosophy in a steel plant near Mumbai, India, a research study was undertaken as a model, for applying the Japanese principles of Total Productive Maintenance (TPM). The plant under the case study was a special steels plant and the organisation was in immediate need for attention to achieve operational excellence. The existing inefficient panorama in terms of productivity, quality, cost and safety could be thoroughly verified by forming task forces at various levels and collecting regular data, such that a reference point for each could be known, for ascertaining quantified benefits over annual deadlines.

The methodology applied by the author, as the task force leader, was based on the following strategy :

- # Improving machine performance to achieve zero breakdowns
- # Focussing on each major operating factor like productivity, quality and delivery, to excel in efficiency
- # Ensuring zero accidents to maintain safety standards to elevate employee morale
- # Training of employees to ensure value-added skills

To implement the above, companywide creative project undertaken involving kaizens, Ishikawa, root cause analysis, why-why analysis, 5W-1H, PDCA, Pareto, SQC, P-M Analysis, Pokayoke, Q-A Matrix, Taguchi , FMEA, etc.

Major research findings over a 3-year study reflected reduction in machine breakdowns from 680 to 85 hours/month, improvement in Overall Equipment Efficiency from 47 to 77.7(%), reduction in accidents from 11 to 1 (per year) , reduction in product rework from 1.73 to 0.2(%) and productivity rise from 19.1 to 25.7 (MT \times 10⁴/year). Conclusively: TPM satisfactory but management sincerity and employee motivation require consistent attention.

Keywords: Excellence, Productivity, TPM

THE MAGNIFYING GLASS OF RURAL INVESTING ASSESSMENT

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ABSTRACT

Investing earned remittances to entrepreneurial activities has received a lot of attention from policy makers, economist and social researchers. Considering the significance of a good business environment in investing remittances, a crucial understanding of migrant families' decision-making about spending, and filial responsibility and dynamics are major influences for these remittances to be engaged in investment. In this context, overseas families look at themselves and their surrounding when making an investment decision. It is to note that rural investment is a risky place to invest given the limited markets and level of development. Economic actions, such as investing in the local community, are not only driven by a good business environment, but also by structure of relationships, emotions, traditions and culture. The human phenomenon behind the families' engagement or non-engagement to rural investing is assessing. The Magnifying Glass of Rural Investing Assessment looks on the overseas migrant and family assess four areas before engaging in any kind of rural investment in their birthplace/hometown: *personal* assessment, *family* assessment, *financial institution* assessment, and *environmental* assessment. Also, this paper uses a tool called *Remittance Investment Climate Analysis in Rural Hometown* (RICART) that aims to give an economic picture of the locality, and will provide guidelines on how overseas Filipinos invest in their hometown.

Keywords: hometown investment, migration and development, Philippine migration, rural assessment,

TWO APPLIED ASPECTS THROUGH CIVIL ENGINEERING, BRIDGE AND DECORATION

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ABSTRACT

A suspension bridge is more appropriate type of structure for extremely long-span bridges due to the rational use of structural materials. Increased deformability, which is conditioned by the appearance of the elastic and kinematic displacements, is the major disadvantage of suspension bridges. Prestressing can solve the problem of increased kinematic displacements under the action of nonsymmetrical load. A prestressed suspension bridge with the spans of 50, 200 and 350 m was considered as the object of investigation. The cable truss with the cross web was considered as the main load carrying structure of the prestressed suspension bridge. Optimization of the cable truss web by 9 variables was realized using genetic algorithm. It was obtained, that the displacements of the prestressed suspension bridge with the proposed cable truss are smaller by 26–30% than the displacements of the structure with the single main cable for the span interval from 50 to 350 m in the case of the worst situated load. Many people in different branches of engineering work to build bridges. Civil engineers are responsible for design and construction of such structures, and they work with mechanical engineers and material engineers to design the most stable structures possible for given project restraints. These engineers must consider many variables when creating plans, such as distance to be spanned, where the bridge is being built (physical terrain), what type of traffic (and other loads) it must carry, materials available, budget, and what the bridge will look like. Some different aspects in civil engineering science that are applied through civilization and in people living such as decoration and bridge building industry, are from update cases we discuss in this research paper resulted from an annual research project.

Key words: Civil Engineering, building, bridges, decoration.

A SEMIOTIC ANALYSIS ON THE PORTRAYAL OF RELATIONSHIP IN SELECTED FILIPINO WATTPAD STORIES

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ABSTRACT

The research applies the techniques of the semiotic analysis on the selected Wattpad stories, mainly those who were adapted into film. The stories that were analyzed are *Diary ng Panget* by, *She's Dating the Gangster* by SGWannabe, and *Talk Back and You're dead* by.

Reasons why the researchers chose to conduct this present study is first, to make people aware that Wattpad is not only an entertainment medium but it is also a community of writers that tend to express their views and principles in life through writing. The study is a way for new capable writers to be known. This present study also hopes to make the Filipino Wattpad writers realize the real essence of literature through symbols they are using and the importance of the literary device in conveying their message. Symbols are being used by writers to give more artistic sense to their stories. Through this study, the writers might have a guide on how they will use symbols in their stories and can create their own writing style and techniques in terms of symbols usage.

This study will not only benefit the Wattpad writers but also Filipino Wattpad readers because it will make them be aware that every word written in the stories from Wattpad has its own signifying meaning and they do not have to take each word literally as always. They will be able to understand the story the way the writer is trying to convey the story. Effective understanding of the story can be attained.

The analysis of the symbols was done through coding sheets. The researchers have read the stories and searched for symbols used in each of the stories. The denotative and connotative meaning of the symbols found was provided. After defining the meanings, the symbols were presented according to its kind. A matrix was done to furthermore show the result of the study.

THE CHANGING ROLE OF IRANIAN WOMEN IN FAMILY

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ABSTRACT

Social scientists have constructed and considered the family in different ways. On the one hand, it is idealized as an institution which nurtures and shelters, with women playing a central role in this; on the other hand, its realities present a series of contradictions for women for it is also the arena where women are most suppressed, subordinated and devalued. Varied approaches have been adopted to study the family.

During Iran's historical, The traditional culture of this country require women to be controlled and dominated by men. Women's role in traditional societies is still understood in the restricted realms of family, confined to the home and hearth. It was limited to producing children, cooking, mending, sewing, washing, caring for other family members, submission to male authority and silently accepting the decision of others. These traditional roles are being challenged by increasing awareness and modernization. In this article, I studied transition from tradition to modernity regarding the role and status of women in the family in Iran. For examination hypothesis has been used questionnaire as a technique for data collection and chi square test(x^2) for multivariate regression analysis. The result shows that there is significant relation between women situation in the family and following factors : Economic, Cultural , Social and Demographic evaluation

Keyword: women+ family+ role +education+Traditional+Modernization

Ir. EDY RUMPOKO'S LEADERSHIP MODEL TO CREATES INTERNATIONAL BATU BRANDING CITY-INDONESIA

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ABSTRACT

This study explores how the leadership model of Ir. Edy Rumpoko as Batu mayor in Indonesia, that took shelter under Malang city. Adopting the qualitative research design, the study presented in this paper ascertained the capability of Ir. Edy Rumpoko to creates new innovation about international branding city. He had a new vision about the business of agro ecosystem i.e. organic farming. And he hopes that in the next era, Batu organic farming can be international eco-friendly tourism in this world. By environmental conditions in mountains, Batu city has very good prospects as a world tourist city, and society empowerment who loves with a healthy environment. conclusively, Ir. Edy Rumpoko's leadership model pressure has a positive impact with good city development for social and environment, and it helps the society to be more responsible with their environment.

Keywords: Ir. Edy Rumpoko, Leadership Model, Organic Farming, International Branding City.

MENTORSHIP IN THE NURSING PROGRAM OF THE UNIVERSITY OF GUAM

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ABSTRACT

The aim and objective of this research was to explore key characteristics of mentorship relationships, which contributed to the effectiveness and success in the nursing program. High attrition rates are issues encountered by the University of Guam and its School of Nursing. This phenomenon led to the establishment of a mentorship program to provide support for incoming sophomore and junior nursing students. The mentorship program serves to assist undergraduate nursing students in their scholastic needs to thrive in the program and in their future career. The study comprised of focus group interviews with nursing students, who were enrolled in the mentorship program to determine the influencing factors of the mentor-mentee relationship that contributed to success. Four common themes of a mentoring relationship were identified based on participant responses: *the need for guidance, advice, and support; empathy and shared understanding; learning and growth promotion; and time and flexibility*. These findings helped distinguish the true advantages of a mentorship program in nursing and the characteristics that defined a positive relationship toward academic accomplishment.

Keywords: mentorship program, mentorship relationship, nursing, academic success.

THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON GLOBALISATION

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ABSTRACT

All sectors of business capacities across the globe including Africa are becoming increasingly effective and efficient as a result of globalisation and the digitisation of information that have comprehensively improved the way governments, International organisations and private companies are conducting their daily businesses. Past and current studies argued that, ICT plays a critical role in engineering and knowledge economy as well as in management. Information and Communication (ICT) seems to assume an explanatory role in energizing the coming together of world societies. More so, it aids in the acceleration of the interdependence of institutions, organs, processes and values. This article is therefore set to explore a symbiotic linkage and explain the nexus between ICT and globalization. To achieve this goal, ICT is used as a framework for analysing global interdependence through effective communication. Using a theoretical method of inquiry, this paper inferred that ICT is the tool through which technology is transmitted, while technology is the oiling of communication which is the nerve of globalization.

Keywords: Digitisation, globalisation, Information and Communication Technology (ICT), Engineering Economy, Knowledge economy, *technology, Resources, Communication*

INTRODUCTION

Globalisation activities are varied and most of these are related to economic productivity. The inclusion of ICT therefore has made globalisation to become more effective in that ICT reduces transaction cost. It offers readily available connectivity while improving transparency and accuracy (Kramer et al, 2007).

Globalization could be identified as a Single Sector Analysis (SSA) or a Multi-Sector Interaction (MSI). In both instances, it explains elements of a widespread perception that there is a *broadening, deepening and speeding up* of international interconnectedness and interrelationships in all parameters of life, from the political to the cultural, from the economic to the criminal, from the financial to the environmental (Ezeanyika and Oporum, 2008).

As a single sector analysis, globalization refers both to an increasing flow of goods and resources across national boundaries and the emergence of a complementary set of organizational structures to manage the expanding network of international economic activities and transactions (UNCTAD, 1997). It is the international integration in trade, investment, financial and consumer markets (UNDP, 1998). Globalization is the growing economic interdependence of countries worldwide through increasing volume and of cross-border transactions in goods and services, free international capital flows and more rapid and widespread diffusion of technology (IMF, 2003). It is also a worldwide process of homogenizing prices, products, wages, rates of interest and profit (Sheriff, 2003). These definitions corroborate the meaning of globalization as in the pioneering work of Levitt (1983). These studies perceive globalization as essentially a financial phenomenon. The reality on the ground is that the global economy is far from such an ideal situation. It would therefore, be more appropriate to carefully describe the ongoing globalizing process as *international economic interdependence*. This will suggest a situation in which international linkages between markets and among manufacturing production and financial interactions are so dynamic that economic developments in any one nation are substantially spurred by policies and developments in other nations. In such a scenario, resource endowments, institutional arrangements and policy options should be

patterned by national economic performance, as well as to the way international forces influence that performance (Ezeanyika and Oruebor, 2001: 140-141).

Globalization is also a multi-sector interaction, though with greater thrust on the economy. It is a social phenomenon of Western creation integrating the world societies, values and resources through sustained trend of communication (Obiukwu and Opurum, 2003). Giddens (1990, 2001) concurs with this understanding of globalization. He construes globalization as the intensification of worldwide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. As a MSI, globalization elicits certain subsystems, which include: the political, the economic, the social and the cultural (Hoogvelt, 1997: 116). The economic subsystem of globalization serves an adaptive function, through ensuring market discipline, flexible accumulation of capital by global webs of financial deepening. The political subsystem serves the purpose of mobilizing material and human resources. The cultural subsystem provides the governance with value system, requisite for social reproduction through time. The social subsystem targets the integration of values of all the subsystems for a functioning and functional global environment.

Globalization is, therefore, the latest level of that “sustained communication of more than four centuries, integrating the world’s societies to a Single World Community (SWC), for the continued survival of the Possessors of High Potential Capabilities (PHPC)” (Obiukwu and Opurum, 2003). Globalization significantly captures to expanding interrelationships in the human environment expressed in terms of the ‘intra and extra’ territorial mutuality. Territorial mutuality or interdependence does not necessarily suggest “mutual progress” or “equal benefits”. It may, at times, involve unequal economic relations.

Globalization also captures spatial and longitudinal influence on human thoughts, attitudes and actions, leading to periodic change in international standards of socio-economic and political relations. This explains the recent use of the terms global good governance, cyber-behavior, e-banking, global commerce, shared development, global security, etc. Perhaps, globalization serves a new purpose, that of creating a new awareness in the broadening and deepening efforts to link distant localities to the matrix of expanding capitalist institutions or structures. This growing awareness in territorial linkage and value-deepening efforts seem to find a steam and nerve ICT. As mentioned earlier, ICT plays a critical role in engineering and knowledge economy as well as in management. Information and Communication Technology (ICT) seems to assume an explanatory role in energizing the coming together of world societies. More so, it aids in the acceleration of the interdependence of institutions, organs, processes and values. This article is therefore set to explore a symbiotic linkage and explain the nexus between ICT and globalization. To achieve this goal, ICT is used as a framework for analysing global interdependence through effective communication.

REVIEW OF LITERATURE

2-1 *Understanding the Concept of Cybernetics Communication*

Communication is derived from the Latin word, *communicare*, meaning “talk together, confer, discuss and consult with one another” (Anyanwu, 2005: 79). It is the epicenter of human society. It is also perceived as the wheel on which all human activities revolve. Without communication, society will remain static and stagnant (Ndolo, 2005).

Cybernetics is a technical concept associated with communication theory. It is a derivative of the Greek word *kubernetes*, which means steersman, governor, pilot or rudder, the same root as government (Ashby, 1958; North, 1967). It is a broad field of study, but its essential goal is to understand and define the functions and processes of systems that have goals and that participate in circular, causal chains that move from action to sensing to comparison to desired goal to action (Umpleby, 1989: 111; heylighen and Joslyn 2001: 158). Wiener (1948) defined cybernetics as the study of control and communication in the animal and the machine. Beer (1974) explained cybernetics as the science of effective organization. The word cybernetics was first used in the context of ‘the study of self-governance’ by Plato (1927) in *The Laws, Volume 12* to signify the governance of the people.

The above explanation draws a linkage analysis between governance and communication, such that one, who governs, equally communicates with, and steers the environment and people. Such a person mobilizes the people, generates material resources and allocates such resources to pursue society-relevant policies and interests. Governance at any level of societal development seems a near impossibility without communication. In the same way, good governance, shared development and global peace and security are occasioned by communication. As a matter of fact, cognate interdependence of humans and nations are made possible through communication.

Cybernetics communication, perceived as “all procedures by which one mind affects another” (Shannon and Weaver, 1959: 95) offers the above definition to reflect the *techniques* and *patterns* of exerting observable influence on the intellectual conduct, actions or inactions of associating parties and minds. This understanding

points to the relevance of communication in learning and knowledge acquisition, teaching and mutual interaction, as well as interest articulation and aggregation. Communication is thus, relevant in knowledge preservation, utilization, and expression. It remains an inevitable essential factor in construction and in destruction of values as well. In fact, two or more minds cannot agree to build or destroy without trails of communication. Conflicts and disagreements are activated and resolved through abstract and sublime ideologies translated into realistic and substantive instruments of revolution and change. This is the situation when ideology sensitizes a man to action, i.e. he questions the existing order and moves to alter it through protests, demonstrations and revolution (Smith, 1980; Rothkopf, 1998).

In this sense of 'one mind affecting another,' communication assumes a complex phenomenon, which organizes and re-organizes human collectivities, controls their activities, directs their actions and motivates them towards effective capacity generation and utilization. Understanding communication as an all procedure through which one mind affects another, illustrates the Eurocentric claim of civilization and salvages colonial mission in Africa (Ezeanyika, 2006).

This claim of communication technique helped to neutralize the initial resistance of African societies to the forces of colonization. The communication technique also tends to explain the subsisting picture of the 'South' as a group of poor and helpless nations in the global environment, whereas the nations of the North are consciously positioned as high capacity nations or simply referred to as development compliant nations (Ezeanyika, 2007). To bridge this gap or widen it requires mainstreaming communication. Hence, developing globalization, or globalizing development, is a function of defective communication.

Just like in any other aspect of North-South relationship and interaction, globalization presents an extended version of world imbalance in interrelationship. It is heavily propelled by technological development, imbalance between the developed North and the developing countries of the South.

2.2 *Cybernetics Communication as a 'Complex Image'*

Responding to the question: Communication is a complex image of what? Boulding (1956) opines that "communication is a complex image of what is and an image of what ought to be." In this sense, communication serves as a showcase of the expected norms, attitudes and belief systems in the society as contrasted from deviant behaviors. It is an image of the 'existing' and expected values in the society. To Boulding (1956) therefore, man operates according to cybernetic principles: that is, that man behaves in various ways in an effort to reduce the gap between the images of what is an image of what ought to be. Hence, the global system functions in such a way as to reduce the gap between the 'existing' and 'preferred' interstate relations.

2.3 *Communication as Information Dissemination and Message Transaction*

When an impoverished family in Ajegunle, a slum in Lagos State of Nigeria says, "I prefer a television (TV) to a refrigerator because there is always a program on TV," or a Senegalese rural community champions the installation of a parabolic dish in order to view national and international programs, they are merely emphasizing the relationship to a medium of communication that links them to the globalizing world through a language of images, ideas, and messages and allows them to know what is happening in the world.

Communication entails all processes by which information is conveyed from one part of the system to other parts of the system. Deutsch (1966) defines information as a "patterned relationship between events." He stated that information is that aspect of the state of description of each stage of channel of communication that has remained invariant from one stage to another. Immutability is therefore very essential in any message transaction that assumes the status of information. This means that distortion of a piece of message before it gets to its destination may not constitute wholesome information. The quality of any piece of information is the capacity of its message contents to be invariant, while subjecting the message receiving systems to high level capacity to change. In this sense, information as an integral part of communication is capable of changing, influencing or modifying its receiving medium. Hence, any observable directions of social and political change, global interactions or interdependence as well as interstate relations are patterned by information (Mowlana, 1986; Mowlana and Wilson, 1989; Mowlana, 2000). Put simply, there is a symbiotic relationship between the quality of information, which exist within the global system and the degree of changes therein.

Deutsch (1966: 275) corroborates this view when he opined that "the extent of the effect of the introduction of new information into a political or economic system might well be related, among other things, to the extent of the instabilities that already exist there." It follows, therefore, that the new awareness towards political reforms, economic restructuring, anti-corruption crusade and re-orientation programs in Nigeria and other developing countries of the globe may not be unconnected to the quality of information available to the countries in question.

It can therefore be said that the print and electronic media enjoy efficacious power embedded in its information. They can, at an instant, relay disturbing information (through images) as tragedies unfold that rivet the attention of world audiences. Such information, for instance, could be on the adverse human predicament say in Africa. Examples such as the Ethiopian scenes of fatal hunger and mass tragedy caught in 1985 by the late Mohamed Amin's camera (whose photographs were splashed on the front pages of world newspapers), coupled with Bob Geldof's heroic initiative (in concert with other concerned well-wishers) to raise funds through music (later dubbed Band Aid), conveyed powerful stirring images and information that went a long way in not only mobilizing world opinion but also in internationalizing the poverty issue at large (Khalil, 2007:171-172).

2.4 *Communication as a two-way Traffic*

The basic understanding here is that communication is not a unidirectional indulge. It is rather, a two-way interaction of two entities (or parties), aimed at impacting on each other. It involves conscious transmission of stimulus-response actions (messages), which leads to value exchange among interacting entities. The major concern of scholars of cybernetic bias is the nature and nurture of the value exchanged. On this issue, opinions are divided along schools of thoughts.

The *equal benefit school* maintains that communication can only take place when there are two interacting entities or parties, which, through the exchange of messages, have equal opportunity to benefit from the object of interaction. The value derivable in this sense is equitably or near equitably distributed among the interacting entities. It follows therefore, that a two-way traffic explanation of communication entails a positive relationship and is expressed in terms of equal exchange values. The numeric representation of the equal benefit analysis may be put at 50 – 50 percent or 5 ± 50 percent value exchange among interacting entities. In this light, proponents of this school view globalization as an entirely new phenomenon with its roots in the recent technological transformation of world societies. They also argue that slavery, mercantilism and colonialism are not trends of globalization, rather those of Western contact, which the matrix of communication can explain. The major argument here is that slavery, mercantilism, colonialism etc. only achieved a one-way traffic that cannot assume the status of communication. More so, they argue that this one-way communication not only yielded exclusive benefit to Europe but it was extremely detrimental to the development of African societies.

The *contact school* holds a different view. It postulates that communication is a 'contact' between two or more entities or parties. It believes that communication can be said to have taken place whenever or wherever there is a contact or an interaction between two or more entities or parties. The nature and manner of contact is not so essential in determining communication, though it could be helpful in ascertaining the effect of communication on its associating media. The effect of communication in this understanding may be explained in terms of positive or negative relationship, such that the benefit derivable from an object of interaction may not be equitably distributed for communication to exist. The value exchange in contact analysis may be expressed in terms of more than one and less than hundred (> 1 and < 100) percent relationship. This situation explains a negative and adverse communication type. A handy example is the contact between Europe and Africa through colonialism and neocolonialism. In another dimension, a communication type can reveal a minus one to a plus hundred ($- 1: + 100$) percent relationship, as was the case between Europe and some African societies during the slave trade. Another group of scholars hold the view that the recent maximization of technological values in communication has brought about an equitable or near equitable value exchange between interacting entities or parties. This leads to a relationship of 50 – 50 percent value exchange or about 5 ± 50 percent value exchange within which globalization tends to assume a new phenomenon and communication accorded relevance in the analysis of global interdependence.

Communication is, however, more of a contact than a two-way traffic in the equal benefit sense. Even the equal value benefit analysis manifests "contact" between its interacting media, objects or entities. It follows therefore, that communication as a two-way traffic does not necessarily mean the values should be distributed on equal proportions but they must elicit a clear impact that may be planned or unplanned, positive or negative.

Finally, communication entails a systematic and comprehensive co-ordination and manipulation of organisms, including machines to enhance qualitative interaction in the human environment. Communication is thus, propelled by a set of skilled knowledge, exerted on the structural dynamics of the human society as technology. The thrust of our argument is that information and communication technologies (ICTs) have aided globalization. However, globalization in a developing country like Nigeria with less developed communication and information provides opportunities for the extension of the imperialistic agenda of imbalance in relationships and interactions in North-South relations.

THE TWIN ROLE OF ICT

There is a symbiotic relationship between technology and communication. Technology is the knowledge and skill component of communication, which energizes the contact between entities, objects and organs. It is the part of communication, which provides it with dynamism, requisite value and the know-how to steer the environment and people. A comprehensive review of the studies of Galbraith (1971), Lall (1990), Lundvall (1992) and Enos (1995) culminates to the synthesis that: technology, in all its multifaceted and multidimensional perspectives, is the systematic application of scientific and organized knowledge and capabilities for the successful resolution of practical tasks and developmental problems. Put simply, technology is a better way of doing things. It is, indeed, an embodiment of techniques whose acquisition depends on communication. Reflecting on the above explanation, we deduce that technology is scientific, practical, developmental and functional. It is also cultural and traditional in terms of value build-up, manifesting in peculiar skill.

ICT is the vehicle through which technology is acquired, transmitted, transferred or driven. ICTs have also revolutionalized the way we receive and disseminate information. This has outdated the idea of national media. For instance, as direct satellite-to-home transmission become a reality, the idea of globalization of information becomes possible, thus, altering significantly, the concept of national media within national territory.

ICT through Communication elicits movement, influence, action and change as its basic characteristics, which are briefly discussed below:

Change: it is the ultimate goal of communication and the observed end effect of an action. It suggests an improvement on the original state or value. Hence, 'movement' and 'action' are the igniting spirit of communication, whereas 'influence' and 'change' are its observed effects. These four cardinal features of communication, which find steam in technology, are central to identifying the role of communication in the global environment.

THE IMPACT OF ICT AT GLOBAL LEVEL

There is a connectedness between ICT and globalisation. ICT is therefore seen viewed as a pillar for the strengthening of globalisation activities. The understanding of the role of ICT in the interaction of world societies is very important to understanding the complex structures, institutions and processes of globalization. The nature of this contact (globalisation) among nations reveals the aim and goal of globalisation. The goal of globalisation assumes its esteeming in terms of the *manifest* or *latent* roles of ICT. These roles include: integration, mobilisation, adaptation, regeneration, and transformation.

Integration is a socio-economic role of ICT, which attempts to align all national economies with the global capitalist economic order, using a common index or matrix. It is this role of ICT that underpins the intensification of the co-operation between the rich and the poor nations. The goal is explanation or shared development for the Afro-centrists or Euro-centrists, respectively. Integration function equips globalisation to build organisations, institutions, agencies and organs, which regulate the conduct of nations in the international system. It is through integration that globalisation strives to achieve existential mutuality of world societies. The hope for a single world community that will reduce the pains of man is made alive through integration.

Mobilization is a political role of communication, which attempts to harness the human and material resources towards global integration. It involves the use of aid grants, loans and technical assistance options by the advanced capitalist nations, to woo the developing nations to appreciate the liberal initiative of capitalism. Mobilization as a political role of communication started with the acquisition of territories and their subsequent administration through colonization. Mobilization at this period made the colonized territories to recognize the Western colonial authorities as stakeholders in their resources. This pattern has been so entrenched to the extent that, even after nominal political independence, Western nations still occupy a prime position to negotiate for access to unequal opportunities in favor of their multinational corporations (MNCs) and their nationals (Ezeanyika, 2006). The most recent mobilization strategy of globalization reveals the following:

1. Offer of important positions in the capitalist controlled and dominated agencies and institutions to citizens of developing nations. This strategy includes allowing developing nations to occupy some 'key' positions in the World Bank, the International Monetary Fund (IMF), the International Court of Justice (ICJ), the United Nations Development Program (UNDP), etc. including the position of the Secretary General of the United Nations Organization (UNO). Essentially, the recent offer to Africa of two permanent seats at the Security Council of the UNO clearly typifies the mobilization strategy of globalization as a role of communication.

2. Grant of debt relief facilities. The debt profile of some developing economies has been tagged antithetical to the development by the advanced capitalist nations. Hence, to sustain the compliance of these developing economies to the global capitalist economic order, the West introduces its debt relief facility. This facility assumes the form of debt rescheduling, debt forgiveness or outright cancellation. It is believed that the mobilization strategy or role of communication guarantees adaptation of developing economies to the conditionalities of Western economic policies linked to the attainment of the Millennium Development Goals (MDGs).

Adaptation is the use of integration and mobilization strategies to ensure that all nation-states comply with the principles and conditionalities of global capitalism. It seeks to identify and adhere strictly to the rules, conditions and principles guiding grants in aid, loans, technical assistance, debt relief facilities, etc. Simply put, the adaptation role of communication translates into the acquisition of requisite capitalist economic orientation. This economic orientation may take the form of deregulation of national economies to allow for greater openness, unrestricted trade and product competition. It may also include privatization and commercialization principles, maintenance of 'effective work force' and deep national economic restructuring to stem corruption, economic and financial crimes as well as lopsidedness in projects initiation and implementation. Following this pattern of manifestation, adaptation enhances national reproduction of global socioeconomic values, however inappropriate.

Regeneration, as a role of communication, entails the sustenance of the adaptation strategy for the socioeconomic reproduction of values. It suggests a state of affairs in which the global economy achieves subsisting identity, which regulates the international system.

Transformation function of communication is accompanied by trappings of chance into the global interdependence of values. This is a stage where the extra-national integration introduces a new set of values to redefine the existing international order. This explains the use of certain terms at different periods of the global transformation, such as neo-colonialism, neo-dependency, new international economic order (NIEO), neo-globalism, etc.

The *latent* role of communication explains the intricacies of deregulation of the global economy through the gradual withering of state dominance of the international socioeconomic affairs. This latent role is as well observed in terms of the 'sustenance' of global inequality through the core-periphery stratification of the world. The 'disintegration' function of communication is also a latent, which activates the break-up of bogus agencies, entities and institutions through value distortions and mutations of needs. Indeed, understanding globalization is appreciating the role of communication. This is so because there is a nexus between communication and globalization which has functional attires such as the ones afore discussed.

CONCLUSION

In this chapter, we have established that there is indeed a nexus between communication and globalization, which plays an explanatory role in the integration of world societies. We have also identified communication as a complex phenomenon, which organizes and re-organizes human collectivities, controls their activities, directs their actions and motivates them towards effective capacity generation and utilization. We observed that communication emphasizes 'contact', 'complex image', 'message transaction' and two-way traffic, which lead to value exchange among integrating entities or parties, whereas, globalization is a new awareness in the broadening, deepening and speeding efforts to link distant localities to the matrix of expanding capitalist institutions and structures. We also postulated that the essence of these expanding interrelationships is to achieve intra and extra-territorial mutuality towards shared development.

In order to achieve the goal of globalization, technology-driven communication plays a fundamental role. This is mainly because technology remains an embodiment of skills and techniques, and its acquisition depends on communication. The nexus between communication and globalization has therefore been explored in the light of its manifest functions ranging from integration, mobilization, adaptation, regeneration and transformation. It is these manifest functions, blended with certain latent variants, which give globalization its comprehensive meaning and true identity.

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EVALUATION FO ANTI-CLOGGING DRIP EMITTER DESIGN INNOVATION

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ABSTRACT

The drip irrigation systems have been a common irrigation method in the world due to the shortage of water in wide areas. Dripper is the key factor of drip irrigation systems, that deliver slow and uniformity water to the plants. The drippers can be suffering from clogging due to escape some particles of sand from the filters. The emitter clogging problem has significant effect on the drip irrigation system efficiency. In this study, computer aid design CAD was used to design a new anti-clogging emitter. The water flow behavior in the dripper was simulated by using two phase –CFD analysis to confirm the new design can provide the lowest chance to blocking. Comparative the simulation results for the new dripper with the simulation results for a three drip emitters design include eddy channel, pre-depositing channel and round-flow channel, it is clearly seen that the new design has a better ability to resistant the clogging. Additionally, CFD simulation results introduce a good observation about the relation between the pressure applied and the water flow rate. This result was obtained due to integration of the characteristic of great sieving and good pressure dropping. Moreover, the device was fabricated using rapid prototyping technology in order to test the emitter discharge experimentally under various pressures.

MIGRATION IS A MUST BUT INVASION IS A CASE THE SEAGRASS RUPPIA IN THE SUEA CANAL AS AN EVIDENCE

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ABSTRACT

Oceans are in motion illustrating the interconnectedness of the Living Sea World. Marine organisms could move all-over the Sea in regulated Migration respecting the natural barriers.

The marine habitats are biologically rich and extremely varied, from shallow coastal waters to deep sea trenches. Man depend on the resources provided by oceans and coasts for survival and well-being in many ways. Migration wrote the Biogeography Patterns on Earth and Enrich the Biodiversity, while Bio-Invasion could alter the Steady State in Ecosystems.

"Invaders are active or passive Migrants, but not all Migrants are Invaders". So, if you register, an invader, search about your mistakes towards the Ecosystem.

Generally, the most insidious threat is the one posed by marine invasive species. Affected ecosystems reported to be under threats. Over-exploitation of resources, habitat destruction, pollution and climate changes are all driving biodiversity loss and loss of immunity against invasion.

A case study from the Suez Canal , Egypt, illustrates the importance of migratory birds in the dispersal of the, Widgeon Grass , *Ruppia maritima* L. *Ruppia* had been moved , unintentionally into areas where they do not occur naturally .It perish in their new environment without thriving or taking over native biodiversity or affect human livelihoods

The widgeon grass had been observed by Farghaly (1986), for the first time in the canal. His observations had been published with M. Denizot (1988) as a new migrant to the canal.

The case of *Ruppia* in the Suez Canal could support the idea that nothing can stop the migration of marine organisms and the new migrant can integrate in the new habitat without any negative effects on the ecosystem. This alien, nonindigenous, Seagrass introduced against the theory of migration via the canal and all expectations a new community based on the meadows had been established since 1986.

Keywords: Bio-invasion, Migration *Ruppia*, Seagrasses, Suez Canal .

SOCIAL GENDER IN TRANSLATION: EVIDENCES

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ABSTRACT

The translation of gender has become one of the challenges that translators face when dealing with languages that pattern gender differently. This is because languages may not only differ greatly in the way they encode the category of gender in their lexical and grammatical systems but also in the expectations of their relevant cultures concerning what is meant by 'gender'. This is applicable to translation between English and Arabic, which differ not only in how gender is rendered in their linguistic system (the former pronominally but the latter pronominally and grammatically), but also in the way they load nouns with social content which the diversity that members of these two communities think and perceive things.

The aim of this paper is to show the extent to which ideological considerations can play role when Iraqi college students translate English nouns denoting occupations into Arabic. Two tests are given to forty students of translation at an advanced stage. In Test One, the students are asked to translate twenty English sentences including occupational titles such as 'doctor' into Arabic. The sex of each referent title is unknown or not relevant, e.g. Can I have a word with you, doctor? In Test Two, the same students are asked to decide on the 'appropriate' reference pronoun(s) of these occupational titles in another set of twenty sentences, e.g. The doctor was very honest with his / her patient.

The results of Test One reveal a male-biased interpretation of these nouns and the preference use of a masculine generic word where the masculine form refers to both women and men where the opposite can be equally grammatical. The results of Test Two reveal that the students subdue their choices to their social, cultural and psychological constructs and generally fail to assign most occupations to both genders on equal base but reinforce and reflect existing social asymmetries.

TEETH, GINGIVAL, AND ACTIVITIES TO HEALTH PROBLEMS

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ABSTRACT

Teeth vary in size, shape, and location in the jaws. Teeth start to form under the gums well before you are born. Most people are born with 20 primary (baby) teeth. These teeth start to push through the gums at around 5 to 6 months of age. All 20 baby teeth usually erupt by about age 2. Baby teeth are then lost as early as age 6 and are usually all gone by age 13. Permanent teeth then fill in. By age 21 most people have 32 permanent teeth—28 if wisdom teeth are removed. Everyone is at risk of tooth decay, or cavities (CAV-ih-teez). Tooth decay is one of the most common oral health problems. Bacteria that naturally live in your mouth use sugar in food to make acids. Over time, these acids destroy the out-side layer of your teeth, causing holes and other tooth damage. There are ways to help prevent tooth decay. Safe sports and physical activities help blood to flow better and rapidly. It is a well recorded affect in gingival.

Keywords: Teeth, Gingival, Physical Activities, Blood.

AN ASSESSMENT OF TAMIL PHONOLOGY IN SECOND LANGUAGE LEARNING CONTEXT

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ABSTRACT

Second language acquisition, or sequential language acquisition, is learning a second language after a first language is already established (Krashen, 1981). The field of second language, L2 acquisition research always has been associated to understand the underpinnings of second language grammars and the factors that influence the development of those grammars. While this is a wide ranging area of interest, this paper emphasis on the common patterns of grammars of Tamil as second language in particular to phonological acquisition. It is unknown whether it could be easier for a learner of a non-quantity language to Tamil quantity if this feature would instead delay or disturb the acquisition. Therefore, the current research assess the acquisition of Tamil phonology Tamil by the Malay learners. A clear asymmetric pattern of acquisition between both the tests emerged that the subjects were able to acquire the non-identical Tamil phonology from Malay by sound than the form or structure. This is because, majority of the subjects were found that they are able to identify by sound the correct form or structure of the two vowels /ai/ and /ao/ though these vowels are not available or identical in L1. In contrast to this, majority of the subjects were not able to give a correct response to these vowels in the oral test. This shows that the subjects acquire the non-identical or new vowels through sound by identifying the forms than saying it out. Alongside with this findings, it is also found that the subjects were able to acquire the long vowels which is not available in the L1.

EFFECT OF NANOCCLAYS CONTENT ON THE BEHAVIOR OF THE THERMOPLASTIC BLENDS

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ABSTRACT

The incorporation of nanoclay into polymers can improve the thermal stability and mechanical properties. This work focuses on the study of thermoplastic nanocomposites based on high density Polyethylene /Polystyrene blends compatibilized with SBS-g-MA and reinforced with nanoclay. All HDPE/PS/SBS-g-MA/nanoclay formulations were prepared by using internal mixer and single screw extruder followed by injection molding. Maleic anhydride styrene-butadiene-styrene (SBS-g-MA) was used as the compatibilizer and the nanoclay content was varied between 0 - 7 weight percent. The mechanical and thermal properties of HDPE/PS nanocomposites were examined.

Keywords: Compatibilization, HDPE/ PS, nanocomposites, nanoclay, polymer blend.

INFORMATION AND COMMUNICATION TECHNOLOGY AND BUSINESS EDUCATION IN NIGERIA

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ABSTRACT

Technological change and globalization have created a new global economy with a and Communication Technology (ICT) occupying a complex position in relation to globalization. The emergence of this new global economy has serious implications on the nature and purpose of educational institutions. The paper is basically a theoretical discourse. Data for analysis were obtained from secondary sources. The paper found that significant challenges confront the integration of ICTs in education in the areas of educational policy and planning, infrastructure, language and content, capacity building and financing in Nigeria. The paper concluded that business education needs to be well equipped to anticipate and respond to opportunities created by ICTs in order to participate productively and equitably in an increasingly technology-rich and knowledge-driven world. The paper recommended, among others, that the investments in ICTs should be used to promote the development of basic skills, problem-solving and communication skills and the professional development of teachers.

Keywords: Information, Communication, Technology, Business, Education

ACQUISITION OF TAMIL PHONOLOGY AMONG MALAY STUDENTS IN A SECOND LANGUAGE LEARNING CONTEXT

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ABSTRACT

The purpose of this paper is to evaluate Tamil phonological acquisition among Malaysian Malay students in a second language (L2) learning context. The participants were 20 native speakers of Malay (15 girls and 5 boys) aged seven years old. The participants were limited to students of SK Behrang 2020, a primary school in Tanjong Malim district, Malaysia. All the participants were considered to be functional monolingual, that they were not actually using L2 or in the process of learning a L2. Two types of phonological screening were administered as techniques to assess the participant's Tamil phonological acquisition. In part A, the participants were required to identify the vowels. This is done by playing the pronunciation sound of the vowels while all the vowels were being displayed on a computer's screen. Following this, an oral test is done whereby the researcher has displayed all the vowels one by one and the participants were required to pronounce the shown vowels. A clear asymmetric pattern of acquisition between both the tests emerged that the participants were able to acquire the non-identical Tamil phonology from Malay by sound than from the structure. Alongside with this findings, it is also found that the participants were able to acquire the long vowels which were not available in the L1.

Keywords : second language acquisition, phonology

A STUDY OF APPROACHES AND PERFORMANCE RELATED TO THE IMPLEMENTATION OF ACCREDITATION IN SAUDI HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

Over the past few years, the Saudi Arabian government has experienced rapid development in its higher education institutions (HEIs) which have increased from eight public universities in 2003 to 25 in 2011. It also has 20 private institutions which were formed after government approval (El-Maghraby, 2011). Moreover, in recent years; Saudi universities have been seeking to achieve the required accreditation standards before the end of 2013, which was set as the deadline for all Saudi universities to become accredited in order to raise the level of quality in higher education in the Kingdom. Nevertheless, 30 Saudi universities out of 33 failed in the Saudi accreditation standards test for the quality of education, with only three universities being able to fulfil these standards, according to the National Commission for Assessment and Academic Accreditation (NCAAA) report issued in 2012. The report stated that there is only one Saudi university which has managed to achieve full institutional accreditation, this university being King Saud University, while some universities obtained accreditation for some of its programmes.

Competition still exists between Saudi universities to implement Saudi accreditation standards and this raises several questions, such as: What are the difficulties faced Saudi Universities in meeting accreditation standards? Is effective implementation of Saudi accreditation standards realistic and actually possible to achieve when considering the massive pressure placed on the universities to implement these changes within the specified time? This study investigates educational response to the implementation of accreditation in Saudi HEIs. It's therefore necessary to examine the nature of educational and cultural challenges in Saudi Arabia. The overall aim of this research was to identify what affects the implementation of accreditation standards and thus formulate potential strategies. For these purposes, this study is qualitative research to produce meaning and interpretation of the research issue. The research design involved methods used to describe the environment of three Saudi universities and whether they are appropriate universities in which to implement the accreditation standards.

The recent findings of the data analysis so far showed that though accreditation in Saudi universities has gained some introductory success, there is still a mismatch between policy and reality and there are several challenges that face implementation of accreditation. The findings of the study are expected to yield significant implications for further improvements in the accreditation system.

IRANIAN EFL LEARNERS'S ATTITUDES TOWARD LIFELONG LEARNING

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ABSTRACT

EFL (English as a foreign language) students who attend English language classrooms should know that learning does not occur only when they are in the EFL educational setting. They should expect to continue their learning whenever they are outside of educational context. In other words, learning is not limited just to the educational environment or classroom. It is essential to consider they are expected to manage their learning process by their own, because it prepares them to experience new situations to deal with when they are learning by themselves. It is considerable that the effects of ICT in the young learners' education is very significant and by applying this, they would be able to accelerate their achievement progress. We selected 60 Iranian EFL learners and gave them Kirby's survey questionnaire (2010) that is based on Knapper and Cropley (2000) theory of lifelong learning. We also applied Macaskill & Taylor (2010) the development of a brief measure of learner autonomy. The two instruments were combined into a single survey. The first section of the survey is the lifelong learning scale (LLS) of Kirby et al, while the second section is the autonomous learner scale (ALS) of Macaskill & Taylor. We also were interested in the informal learning qualification that occurs outside of an educational setting. The questionnaire responses are based on Likert scale, the method which we analyze them through detailed analytical statistics.

Keywords: Lifelong Learning, EFL Learning Context, Learning Quality, Effective Learning

THE EXISTENCE AND PREVALENCE OF DARK TOURISM INDIA AND THE UNITED STATES OF AMERICA: A COMPARATIVE ANALYSIS

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ABSTRACT

Dark tourism is widely defined as a conglomeration of tourist activities largely related to death, suffering or macabre. As a relatively new concept, it has emerged as a popular field of research in areas such as psychology, management, and marketing and tourism.

Dark tourism has been prevalent for a long time, the SS Morro Caste Disaster of Cuba, Havana to be specific, being one of the earliest reported incidents of commercializing a site of tragedy. The term 'Dark Tourism' was introduced to a wider audience with the release of Lennon and Foley's *'Dark Tourism: An Attraction of Death and Disaster'* (2000).

There are a variety of reasons for consuming dark tourism, ranging from voyeuristic interests, mere curiosity, respect, intrigue, grief etc. The prevalence and the level of consumption also differ from country to country in accordance with the individual's reason for consumption. In a developed nation like U.S.A. the reasons for consumption of dark tourism may lie in the heart of respect for the dead or mere curiosity. While, in a country like India, spirituality, penance or even the search of happiness and satisfaction may be the reasons behind visiting such sites. The level of awareness itself when it comes to the term 'Dark Tourism,' no matter how vaguely defined, differs.

This paper aims to carry out a comparative analysis of the level of existence and prevalence of dark tourism in India as compared to the U.S.A.

Keywords: Dark tourism, prevalence, consumption, development, motivation.

THE RECYCLING CONCEPT IN THE DESIGN EDUCATION

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ABSTRACT

Our world is changing rapidly according to the significant increase in the amount of produced wastes due to the rapid economical development. As a result; the environmental benefits of recycling have become a major component of waste management programs. So our need for a new teaching materials in education career made the implementation of the recycling concept crucial in the creation of all our new designs and products is very important, and teaching the students how to create new designs from recycled materials became essential and a must. This research will discuss the attempt conducted by the Design department, in Effat university- KSA, to implement the recycle concept in their design studio-1. The created designs were demonstrated and analyzed from the aestatically and practicality points of view. As a result, this paper argues that to be able to make recycled products more attractive to the future generation, regarding the recovering and reusing waste products—from household use, and thereby reducing their burden on the environment.

Keywords: Environment , Waste product, Recycling, Design, Studio, Education

AIR ACCESS LIBERALISATION AND TOURISM TRADE EVIDENCE FROM A SIDS

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ABSTRACT

The objective of the present study is two-fold. Firstly, to assess the impact of air access liberalization on tourism demand for Mauritius and secondly to analyse the dual impact of the interplay between air access liberalization and marketing promotion efforts on tourism demand. Using an Autoregressive Distributed Lag model, the results suggest that air access liberalisation is an important ingredient, albeit to a lesser extent as compared to other classical explanatory variables, of tourism demand. The results also highlight the fact that Mauritius is perceived as a luxurious destination and tourists are also deemed to be price sensitive. Moreover our dynamic approach interestingly confirms the presence of repeat tourism in the island. Finally, the findings also uncover the positive impact of the interplay between air access liberalization and marketing promotion efforts on fostering tourism demand.

Keywords: Air Transport Liberalisation, Tourism, Autoregressive Distributed Lag Model.

JEL Classification: C22, L83, L93

THE EVOLUTION OF METROPOLITAN MUNICIPALITY SYSTEM IN TURKEY AS PART OF CENTRALISATION / DECENTRALISATION ARGUMENTS

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ABSTRACT

In Turkey, maybe the most important debate about the administration of metropolitan municipalities is about the volume of centralisation and decentralisation, that is the matter of the distribution of authority between elected and appointed. This study puts an emphasis on the distribution of authority at metropolitans and the last important legislation no.6360 which introduced important changes about the structure of metropolitan administration. In order to emphasize these, the aim of the study is to understand the historical changes in the distribution of authority in metropolitans especially by the perspective of implementers. Firstly; the legislation about metropolitan municipality administration especially the law no. 6360 will be reviewed in detail. Then, we will have interviews with the top-level bureaucrats of a newly metropolitan in their offices, especially the officials who work in the Monitoring and Coordinating Department on Investment which is newly cited by the Law No.6360. This study sticks to the subject by the perspective of implementers who are not only passive part of the policy making but also the most susceptible part for the results of the policy. So, the study will contribute to the literature about metropolitan municipality administration and will create new research areas.

Key Words: Distribution of Authority, Metropolitan Municipality, Turkey

Abbreviations

NMML: New Metropolitan Municipality Law - The Law Amending Some Acts and Some Decree Laws and Constitute Fourteen Metropolitan Municipalities and Twenty Seven Districts (The Law No. 6360)

MMs: Metropolitan Municipalities

TR: Republic of Turkey-Turkey

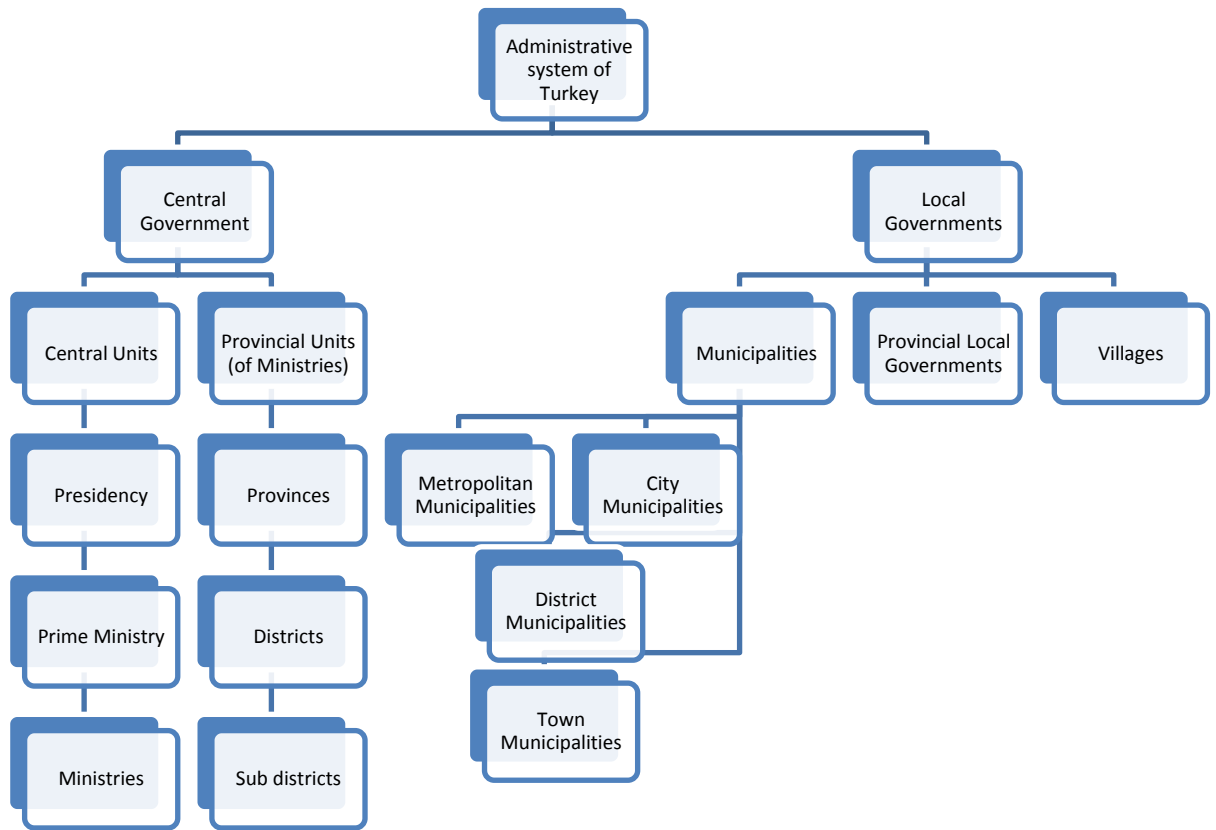
INTRODUCTION

According to the second article of the Constitution of the Republic of Turkey (TR), “The Republic of Turkey is a democratic, secular and social state governed by rule of law, within the notions of public peace, national solidarity and justice, respecting human rights, loyal to the nationalism of Atatürk.” The executive, legislative and judiciary powers constitute the unitary state. Executive power is exercised by the President of the Republic and the Council of Ministers in conformity with the Constitution and laws. The chairperson of the Council is Prime Minister. Turkey is a parliamentary democracy. President is elected directly by citizens for 5 years. The administrative structure of Turkey is composed of two main branches; central government and local governments. Between them, local governments are more democratic and they have an important role on the participation of citizens [7]. Since 1980s, as is known, there is a consensus between the governments that too much centralization or excessive local autonomy is both inefficient. The better system is the cooperation of national, regional and local units of government. According to the constitution of TR, the local governments are based on the principle of decentralization. However; administrative and political system of Turkey is rather centralized.

As told, Turkey’s administrative system is divided into two main branches (Figure 1); central government and local governments. Presidency, prime ministry and the ministries with their provincial units constitute the central government. Municipalities, provincial local governments and villages constitute the local governments.

All of the local governments have an assembly but only municipalities and villages have elected leaders. The mayor of the MMs directly elected by the people over 18 who are living in the boundaries of the MM. Nonetheless; there are some other public organizations like universities or state economic enterprises.

Figure 1
Administrative System of Turkey (Basic Units)



According to the Constitution, Turkey's administrative system is designed by the principles of deconcentration, devolution, and decentralization. Among locally elected governments, metropolitan municipalities are the most powerful ones. 30 of the 81 municipalities are metropolitans. They were first existed in 1983 with three metropolitans. During their short history, 27 new metropolitans have been sited due to different reasons.

This paper emphasis the evolution of metropolitan municipalities as part of centralization and decantralisation arguments. But our focus is the NMML no. 6360. Because the law changed most of things about the local governments. The new debate is about the distribution of authority not only between central and local governments but also between villages, districts and metropolitan municipality of a province.

LITERATURE AND THEORY

According to the last Metropolitan Municipality Law (2004); 750.000 native population and economic development enough for being a metropolitan. But, in 2012 NMML changed most of things about metropolitans. It was adopted in 12 November 2012, and numbered 6360. Its enforcement date was the local election which was held on March 2014. By this law, new metropolitans and also the old ones changed in economically, socially, politically, administratively, financially, geographically and democratically. There are many proponent and counter ideas concerning with the new law. The important arguments of the architectures of the NMML is effectiveness, efficiency and democracy. İzci and Turan [6] declare that the basic philosophy of the NMML is functional effectiveness of local governments. However, the most important counter ideas are about; the services far to citizens, fairing of rural and urban areas, giving rise to administrative federation, new taxes, and being

electoral politics of the party in power. Until 2014 the boundaries of the MMs were only city center but after the NMML the boundaries extended to the boundaries of provinces.

In Turkey and also in all other countries the external factors effect decentralization are changes in economic and social structure of the world, rising power of civil society, neo-liberal approaches, globalization, changing administrative perspective, new public management, governance, international and supranational actors and etc. The internal factors are the structural and functional problems of public administration, excessive centralisation, problems about distribution of authority and financial resources, bureaucracy, red tape, corruption, degeneration, lack of transparency, lack of engagement, problems of civil servants, lack of efficiency, immigration from rural to urban areas and etc. (Arslan et.al., 2015). Because of these reasons decantralisation and centralisation is an important debate in TR. As shown in the Figure 2, 3 and 4 not only the distribution from central to local but also from urban to rural means decantralisation. Making the MMs more powerful means decantralisation but when the towns and villages removed it is also means centralisation in the provinces [8]. As a matter of fact in newly MMs which are cited by NMML the authority and resources majored on centre. According to the principal of subsidiarity the civil services should be given by the departments close to people. In Turkey the nearest department to the citizens are villages and districts. But the Law no. 5216 and the Law no. 6360 gave the responsibility of civil service to the MMs. This is also a type of centralisation although the MMs are local governments because; the MMs are far from the people living in villages [1], [2], [3].

Figure 2
Distribution of Authority and Resources of the State

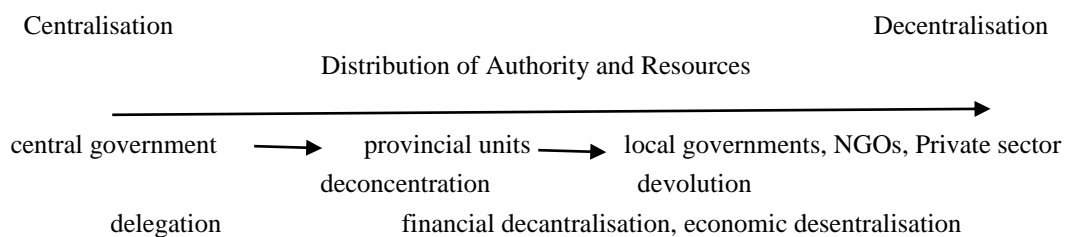


Figure 3
Distribution of Authority and Resources in Provinces

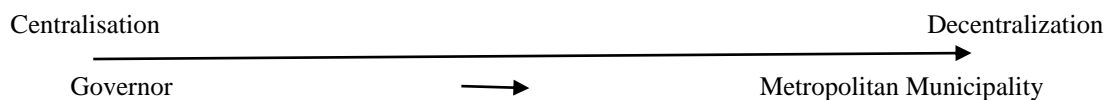
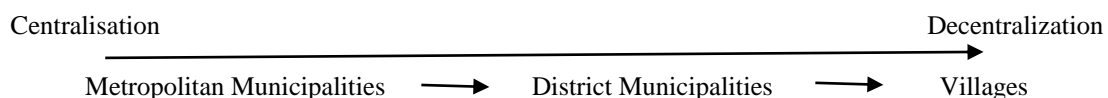


Figure 4
Local Distribution of Authority and Resources in Provinces



1. Existence of Metropolitan Municipalities in Turkey

The concept of Municipality firstly introduced during the second half of the 19th century which is the period of the administrative reforms of Ottoman Empire [4]. The normal municipalities cited in this era. The Village Law dated 1924 was discussing the villages, counties, provinces and metropolitans. However, in 1930 The Municipality Law no. 1580 did not cite metropolitan municipalities. But after a long time the MMs were first sited in 1983.

Actually, urbanization and metropolization of Turkey started with 50s because of the slum areas and their damage on the urban areas. After the 1960 coup d'etat the politicians realized that the population and vote potential of big provinces are very important for elections. So the financial resources of municipalities was increased and the electoral system of municipalities changed in order to make the mayor more powerful. But after a short time the Law no. 1605 purchased the authority from local to central. By the 70's the newly constituted Ministry of Local Governments made the system more centralized until the local elections in 1973. Social democratic parties won the elections in most of the cities. But again by the coup d'etat of 1980 most of the mayor and member of local parliamentary removed from their offices. In 1982, by the new constitution, the legislative basis of the metropolitan municipalities rendered. So, in 1984 the first three MMs constituted by the law which are İstanbul, Ankara and İzmir (Figure 5). After the first three, the other 13 MMs constituted one by one at different times. Firstly; Adana in 1986, Bursa, Gaziantep and Konya in 1987, Kayseri in 1988, Mersin, Eskişehir, Diyarbakır, Antalya, Samsun, İzmit and Erzurum 1993, and Adapazarı in 2000.

Figure 5
First Three Metropolitan Municipalities



1. Last Fourteen Metropolitan Municipalities

The last 14 MMs constituted by the NMML in 2014 are ; Aydın, Balıkesir, Denizli, Hatay, Malatya, Manisa, Kahramanmaraş, Mardin, Muğla, Mardin, Ordu, Tekirdağ, Trabzon, Şanlıurfa, Van Metropolitans. The Figure 6 shows all of the MMs of TR. The dark areas are 30 MMs, the others are 51 city municipalities.

Figure 6
Metropolitan Municipalities in 2016



First three metropolitan municipalities are Istanbul (app. 14 million population), Ankara (capital- app. 5 million), and Izmir (app. 3.5 million). Latter are Adana (app. 2.2 million), Bursa (app. 3 million), Gaziantep (app. 2 million), Konya (app. 2.1 million), Mersin (app. 1.7 million), Eskisehir (789.000), Diyarbakir (app. 1.6 million), Antalya (app. 2.1 million), Samsun (app. 1.3 million), Izmit (app. 1.6 million), Erzurum (780.000), Kayseri (1.3 million), Adapazari (app. 889.000). The new metropolitans are Aydin (app. 1 million), Balikesir (app. 1.2 million), Denizli (app. 943.000), Hatay (app. 1.5 million), Malatya (app. 762.000), Manisa (app. 1.4 million), Kahramanmaraş (app. 1.1 million), Mardin (app. 765.000), Muğla (app. 834.000), Ordu (app. 714.000), Tekirdag (app. 853.000), Trabzon (app. 758.000), Sanliurfa (app. 1.72 million) and Van (app.1.1 million) (TUIK, 2012: 8-10).

All municipalities (metropolitan, city, and district) and villages have a locally elected leader and an assembly for decision making. The provincial local governments are under the control of governor appointed by centre although they have an elected assembly. This type of structuring is the indicator of a centralized system. As seen in the Figure 1; cities have a dual status. They are the provincial units of central government, have municipalities and also have provincial local governments. Some of the cities have metropolitan municipalities which are special, large and crowded. Governor (appointed) is the administrator of the province; city mayor (elected) is the administrator of a bounded area in the province. Provincial local governments are responsible for the areas out of the municipality and some services in the boundaries of municipality. Actually, Turkey's administrative system is very complex and there are many details about the system. But this is not the focus of this paper.

RESULTS OF THE STUDY

The NMM Law changed most of things in the metropolises but four of them are important and related with subsidiarity, centralization and decentralization principles. First one is the extended boundaries of municipalities, the second is the abolishment of provincial local governments, the third one is the villages and towns converted into precincts, and the fourth is the newly constituted directorate named The Directorate of Monitoring and Coordinating Investment [5].

Boundary of the metropolitan municipality is the mostly debated amendment. According to the present Metropolitan Municipality Law the boundary of a metropolitan municipality (except Istanbul and Kocaeli) is the boundary of the municipality namely a bounded area in the province. But the NMM Law extends the boundaries of the metropolitan municipalities to the provincial boundaries. For instance; the older area of the newly metropolitan municipality Malatya was 925 km². But by the enforcement date of the law all of the districts were included. New service area is 12.313 km². Supporters of the law maintain the increasing budget of the metropolitans. Rightly, the budget of the provinces is increased but the service area too. For instance in Malatya the service area increased app. by one order of magnitude but its budget increased 40%. In Turkey, most of the provinces are too big to service from one point. Devote more authority and resources to MMs in order to serve to all of the districts made services farther from citizen.

The other important amendment is the conversion of the villages and the municipalities of towns into precincts. Villages are the smaller elected legal authority in Turkey. They have a council of village elders, a headman (elected), and a village assembly. The village assembly is comprised of all the electors living in a village. This is a model of direct democracy. But the NMML abolished the villages in MMs. The newly constructed precincts also have an elected leader but they are not local governments and they are not incorporated. They do not have a public legal personality, and budget. By the enforcement date the locally elected mayors of towns was been headman of precincts. Additionally, this type of amendment is the removal of public services and decision-making from citizen. Geographic size of the metropolitans will cause in the citizens has to go far away in order to take some services. Moreover, power of the district municipalities will decrease against metropolitan municipalities. The law declares that in a situation of conflict between metropolitan and district municipalities, the metropolitans have right to decide as a guide and regulator. It is again and again move away from sub-municipalities and citizens.

Abolishment of the provincial local governments is the other important amendment. Actually, provincial local governments are the mostly criticized branches of the local governments for a long time. They have a chief executive, a provincial general assembly and a provincial standing committee. Before 2005, provincial governor (appointed) was the chief executive, and chairman and the approval office of the provincial general assembly. But after 2005, this has been changed by law. Presently, the assembly elects its chairman although the burden of governor still continue. Actually, provincial local governments have never been real local governments with an elected leader. But they service for local residents especially in the villages which are far from centre. As written before, NMML abolished these units in the Metropolitans. All of the authority, responsibility, functions, properties, officials and etc. of these units will be distributed to other central and local units. Moreover, the elected

assembly members lost their status. This type of amendment is again a decrease in the number of elected and the number of local governments, removal of services from citizen, and devolution of authority from local to centre.

Thus, extended boundaries of metropolitan municipalities, abolishment of provincial local governments, and conversion of the villages and towns into precincts cause in the difference between Figure 7 and 8. As seen in the figures, by the enforcement of NMM Law the number of local governments and elected leaders decreased.

Figure 7

Administrative Units of a Province before the NMML

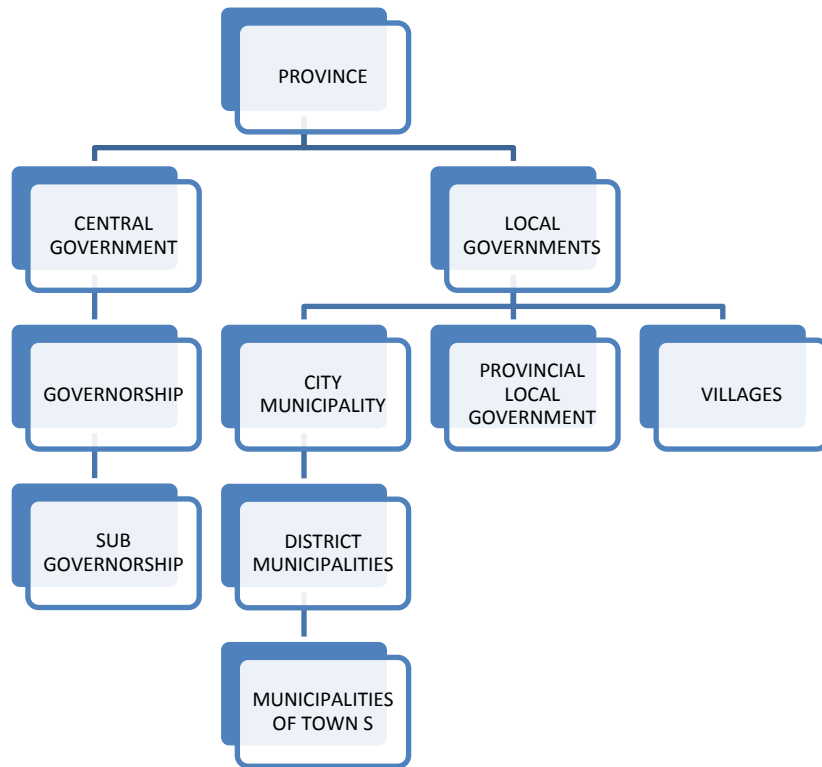
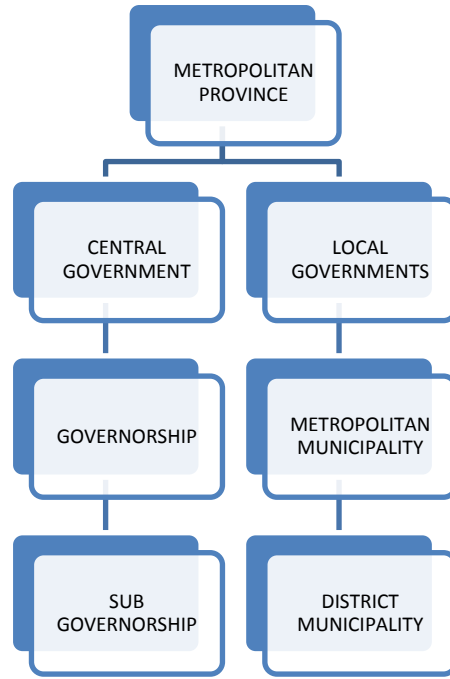


Figure 8

Administrative Units of a Province after the NMML



CONCLUSION

Thus, from past to present the centralised administrative system of the Republic of Turkey have been matter of discussion. Some governments put an emphasis for decentralisation some recognized centralisation more. As told before, this is not only about internal factors but also about external ones. Generally speaking administrative system of Turkey is rather centralized. However, establishment of metropolitan municipalities is an important step on the way of decentralisation. But after the establishment of the first three metropolitans the system was not remained healthy. By the Law no. 6360 the metropolitan municipality system changed considerably. Making metropolitans and their elected mayors more powerful seems to be a type of decentralisation. But on the other side abolishment of the town municipalities and villages is also a way of centralisation.

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THE IMPLICATION OF ICT ON DECENTRALISATION AND DEVELOPMENT

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ABSTRACT

Many African public enterprises failed to play a developmental role in the past because of poor technology settings and lack of capacity. The introduction of Information and Communication Technology (ICT) in strengthening democratic governance institutions now looks critical for Africa's development. This article therefore critically examines the role that ICT plays in facilitating the strengthening of decentralisation process in Africa. Seen as the total transfer of powers from upper to lower levels of government, decentralisation is important in that, ICT role in disseminating information within the decentralisation settings plays an effective role for the effective implementation of projects at local levels. It is the view of this article that, if the basic principles of decentralisation are accepted, ICT could contribute to socio economic development by empowering local citizens and businesses through secured transactions using mobile service phone for example and other user friendly ICT methods. This article is divided into five major parts. The first part introduces the topic, the second part provides the justification for the implication of ICT on decentralization policy in this study. The third part provide a detailed review of literature while the fourth part convincingly explained the lessons learned. The final and fifth part provides conclusion and recommendations.

Keywords: Information and Communication Technology (ICT); democratic governance; decentralisation; socio economic development;

INTRODUCTION

Effective management is very important for the success of any organisation or government. The models of management for decision-making adapted should lead to the organisation or government effectiveness. The managerial approaches should also use the latest technologies to manage effectively for efficient service delivery. This is the case for New Public Management (NPM) that was created for the effective management of public affairs. NPM advocates for the inclusion of decentralisation policy for effective governance. However, past and recent studies postulated that, the failure of most African governments to communicate effectively was partly due for the lack of efficient technology and this situation was exacerbated by the centralization of powers that has not really been effective for Africa's development. Even though Edoun (2015) mentioned in his previous publication that, a number of governments in Africa in the past ignored the basic principles of democracy and accountability that could have ignited socio-economic development, the lack of ICT tools and capacity in the area of development was equally the motive behind this failure. On the other note, in her analysis of the democratic Impact of ICT in Africa, Dobra Alexandra (2012) in quoting Thompson (2008) strongly argued that, ICT as a tool for Institutional democratisation increases citizen participation in web based discussions. Dobra (2012) further argued that, there is significant opportunity for further strategic thought related to the ability of the ICT sector to foster higher standards of democratic accountability and openness. Which is clear that, the absence of credible ICT tools could be one of the reason for the failure of decentralisation policy to effectively play its developmental role. The inclusion of ICT in public enterprises for instance could certainly contribute to the efficiency of these state entities if there is bottom up communication supported by the intensive use of ICT network.

ICT being considered as an effective tool for the dissemination of decentralisation policy information, this article want to investigate if it application on decentralisation could stimulate economic development. The implication

of ICT in the policy of decentralisation could be considered as an important tool for economic development if the process is adequately implemented by local authorities.

2-Justification for the implication of ICT on decentralization policy in this study

The ICT as previously mentioned, plays a critical role in development. Local Governments that are decentralisation agents use local authorities to implement development projects and the use of ICT in public services is one of such projects. These local authorities are tasked to put in place ICT user friendly equipments in order to facilitate and support daily business. However, the failure of public enterprises to play its developmental mandate effectively in a decentralized settings is partly due because of the lack of clarity over the relative authority of provincial and local governments. This has evidently prevented national governments from devolving important powers to local governments because these don't also exist at provincial level. In quoting Smith (1985) and in line with the above, Edoun (2015) argued that, the ability to borrow directly on capital markets, or the imposition of a local surcharge on personal income tax should be a vivid example that uses ICT tools for monitoring the transactions and the related loopholes that may occur .

In a decentralised settings, local authorities use web pages, internets and other related ICT technics and gadgets to communicate with upper level of governments where they receive instructions when the delegation of powers is applied. The delegation of powers approach in decentralised settings only allows for the transfers of some powers to local authorities while the authoritative decision remains at the centre. But this communication could be viewed as a total transfer of powers when there is a genuine application of devolution. In considering any type of both forms of decentralisation, local authorities are involved and local governments are bound to use ICT settings for democratic and local governance which is why it is important to build the capacity of local authorities and their managerial teams for them to become conversant with the use of ICT's equipment.

It is therefore evident that when a decentralised structure is put in place, ICT could assist, private and public enterprises businesses to either maximise their profits by for instance reducing the transaction costs or to effectively implement projects that will have a positive impact on the beneficiaries at local levels. By playing a developmental role, ICT could intervene further by empowering local communities through education. Training centres could be created to build the capacities of local authorities who were elected but who have no formal education to run local government portfolio.

The acquisition of laptops helps local authorities to communicate effectively with their peers and stay connected via internets. It is certainly in this way that, ICT could claim to play a developmental role in a decentralised settings. ICT are known to act as business catalyst across the globe. The use of ICT equipment made life easy for accountants who now used specific software to generate bank statements in order to take effective decisions to improve the quality of services rendered by the bank. It is clear that, the use of internet banking made things easier because, customers need not to queue any longer as they can make transactions from wherever they are. The fact that ICT is being improved and adapted to serve all areas of business capacities, this has facilitated development as well as poverty reduction in developing countries. The use of ICT is certainly crucial in a globalised world. It is also important to note that, ICT has a huge impact on small businesses. (Reddy 1999) argues that Municipal Local Economic Development (LED) in South Africa does not rely exclusively on competition for investments. A number of workers that were retrenched for instance decided to join the informal sector with the establishment of small and micro enterprises which automatically requires the support of ICT led strategies. Support for the informal sector may be a more promising pro-poor approach at local level and this could generate the most needed employment for the poor. In doing so, ICT is expected to play a leading role in insuring the success of these Small Medium and Micro Enterprises (Smmes).

On the other hand Erie (1992) argued that, the provision of good-quality infrastructure and amenities to all residents is probably the key contribution a municipality can make to pro-poor economic development. Community-based and progressive approaches that link profitability to reduce poverty might also be explored (Gyan-Baffour, 2003. He argues that, community-based public works programmes create infrastructure whilst providing income, job experience and training. Redistributive procurement policies ensure that when local authorities buy goods and services they help to create a more equitable local economy. In rural areas, access to land – as well as skills and credit for small farmers is a prerequisite for pro-poor LED. Here again, it is important to notice the importance of ICT and its effect in empowering local resident and the entire provincial community.

REVIEW OF THE RELEVANT LITERATURE

The current literature tries to explain the connectedness of the importance that ICT may have on the impact of decentralisation on LED. In fact the rationale is to ascertain ICT settings as the very reason that contributes in holding the whole decentralised system together in order to ignite socio economic development at all levels of government based on a country's model of development.

In Quoting Reddy (1996), the arguments is that, the vision for local economic development in South Africa should be home-grown: an African alternative based on the cultural and political heritage of the country, the survival strategies of the poor over many decades, and the tradition of community organisation and mobilisation. He postulates, that the Batho Pele principle, which is essentially a Citizen's Charter based on the traditional Sesotho adage meaning "people first", ensures that people are sufficiently informed about governance processes. The dissemination of this information of course requires the extensive support of ICT equipment so that, the majority of citizens are informed of this form of governance. Through the ICT technics, the majority of citizens will become aware of the functions of various ministries and departments, those in charge, and what to expect from them through the Batho Pele principle which promotes openness and transparency (Reddy, 1996).

While the Batho Pele principle promotes openness and transparency to support local economic development, the study argues that, the use of ICT should be taken into consideration to promote local economic development through an effective dissemination of information. Modisiane (2000) argued that, this may be done by means of a policy which encourages business to establish themselves in the areas of jurisdiction of the local authorities. The policy should therefore be ICT oriented in order to reduce transaction costs and enhance effectiveness. ICT also has the potential in assisting in the planning and budgeting system for efficiency. As Modisiane (2000) put it, during the planning process, certain projects or supplies that will be required during the budget period could be identified as potential work for Smme's.

As mentioned earlier, ICT enhance the visibility of public enterprises by rendering more effective their managerial approach through the extensive use of specific software that intervene in managerial decision making. Prior to including ICT to assist in public decisions, Christopher Pollit (2007) who using the new public management (NPM) approach found that, decentralised management advanced poverty alleviation goals in Europe. The same results were confirmed by Reddy (1996) for South Africa. Edoun (2011) quoted Habibi et al (2001) who studied the impact of devolution on social sector outcomes in Argentina for the period 1970-94 and concluded that fiscal decentralisation had a positive impact on delivery of education and health services as well as reducing intra-regional disparities. ICT could once again assist in facilitating the communication for the much needed changed in the management of public affairs.

Also, Edoun (2011) inferred that, Huther and Shah (1997) using cross-section and time series data for a large number of countries find that decentralisation contributed to improve delivery of public goods provision. Akai and Sakata (2007) using state level data for the USA concluded that fiscal decentralisation contributed positively to the US growth. All these was possible through the use of econometric software that assisted in the analysis of the relevant data for decision making purpose. The above studies that were elaborated with the aid of ICT view decentralisation as an important element for economic development which is why this study considers decentralisation as an important element for socio economic development.

In explaining the impact of decentralisation on LED, Edoun (2011, 2012, 2015) developed a wide range of review of literature that convincingly explained the impact of decentralisation on LED. If the use of ICT could support Edoun's concepts on the implication of decentralisation on LED, Africa will certainly expect more countries in Africa to grow economically. In his previous research, Edoun (2012) strongly argued by quoting Chazan et al (1999) that LED occurs when communities, government and business sector usually acting in partnership start to engage in activities to improve local economic conditions. But this study argues that, LED initiatives adopted by local governments not only affect the conditions of local residents, but it also affects the economic welfare. As a consequence therefore, LED needs more ICT led strategy to reinforce communication within that partnership. In a decentralised settings, key stakeholders in LED initiatives would be community organisations, local authorities, business and labour organisations. In order to understand LED, Edoun (2011, 2012, 2015) argued that, various formal theories have been put forward in the analysis of LED in developing countries. Among them are the Myrdal causation theory, the Growth pole theory, and the agglomeration theory, all these theories, Edoun (2011,2012 , 2015) argues, support development initiatives at local levels. Which is why the use of ICT in support of these theories is very important to stimulate LED with the support of business community centres that use wireless in managing local businesses. Effange (2015) provided a convincing framework in his analysis related to the challenges in implementing Ethernet wireless LAN in the United Nations Peace Keeping Operations. However, he argued that, it is important to notice that the services provided by wireless local area networks commonly

known as Wi-Fi, have a significant impact in most corporate network environments and also in private establishments. Which could strongly assist existing businesses and those in making. Theories elaborating on competitive advantages certainly buy in the role that ICT plays in the business environment. As mentioned by Edoun (2011) according to cumulative causation theory (Myrdal's, 1957), some markets and places or nodes attract capital and skilled labour force accumulating competitive advantages compared to other locations. The theory further stressed that less developed localities can have advantages from growth in developing areas due to spread effect that derived from diffusion of innovations in lagging areas and rise in export markets for products from these lagging areas. This requires a strong ICT networking such as wireless local area networks in order to monitor the level of development that has taken place in these innovative settings. The services provided by wireless local area networks commonly known as Wi-Fi, have a significant impact in most corporate network environments and also in private establishments

Affange (2015) postulated that, the growth in commercial wireless networks occurred primarily in the late 1980s and 1990s, and continues into the 2000s (Patil et al, 2003). Following agreements for radio frequencies to be opened for commercial wireless network, the American telecoms regulatory body the FCC, opened several bands of wireless spectrum from the industrial, scientific and medical bands to be used for communication networks. These networks were to operate without the need of government license. The frequencies used were 900MHz, 2.4 GHz and 5.8GHz which were already used by other devices, now they had to be used for communication purposes on condition that any device using these frequencies will have to steer around the interference from other equipment. Effange (2015) further argued that, the vendors of wireless devices at the time such as Proxim and Symbol developed only proprietary equipment to operate within the unlicensed bands.

Effange (2015) then argued that, this made it very impossible for equipment from different vendors to communicate with each other. This was not encouraging to buyers because they were compelled to only use the products of a particular vendor. With the success of the Ethernet wired networking standard of IEEE 802.3 which started since 1985 with 10Base-2, upgrading to 10Base-T in 1990, 100Base by 1995, Full duplex in 1997 and 1000Base-X in 1998. vendors realized that it will be beneficial to come up with a standard where by all products can adhere to, giving room for products from different vendors to easily talk to each other, thus encouraging buyers to invest in wireless technology. This is actually in line with Prince2 principle of learning from experience, which encourages project teams when starting a project, they should review previous or similar projects to find out if lessons learned could be applied by learning from the successes of others (Murray et al, 2013). This led to the development of the various flavours of IEEE 802 standards used by the different types of wireless networks. In his Analysis Effange (2015) further argued that the authorisation of Wifi network is country specific. There are always political or governmental influence which could dictate the approval of Wifi network in any country. Whenever the ongoing diplomatic relations between the host country and the organisation are strain, this can affect the assistance required from the Government of the country for certain operations. This situation usually occurs in UN operating missions and this could affect the businesses the mission's objective in the area of operations.

4- Lessons Learned

ICT remains the cornerstone for many businesses in the 21st century. Experiences have shown that, no business could remain competitive if it does not comply with the latest models of ICT. Findings have also shown that, employers should send their staff on courses that equip them with the required knowledge in the areas of need. Local authorities should get use of ICT equipments in order to achieve their developmental mission alive. This will allow management, to appreciate accountability and transparency as business centres encourage citizen participation in managerial decision making. The use of internet allows management to communicate effectively and achieve bottom line results with IT specific software. Small Business administration at local level equally require the extensive use of ICT

5-Recommendations and Conclusions

As mentioned at the beginning of this study, a number of public entities failed to play a developmental role in the past because of poor technology settings and lack of capacity. With all businesses relying strongly on ICT, it has become imperative that, local authorities get use of ICT equipment in order to allow local governments to work efficiently at local levels. Local governments in many countries are decentralisation agents that are expected to work closely with the population. This local governance calls for citizen participation. In allowing citizens to participate in local decision making processes, it means that local governments empower local citizens to become more creative and productive. In a sense many are encouraged to create businesses that will require the use of ICT. It is therefore imperative that, local authorities create training centres where, local business owners could be trained to acquire the necessary ICT skills that will allow them to run their businesses efficiently.

With the above in mind, one could definitely confirm that, the application of ICT at local level in strengthening democratic governance is important for Africa's development. Seen as the total transfer of powers from upper to lower levels of government, decentralisation is important in that, ICT role in disseminating information within the decentralisation settings plays an important role for the effective implementation of projects at local levels. It is the view of this article that, if the basic principles of decentralisation are accepted, ICT could contribute to socio economic development by empowering local citizens and businesses through secured transactions using mobile service phone for example and other user friendly ICT methods.

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CONFIDENCE TOWARD THE POLICY ON THE IMPLEMENTATION OF CCTV SYSTEM FOR CONTROLLING CRIME IN BANGKOK

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ABSTRACT

This quantitative research aims to 1) survey Bangkok Metropolitan residents about their confidence in the CCTV installation for crime prevention policy in the Bangkok Metropolitan area, 2) analyze confidence levels of Bangkok Metropolitan residents on the policy of CCTV installation for crime prevention in the Bangkok Metropolitan area, and 3) determine the cause of problems and offer guidance to solve problems created by the policy. The main research tool used in this research was a questionnaire created to survey Bangkok Metropolitan residents; the data was gathered by collecting details from the district office such as name and household registration from selected Bangkok Metropolitan districts. T-test, F-test, means, and standard deviation (S.D.) were calculated and the level of significance for the data analysis was .05. The results of this research are as follows.

Overall, the level of confidence of the Bangkok Metropolitan residents had on the policy of CCTV installation for crime prevention in Bangkok Metropolitan area was at moderate level, but each item had 4 low confidence ratings, low confidence in the ability of the system to archive the CCTV footage, low confidence on whether the amount of CCTV cameras installed in each area was sufficient, low confidence in whether the amount of personal was sufficient enough to support the monitoring of criminal activities, and low confidence in the ability of the relevant personal and police officials to work together in each district.

Regarding the analysis of the confidence levels of Bangkok Metropolitan residents on the policy of CCTV installation for crime prevention in the Bangkok Metropolitan area, the results show that personal factors such as age, educational level, career, salary and length of residency in the Bangkok Metropolitan area affected the confidence of Bangkok Metropolitan residents on the policy of CCTV installation for crime prevention in the Bangkok Metropolitan area. The statistical difference was .05.

Regarding suggestions to improve the CCTV system, the results show that a system should be created to archive all of the CCTV video footage, there should be sufficient CCTV cameras installed in each district, there should be enough personal to monitor the cameras, a control room to monitor all 50 Bangkok Metropolitan districts should be built, police officials need training to monitor crime more effectively, and police officials should work more closely with Bangkok Metropolitan personal to monitor criminal activities.

Keywords: CCTV, Crime, Bangkok

INTRODUCTION

CCTV (Closed Circuit Television) is one of several options countries can use for the purpose of crime prevention. However, there are still questions on the operation of such technology depending on the circumstances of each country. In Thailand, CCTV cameras has long been installed in many places such as banks, shops, convenience stores. Their usage were concentrated in the private sector, however. The policy to implement surveillance cameras to control crime in the city by the state occurred with recent policies of Mr. Sukhumbhand Paribatra, the Bangkok Governor. The policy was to install 20,000 cameras across Bangkok before the end of 2012. In 2014, Mr. Wasan Meewong, Advisor of the Governor of Bangkok, said that "At the moment, Bangkok has CCTVs in various points, with the number of camera being 47,000. 20,000 cameras were installed before the end of 2012 and another 27,000 were installed this year" (Dailynews, 2013). As mentioned, CCTVs were

implemented to control crime and increase the level of security in Bangkok. There are doubts, however, in the implementation of such technology to deal with the crime in Bangkok especially, in terms of confidence on the BMA's CCTV. In 2011, there was a situation that affected the confidence of the people of Bangkok in CCTV when Bangkokians found that CCTV cameras installed by the BMA in several points actually had no cameras in the CCTV housing. At the same time, they found that there were too many dummy or fake cameras installed in many areas (Matichon Online, 2011). Suspicions raised by this issue has culminated in the research question: What is the level of public confidence toward the policy on the implementation of CCTV system for controlling crime in Bangkok?

LITERATURE & THEORY

1. Security system and roles of CCTV cameras

Security means protection of persons and the society from any danger. Security also includes the control of safety of people in the society, including the prevention of danger outside the society (Dalby, 2003). As for security models in each society, the implementation methods on security in the society were different. Zedner (2003) said that security method of each society came from culture, politics, economy, and social condition which would lead to different security guidelines or plans. Zedner said that every society had two main objectives of security as follows:

1. To enable people in the society to peacefully live without external threats. 2. To make people in the society have no anxiety about insecurity of life and property. This indicated that different security duties in these two objectives brought about the establishment of two main security organizations consisting of police officers and military officers in each state.

1.1 Changes in security system

“External threat”. In the past, conflict between the countries would be widely expressed to the public. Threat of each country was militarily done by using military weapon to attack the opposite side. When the war ended, external conflict was also expressed in the model of terrorism. Terrorism is currently an important factor of external threat in several countries. Security guidelines or policy in each country also changed. Protection of the country could not be done by positioning forces around the country because terrorists could infiltrate that country and cause violent action without the government's notice. Existing security guidelines against threat of terrorism increasingly challenge security capabilities of each country. The government was unable to clearly know where and how enemies came because enemies could infiltrate the country at any point. The government had to, therefore, find ways to protect people from any harm to make sure that its people would not be threatened by terrorism (Krahman, 2005).

“Internal threat” was the crime committed in the society by people in the society or people from other societies who lived in that society (Zedner, 2003). In the past, most crimes were street crimes. Various offences such as assault, murder, rape, stealing, robbing were not complicated and did not require high technology to operate. A person or a few people might commit the crime. Criminals were not highly educated. In the present time, criminal models are more complicated. Criminals gathered in group as organized crime, with international crime network or transnational crime also present. New model of crime occurred. Development of technology, especially computer, resulted in a lot of new models of crime. Criminals might be educated or have social opportunities enabling them to commit economic crime or committed white collar crime. As for model and characteristic of internal threats or crime in the past, those current threats may not stem from offence of people living in the country but boundless crime such as committing crime online or transnational crime. Those threats might be instigated by organized crime with its network staying outside the country.

It was found that models of internal and external threats defined by Zedner (2003) also changed and were complicated. At present, it may be said that we cannot separate internal threats from external threats. Therefore, the current security system has to be developed to keep up with the changing characteristics of threats. As for the model of security at present, every agency and every organization have to cooperate in preventing various threats to make people in that country live peacefully. As for changes of the society, crime, and security system, technological development has been important to various changes from the past to the present. There were technological advantages and disadvantages. When criminals learnt and illegally used technology, people with

duties to control crime should develop their knowledge and use new technology to fight against crime to suitably control crime and make people in the society live peacefully.

1.2 Roles of CCTV cameras in security

Use of CCTV cameras is the crime-controlling method recognized in several countries around the world. However, the use of CCTV cameras stemmed from expression of fear of threats outside and inside the society, which affected loss of privacy in public places of the people in that society (Schuilenburg, 2008). A lot of technologies are currently used for preventing crime. For example, there was a use of offender database system for compiling history of offenders, offence models, warrant of arrest, or various information of offenders, to allow for convenient searching and examination of offence for each person. New technology was used for developing forensic science system. For example, more modern fingerprint examination system could quickly compare hidden fingerprint collected in the scene of action and the fingerprint from database. DNA examination system could examine physical evidence derived from crime scene and DNA of suspects. As for use of technology mentioned in this article, the researcher focused on roles of CCTV cameras because use of CCTV cameras to control crime played important role and was used as the main measure to prevent crime in several countries around the world. CCTV camera was a category of modern technology used for inspecting and observing movement and behaviour of people in the community. The purpose of using CCTV cameras was as follows:

“CCTV cameras aimed to study normal and abnormal action of people in the society for managing or determining policy on prevention and suppression of crime and other policies in the society”

(Surette, 2006).

CCTV cameras initially used during the 2nd World War in 1942 aimed to observe missile firing of Germany. As for role of CCTV cameras in the justice process, CCTV cameras were used for watching behaviour of prisoners in jails for preventing escape (Norris & Armstrong, 1999). Use of technology to develop security caused rapid change in the 60s. New York, the United States of America was the first city using the mentioned technology to control crime, with the installation of CCTV cameras in the economic zone in 1968. The United Kingdom used CCTV cameras to carry out security in banks and shops. The first city using this system was Norfolk (Staff, 2007). After that, several developed countries widely used CCTV cameras. The policy of using CCTV cameras to control crime was initiated in Bournemouth, England, a coastal resort town, where there were a lot of domestic and foreign tourists frequently causing chaos at night. CCTV cameras were, therefore, used as the policy to manage people and control the crime which often occurred after tourists left various service centres at night (Norris & Armstrong, 1999). CCTV cameras were used for inspecting and controlling crime in several places. During the mentioned period, CCTV cameras were increasingly used in public places for decreasing number of human resources and increasing standard of keeping peace and safety in the community.

In the United Kingdom, there was an event affecting change of security system. On 24th April 1993, there was an explosion at Bishop Gate, an important financial business zone in London. This brought about more roles of CCTV cameras and stricter security measures. After that, “Ring of Steel Measure” was used by the government resulting in London being the most controlled city in the world (Fussey, 2007). Later, CCTV cameras received interest and rapidly increased in numbers after the terrorism in New York on 11th September 2000 or “911 incident” when terrorists seized and crashed the airplane into the World Trade Center Building in New York and Pentagon Building in Washington D.C. This terrorist attack affected fear of terrorism and fear of crime around the world, leading to stricter security system. At present, the growth of CCTV cameras in the United Kingdom continuously increases. In 2013, 5.9 million CCTV cameras were used for controlling crime (The Telegraph, 2013).

In Thailand, CCTV cameras were mostly used by the private sector. The first state agency using CCTV cameras in the security system was the Bank of Thailand, followed by Expressway Authority of Thailand, Donmuang Airport, BTS Sky Train, Central Traffic Police Division, and Bangkok Metropolitan Administration. The Central Traffic Police Division had first installed 16 CCTV cameras on the roads in 1993. Later, Police Department (Royal Thai Police in the present time) transferred the mission of installation to Bangkok Metropolitan

Administration due to lack of budget on maintenance. As Bangkok Metropolitan Administration had more budget on investment, it had to organize CCTV cameras installation system. In 1996, 44 CCTV cameras were additionally installed. The main purpose of using CCTV cameras during the mentioned period was to solve traffic problems in Bangkok (Trimek, 2010).

Initially aimed at solving traffic problems in Bangkok, the main purpose of CCTVs nowadays is to prevent and suppress crime. In the middle of 2006, Bangkok Police Station, in cooperation with Kasetsart University, organized Safety Zone Project by initially providing more security in Kasetsart University, Bangkok Campus to reduce fear of students and staff and decrease crime rate by improving the security of places where crime might occur. CCTV cameras system was used for solving the criminal problem (Prachachart-Thurakij, 2006). After that, Metropolitan Police Bureau in cooperation with True Internet Co., Ltd and Law Enforcement Technology Solution Co., Ltd organized Safety Zone Project in 88 Police Stations throughout Bangkok by focusing on educational institutes, community, workplace, and public areas as the safety zones. CCTV cameras were installed in 120 zones around Bangkok. The government and the private sector cooperated in implementing the mentioned project by installing CCTV cameras for controlling crime in Bangkok (True Internet, 2006). However, as Metropolitan Police Bureau did not have the budget for maintenance, it assigned Bangkok Metropolitan Administration to be responsible for some cameras.

On 31st December 2006, there were approximately eight explosions in various places of Bangkok including Victory Monument, Khlong Toei, Saphan Khwai, Khae Rai Intersection, Sukhumvit Road, and Major Ratchayothin, killing three people and injuring 38 (BBC, 2007). This made Bangkok Governor saw the importance of stricter security and use of CCTV cameras. BMA was determined to sue the policy of installing CCTV cameras to increase security of people in Bangkok. The mentioned policy began the implementation in 2007 under the project "Safety Bangkok". In 2012, there was a policy to install 20,000 CCTV cameras by mainly installing at the intersection, harmful alleys, community, and various important places in Bangkok (Trimek, 2010).

CCTV cameras were used for watching crime, decreasing number of police officers, and increasingly relying on technology. CCTV cameras were able to threaten and suppress offence of criminals and help arrest offenders. According to the aforementioned information, CCTV cameras played important role in the previous period. However, trust and acceptance of the mentioned technology was different in each context of the society.

1.3 Confidence in CCTV cameras

Confidence involved feeling resulting from the experience receiving from persons or organizations in various aspects such as honesty, justice, management capability, social responsibility. It might also be positive expectation on persons or organizations. Confidence or reliability was an important factor which affected working. Confidence of related agencies or people in working of state agencies affected management in the sense that if related agencies or people did not trust state agencies, this would have a negative impact on cooperation, coordination, co-working, reliability. Creation of confidence to related agencies and people was an important factor, considerably affecting the work of state agencies.

As for confidence in installation of CCTV cameras for controlling crime, the government had to consider various issues before the installation of CCTV cameras, which would affect policy efficiency and effectiveness and people's confidence in the mentioned policy. The government had to consider the following issues (Clancey, 2009):

1. Camera design. The government should consider where and how many fixed cameras or Pan/Tilt/Zoom cameras were installed. And the government should consider where day cameras or night cameras should be used.

2. CCTV cameras should be installed in places which could record pictures at wide range to enable people to use fewer CCTV cameras for installation.

3. CCTV cameras should be pointed in the suitable direction and other lights had to least impact the recording of images.

4. There should be equipments installed for preventing CCTV cameras from being damaged. CCTV cameras should be able to endure heat and cold.

5. The government should think of the number of CCTV cameras in each area, which would affect CCTV cameras operational efficiency.

6. The government should choose between wireless or wired installation and how the connection should be done to prevent CCTV cameras from being destroyed by offenders and nature.

7. The government should think of maintenance, cleaning, frequency of examining, and controlling CCTV cameras efficiency.

8. The government should think of the noticeboards informing people about CCTV cameras operation. The government should think of the number of noticeboards and places where CCTV cameras should be installed.

9. The government should determine regulations for installation of CCTV cameras in every installation point.

10. The government should improve the places where CCTV cameras were installed such as cutting trees, collecting electric wires and telephone wires, and removing the noticeboards which might conceal CCTV cameras visibility.

11. The government should improve physical characteristics and install electricity while installing CCTV cameras.

12. The government should think of staff controlling and examining CCTV cameras efficiency. The government should determine criteria for testing CCTV cameras efficiency.

13. Officers and staff controlling and examining CCTV cameras should be well trained. The government should think of training organizers, training period, and training frequency.

14. The government should think of construction, number, and place of control room. It should think of suitable size of the control room, places where the control rooms were situated, people who could enter the control room, which monitor should be used, what size of monitor should be used, how many monitors should be used, proportion of officers and monitors, communicative system, and relation between police officers and the control room.

15. The government should consider suitable capacity of data storage.

16. The government should consider that how many frames CCTV cameras could capture images per second.

17. The government should consider which system should be used for storing data.

18. The government should think of the period of storing data, which had to correlate with the capacity of data storage.

19. The government should consider that how police officers and external agencies were able to access the recorded data.

20. The government should think of executives and staff coordinating work between various agencies for accessing data.

2. Criminological Theory on CCTV cameras

Criminological Theory mainly explains the occurrence of crime and criminals by mentioning causes of people committing crime both from individual and social perspective. Moreover, it mentions guidelines of solving the crime problems on use of law, justice process, and the society. As criminological science is interdisciplinary, a lot of theories are continuously invented in several perspectives. However, the researcher would like to mention Criminological Theory on CCTV cameras. Details were as follows:

2.1 Routine Activity Theory

Routine Activity Theory uses the philosophy of Deterrence Theory and Rational Choice Theory as the initial concept. The main principle of Routine Activity Theory is that crime stems from three elements consisting of criminals to commit offence, suitable victims, and places suitable for committing offence. The main hypothesis of Routine Activity Theory is that increasing rate of victimization depends on three complete elements. Having developed this theory, Cohen & Felson (1979) defined that routine activity is individuals' any frequent action such as leaving the house to work without anybody staying at the house, wearing expensive ornaments when going outside at night. And routine activity means characteristics of individuals who may easily become crime victims

such as being female, young, or old because the founder's hypothesis stipulated that crime occurrence stems from frequent actions of crime victims.

This theory mentions the impacts of victimization on individuals, community, and society. The impacts on individuals consist of physical condition, property, and social and mental problems. As for social and mental problems, crime victims fear and their feelings on other people change. These crime victims may express these changing behaviours for several months or several years. As for the impacts on community and society, victimization positively and negatively impacts the community and society. As for positive impacts, victimization in the society makes the society aware of danger against the society, bringing about more carefulness and crime prevention of people in the society. Moreover, it brought about scientific and technological development and creation of art and work for social change. As for negative impact, victimization in the society makes other people in the society fear crime, affecting their behaviour and lifestyle. This made the society responsible for solving the problems, with the budget for crime prevention and suppression having to be increased accordingly. According to Routine Activity Theory, crime stems from three elements: 1) offender with skill and capability to commit offence, 2) targets/victims being unable to protect themselves, and 3) deserted place suitable for crime occurrence. These three elements cause higher rate of crime occurrence and victimization. Rate of crime occurrence and rate of victimization will decrease if there are 1) handlers to suppress criminals' behaviour, 2) managers to suitably organize the place to prevent crime, and 3) victim guardians. As for CCTV cameras pertaining to Routine Activity Theory, it may be said that CCTV cameras are used for reducing rate of crime occurrence according to the mentioned theory by improving the security of areas with CCTVs. (which would be mentioned in details of Crime Prevention through Environmental Design Theory) and being able to protect crime victims by making criminals decide not to commit crime.

2.2 Crime Prevention through Environmental Design Theory (CPTED)

Environmental adjustment is a method which can prevent criminals from committing offence according to Routine Activity Theory. According to the concept of Crime Prevention Through Environmental Design, criminologists expressed opinions that criminals will not commit offence in the safe environment where there is suitable provision of electricity system, order, and security system (Jeffery, 1977).

Jeffery (1977) developed Crime Prevention through Environmental Design Theory with the basic principle of criminals' crime-committing characteristics and crime scene. Physical environment stimulates the offenders to commit crime, making the offenders either eager or afraid of committing crime. For example, the offenders are stimulated to commit offence if they see the houses situated in the place where there are few people walking or no electricity system. The offenders may steal motorcycles parking in a department store with no efficient access control system. Physical environment of the place is, therefore, an important factor in controlling offenders' behaviour. According to Crime Prevention through Environmental Design Theory, the offenders may decide not to commit offence if they find that there are high chances of being arrested or being easily found. Dwellings, workplace, buildings, shops, public places such as public park, sidewalk, bus stop should be suitably designed to deter the offenders from committing crime. This can reduce the chance of committing offence or increase the chance of being inspected.

At present, police organizations in several countries use Crime Prevention through Environmental Design Theory to prevent crime by providing manuals offering guidelines of organizing buildings or dwellings to be consistent with the theory. Moreover, this theory influences design or planning of some countries. According to this theory, there are certain regulations enacted to prevent crime such as the requirements of the electricity system on sidewalk or public parking lot, the requirements of access control system of high-rise buildings. This theory widely used in the present. Guidelines of designing the environment to prevent crime could be divided into four models as follows:

1. Natural surveillance use aims to increasingly threaten the offenders by making the offenders think that they can be seen or observed. Places should be suitably designed by providing more sight or surveillance such as the installation of windows to enable people to see sidewalk or the parking lot, use of transparent walls, and CCTV cameras installation which is strongly related to this theory.

2. Natural access control aims to reduce chances of the offenders to access the place or victims by creating the natural access control system or designing the place to enable people to know that the place where they are entering is a personal area such as determining one-way access.

3. Natural territorial reinforcement aims to make the offenders feel that they are entering the prohibited area. The place should be suitably designed by clearly dividing territory between personal area and public area such as building fences to demarcate territory.

4. Maintenance aims to support the above three methods by maintaining places and the environment such as maintaining access areas, installing electricity system, repairing houses and buildings, cutting excessive trees.

In Thailand, Dr. Purachai Piumsomboon (Participant as co-researcher with Ray Jeffery in CPTED at Florida State University) did a research to develop Crime Prevention through Environmental Design Theory for use in Thailand by disseminating the information in the book “Crime Control through Environment: Principle, Theory, and Measure” (Piumsomboon, 1982). The heart of Crime Control through Environment Theory is not different from the concept of CPTED Theory, stipulating that environmental adjustment and environmental use can reduce chances of committing crime and bring about safe environment. Crime Control through Environment Theory and Crime Prevention through Environmental Design Theory (CPTED) similarly have four principles.

2.3 Situational Crime Prevention Theory

Clarke (1997) said that there are two methods of crime prevention: changing the offenders’ habits or reducing chances of the offenders to commit offence. According to the Situational Prevention Theory, crime will decrease by improving the condition causing crime rather than changing the offenders’ habit. Clarke presented four principles of reducing crime according to Situational Crime Prevention Theory: increasing perceived effort, increasing perceived risks, reducing anticipated rewards, and removing excuses. After presenting the mentioned principles in 1997, he improved his theory in 2003 by adding the fifth principle on reducing provocations. After this development, the Situational Crime Prevention Theory consists of five following principles:

1. Increasing perceived effort aims to stimulate criminals to make decision not to commit crime because they have to use more effort to do so. Increasing perceived effort can be done by using physical equipment. For examples, there should be an increase in the level of access prevention by more tightly closing doors and windows. Security system and CCTV cameras should also be installed. The password of data system should be set more complicatedly. Moreover, social regulations should be stricter such as the prohibition of carrying weapons in various places. These things make the criminals use more effort to commit crime.

2. Increasing perceived risks. The offenders are more anxious about the risk of being arrested rather than the consequences of being arrested. Increasing perceived risks of being arrested significantly brings about decrease in crime occurrence. For example, there should be more provision of natural surveillance by providing more light and suitably organizing the places. There should be more provision of surveillance by installing CCTV cameras or increasing the number of officers who performing surveillance duties.

3. Reducing anticipated rewards focuses on reducing benefits of committing crime. This mainly focuses on victims’ behaviours. For examples, victims should carry very few valuables public places. They should not use expensive goods and expensive cars. There should be an approach to destroy the black market or channels of distributing illegal products to deter criminals from receive remuneration from committing offence.

4. Removing excuses. The offenders like to find excuses to commit crime. The excuse mainly used by the offenders is that they do not know the law. Rules and regulations should be, therefore, disclosed to remove excuses to commit offence. For example, a contract is clearly made between an employer and an employee to enable the employee to be aware of work regulations. The signs clearly indicating regulations of a particular site should be fixed. No-parking sign or speed limit sign should be fixed. The information on law and legal punishment should be widely disseminated to the public.

5. Reducing provocations has the same practice guidelines as reducing anticipated rewards and has the same suggestion on victims’ behavioural expression. However, reducing provocations focuses on offence against life and body such as avoiding conflict which may occur in each situation by avoiding quarrels in the pub, avoiding conflicts caused by riot, and avoiding conflicts caused by attending sport competition. As victims can stimulate

crime occurrence, they should avoid quarrelling with other people. They should suitably dress or should not go to deserted places to avoid facing sex crime (Cornish & Clarke, 2003).

METHODS

This research is a quantitative research to the level of public confidence toward the policy on the implementation of CCTV system for controlling crime in Bangkok. The researcher used questionnaires to collect the data. The population in this research was 5,686,252 people who live in Bangkok. (Not including non-registered population) (BMA, 2013). The researcher calculated the sample size from Yamane’s criteria at the confidence level of 95.0 (Yamane, 1967). As a result, there were 400 samples. The researcher added 80 samples to prevent a 20% errors. Hence, the total samples in this research were 480. Statistical Package for the social sciences (SPSS) was used to process and analyse the data in 2 modes; descriptive statistics i.e. mean, standard deviation and inferential statistics, by using t-test and F-test to test hypothesis.

RESULTS

1. The level of public confidence toward the policy on the implementation of CCTV system for controlling crime in Bangkok.

The researchers divide an analysis of confidence on the BMA’s CCTV cameras into 3 groups (15 aspects), namely confidence in the efficiency of the camera, confidence in installation areas, and confidence in government authorities (Clancey, 2009). The level of confidence would be interpreted by Likert’s rating scale as follows

4:51 to 5:00 is very high

3:51 to 4:50 is high

2:51 to 3:50 is moderate

1:51 to 2:50 is low

1:00 to 1:50 is very low

Table 1

A group of confidence in the efficiency of the camera

Confidence in the efficiency of the camera	Mean	S.D.	Interpreted
1. CCTVs installed by the BMA are able to monitor the behavior of the offender.	3.15	1.14	Moderate
2. CCTVs installed by the BMA are able to record the face or license plate number of the offender.	3.04	1.11	Moderate
3. CCTVs installed by the BMA are strong, not easily broken.	2.85	1.01	Moderate
4. CCTVs installed by the BMA are 24/7 recording.	2.70	1.08	Moderate
5. CCTVs installed by the BMA are all useable	2.47	1.05	Low
Total	2.84	0.89	Moderate

Table 1 showed that overall public confidence in the efficiency of the camera in the efficiency of the camera is moderate (mean= 2.84, SD = 0.89). In descending order, the locals believe that CCTVs installed by the

BMA are able to monitor the behaviour of the offender at the level of moderate confidence (mean= 3.15, SD = 1.14), followed by the belief that CCTVs installed by the BMA are able to record face or license plate number of the offender also at a moderate confidence level (mean= 3.04, SD = 1.11) and belief that CCTVs installed by the BMA are strong, not easily broken at the moderate level (mean= 2.85, SD = 1.01) Next, the confidence that CCTVs installed by the BMA are 24/7 recording is moderate as well (mean= 2.70, SD = 1.08). Finally, what is worrisome is the assurance that the CCTV cameras installed in Bangkok can be used. Bangkok residents has a low level of confidence in this aspect (mean= 2.47, SD = 1.05), which is an issue that needs to be solved, as will be discussed further.

Table 2

A group of confidence in the installation area

Confidence in the installation area	Mean	S.D.	Interpreted
1. CCTVs installed by the BMA has enough coverage and covers each area.	2.16	0.95	Low
2. CCTVs installed by the BMA were installed in the right position	2.66	1.00	Moderate
3. CCTVs installed by the BMA bear to the right direction to record.	2.77	0.96	Moderate
4. CCTVs installed by the BMA are not obscured by obstacles such as trees, poles, billboards, etc.	3.26	0.99	Moderate
5. CCTVs installed by the BMA were installed in places where there were a risk of crime.	2.69	1.03	Moderate
Total	2.70	0.57	Moderate

In table 2 the level of confidence of the installation area as a whole is moderate (mean= 2.70, SD = 0.57) In descending order, Bangkokians belief's that that CCTVs installed by the BMA are not obscured by obstacles such as trees, poles, billboards, etc. is at a moderate confidence level (mean= 3.26, SD = 0.99), followed by the belief that CCTVs installed by the BMA bear to the right direction to record at a moderate confidence level (mean= 2.77, SD = 0.96), followed by the belief that CCTVs installed by the BMA were installed in places there were a risk of crime at a moderate confidence level (mean= 2.69, SD = 1.03), followed by the confidence that CCTVs installed by the BMA were installed in the right position at a moderate level (mean= 2.66. SD = 1.00) Lastly, CCTVs installed by the BMA has enough coverage and covers each area, with confidence at a low level (= 2.16, SD = 0.95), which is another issue to be discussed further.

Table 3

A group of confidence in government authorities

Confidence in government authorities	Mean	S.D.	Interpreted
1. A sufficient number of BMA authorities to monitor the behavior of the offender through the surveillance cameras.	2.45	1.01	Low
2. A timely coordination between BMA authorities and polices when an unusual event occurred in the area of control	2.47	1.03	Low
3. BMA authorities who monitored the behaviour through surveillance camera were trained appropriately.	2.79	.97	Moderate

Confidence in government authorities	Mean	S.D.	Interpreted
4. BMA authorities who monitored the behaviour through surveillance camera would not use footage in a way that is inappropriate or in violation of the right of the people.	2.86	1.08	Moderate
5. BMA authorities who monitored the behaviour through surveillance camera would not use footage to their advantage.	2.90	1.10	Moderate
Total	2.69	0.85	Moderate

In Table 3 the overall confidence of government authorities is moderate (mean= 2.69, SD = 0.85). In descending order, the locals' belief that BMA authorities who monitored the behaviour through surveillance camera would not use footage to their advantage is at a moderate confidence level (mean= 2.90, SD = 1.10), followed by the belief that BMA authorities who monitored the behaviour through surveillance camera would not use footage in a way that is inappropriate or in violation of the right of the people, at a moderate level (mean= 2.86, SD = 1.08), followed by the confidence that BMA authorities who monitored the behaviour through surveillance camera were trained appropriately also at a moderate level (mean= 2.79, SD = 0.97), followed by the confidence that a timely coordination between BMA authorities and polices when an unusual event occurred in the area of control at a low level (mean= 2.47, SD = 1.03), and the confidence that the number of BMA authorities to monitor the behaviour of the offender through the surveillance cameras is sufficient at a low level (mean= 2.45, SD = 1.01) BMA should tackle the last two issues in particular to increase public perception towards their own safety.

2. The Difference in the Level of Confidence among People with Different Personal Factors.

Different genders did not significantly cause different confidence in the BMA's CCTV at the level of .05, while different ages significantly caused different confidence in the BMA's CCTV at the level of .05. People aged 30-39 years (Generation Y) significantly had less confidence in the BMA's CCTV than people aged 40 and above at the level of .05. Different educations significantly caused different confidence in the BMA's CCTV at the level of .05. People graduating higher than the bachelor degree had less confidence in the BMA's CCTVs than people whose highest education was primary and junior high school. People graduating with bachelor degree had less confidence in the BMA's CCTVs than people completing primary education. This indicated that highly-educated people had less confidence in the BMA's CCTV than low-educated people. Different occupations significantly caused different confidence in the BMA's CCTVs at the level of .05. Staffs of private companies and business owners or freelancers had less confidence in the BMA's CCTV than unemployed people like house husbands, housewives, and retired people. Different monthly incomes significantly caused different confidence in the BMA's CCTV at the level of .05. Low-income people (less than 25,194 baht/month) (National Statistical Office, 2014) had more confidence in the BMA's CCTV than high-income people. Dwellings in different zones did not significantly cause different confidence in CCTV cameras of Bangkok Metropolitan Administration at the level of .05. Also, different periods of living in Bangkok significantly caused different confidence in CCTV cameras of Bangkok Metropolitan Administration at the level of .05. People living in Bangkok for more than 30 years had more confidence in the BMA's CCTV than people living in Bangkok for less than 30 years.

DISCUSSION

The first analysis performed is the analysis on the lack of confidence in the usability of BMA's CCTVs. Such issue is due to the impact of suspicions raised in late 2011, when the locals detected that there were no camera in the CCTV housing in many areas. Besides, the number of fake cameras were installed instead of the actual cameras in many places. The questions from the public and the media affected the confidence of such policies. In response to public outcry's, Deputy Governor replied in an interview with the Prachachat-Turakit that

"The dummy cameras were installed during the previous governor's tenure because, BMA's budget was not sufficient. And it is necessary to install CCTV to control political conflicts. Therefore, BMA had to use fake cameras. There were, however, 500 dummy cameras installed in the inner city of Bangkok at the point of protest

area, such as Dusit district, Satorn district and the area where the congregation spread out. Currently, we had sufficient budget. 10,000 cameras were already installed and the target of 20,000 cameras will be completed soon. This includes the installation of CCTV cameras into the blank CCTV housing."

(Prachachat-Thurakit, 2011).

However, although the issue has been clarified to public notice, public confidence on actual usability of CCTVs installed in the city remains low. Although this survey research was conducted four years after the event, the confidence of the locals on the issue remains low. This shows that throughout the period of 4 years, the BMA has failed to take any action to restore public confidence.

The next discussion is the lack of confidence in the sense that number and coverage of CCTV cameras installed by MBA is not sufficient. Although in January 2015 (the time that the researcher conducted a survey), the Governor has confirmed that the BMA has already installed 50,000 cameras, covering all areas of Bangkok, the number of such cameras was very small number compared to the total area of Bangkok (1,569 square kilometers). This means that there is 1 camera per 31,380 square meters, or one camera per 20 acres, which is not enough to control crime. In comparison with London, the capital which is relatively equal in size to Bangkok (1.572 square kilometers), it was found that the number of surveillance cameras installed to control the crime were up 422,000 (Davis, 2012), 8 times the amount installed in Bangkok.

Also in question is the lack of confidence in the BMA authorities and the Metropolitan Police Bureau, especially the lack of confidence in the number of BMA authorities in monitoring the criminal behavior through CCTV cameras. In this regard, the public do not believe that there would be great coordination between BMA authorities (in the control room) and the police when an unusual event occurred. The issue is in line with the concerns in research conducted by Trimek (2010) who have studied the feasibilities and concerns on implementing the full CCTV system in Bangkok. In that research, Mr. Tripop Khantayaporn (a Chief of Traffic Engineering Office and the prime responsibility in the CCTV system in Bangkok) admitted that "the BMA had not enough manpower to monitor the CCTV camera, with the coordination between the BMA authorities and a local police officer as another hindrance."

CONCLUSION

In terms of public confidence in BMA's CCTV, the research found that Bangkokians' confidence in BMA's CCTV were at a moderate level. However public confidence was at a low level in the following aspects: 1. The public does not believe that all CCTVs installed by BMA are usable. 2. The public does not believe that the number of CCTVs installed by the BMA is sufficient. 3. The public does not believe that BMA has enough staff to keep an eye on the behaviour of the offenders through CCTVs. and 4. The public does not believe that there would be great coordination between BMA authorities and Metropolitan Police Bureau when an unusual event occurred. Research recommendations; 1. BMA does not have to install any fake CCTV camera or dummy camera. Even though in many countries, the use of dummy cameras mingling with real cameras can reduce the operating budget. Such an approach will adversely affect the confidence of locals in Bangkok as mentioned above in the findings. 2. BMA should increase the number of CCTV cameras. With the number of cameras currently at 50,000 this is still not enough. 3. There should be enough personal to monitor the cameras, a control room to monitor all 50 Bangkok Metropolitan districts should be built. 4. The Metropolitan Police Bureau should cooperate with the BMA authorities promptly when an unusual event is detected by CCTV cameras.

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LEBANESE MEDICAL TOURISM RISK ANALYSIS

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ABSTRACT

During the past decades, people started to travel abroad to improve their aesthetics or even treat their body. Nowadays, Medical tourism has grown very fast due to the specialized medical agencies, the hospitals and the medical professional in the host country and generates up to 50 billion USD worldwide. There may be risks associated with this type of activity: complications arising from a medical intervention, problems of post-operative, pharmaceuticals, medical error. Among the Middle East countries, Lebanon takes an important place for this type of tourism which generates 1.2 billion dollars in 2014, so it would be interesting to see the obscure part about the risks related to medical tourism in Lebanon, and the role of the legislative aspects and the applied laws to protect the medical tourists. This research paper presents and analyzes the risks and the legislative aspects of medical tourism in Lebanon.

Keywords: Legislative aspect, Medical tourism, Risks, Lebanon.

INTRODUCTION

Several reasons encourage tourists to travel abroad to get treatment: the cost of living, the cheapest prices in the target countries, the waiting lists for selective interventions, the payment of benefits made directly by the patient decreases administrative costs. Despite these reasons, there are two major risks related to medical tourism: monitoring the post-operative (refers to the care you receive following a surgical procedure) and quality of pharmaceuticals treatment (refers to drugs or medicine used to cure, treat or prevent disease) (Baueur, 2008) (Vaillant, 2010) (Jeevan, 2008)

In Lebanon, the existence of articles treats the medical tourism on internet are rarely; also we managed to retrieve a report, written in 2007 ESA by Dr. Jean El Hage (El Hage, 2007), neurosurgeon at the Hospital of the Sacred Heart, analyzing medical tourism in the Lebanon. Where they discuss the advantages of this activities without studying the obscure part. However, in the present paper, we will concentrate in the analysis of risks and dangers of medical tourism.

In order to better understand and study these two problematic aspects of medical tourism we based on interviews with physicians from different specialties, representatives of the Ministry of health, the order of medicine, and the legislative framework.

To carry out our research, we have limited our study area in Beirut. The Lebanese capital which is the economic, administrative and political. This settlement concentrated the main activities secondary and tertiary of the country. In addition, this city brings after Dubai, the largest number of medical facilities modernized and specialty of the Middle - East (Rodier, 19 december 2006)

METHODOLOGY

The study of this present paper will be based on methodology. This methodology plays an important role in implementing this research study accordingly. The details of the proposed methodology are based on primary and secondary data; after that studies, we have to compare between our results and others.

Primary data

- Questionnaires addressed to Doctors from different specialties in order to gain deep understanding the dangers related to medical tourists, the number of medical error and post monitoring.
- Interview with a lawyer to understand the role of Legislatives aspects and applied laws to protect the medical tourists.

Secondary data

- Collection of statistical data from the ministry of health, order of medicine, Red Cross as well as from the national airline company, Middle East Airlines (MEA).

Comparison

The medical tourism is proven to be associated with significant gains, its effects are not always economical. Looking at the non-pecuniary aspects of medical tourism's multidimensional impact, there may also emerge risks such as complications arising from medical interventions and post-operative problems caused by pharmaceuticals (Bauer 2008, Jeevan 2008, Vaillant 2010), if we make a small comparison about our results and the researches done by others, we can notice that the articles published on the internet and in the press are mainly study the benefits and the advantages of medical tourism

RESULTS

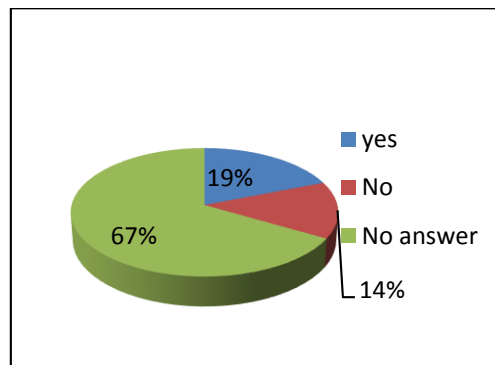
3 Postoperative Monitoring

Monitoring or postoperative care begin after surgery, right out of the operating room, in the intensive care and then in the House. It helps to prevent the complications that may occur as a result of the intervention: shock, phlebitis, hemorrhage, pulmonary, gastrointestinal, and renal complications risk of infection with temperature rise and local complications at the level of the wound and the skin. Plastic surgery aesthetic or remedial interventions are also delicate surgical procedures, requiring much rigour. Even carried out under the best conditions, they are not immune from the risks of a medical procedure (anaesthesia and surgery). The continuity of care at the back can be more laborious if intervention is not practiced in the country of residence or the patient's record is incomplete (Crooks & Synder, 2011). This is where the problem of monitoring the treatment of doctors for patients who are sometimes thousands of kilometers. Similarly, the side effects of the treatment on patients can be negative without the possibility of interference by the doctor who performed the operation.

In addition, the duration of the trip includes also the dangers for a patient recently operated on for example, the possibility of contracting infection or disease is not excluded and may impair the remission. But the question that might arise is who keeps track of benefits? Is there a guarantee for performed acts? This issue could not be addressed only with doctors because we could not conduct passenger surveys. For this, we have addressed to physicians to determine if there is patient (foreigners having treatment in the Lebanon or Lebanese who had care abroad) who have experienced problems due to negligence in the postoperative follow-up.

Figure 1

Patients returning disease to Lebanon.



Only 19% of doctors surveyed responded positively to the question, for 14% (17/120) case is not presented. As for the remaining 67 per cent they have refused to answer. According the 19% who responded positively, it seems that patients who have undergone surgery abroad often aesthetic, have had to deal with post-operative complications upon their return to the Lebanon. In many cases it required a new surgery.

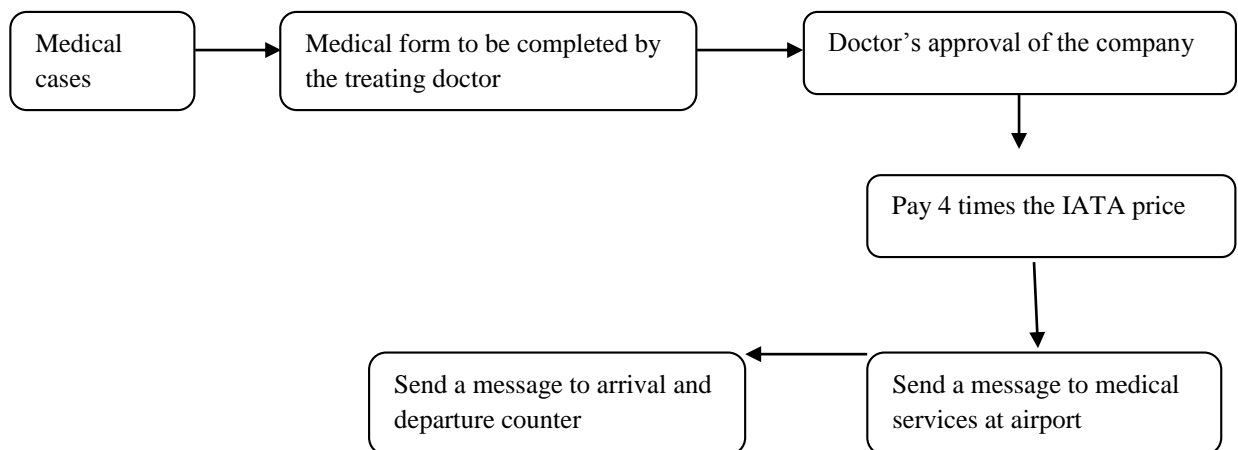
Conversely, according to 50% of physicians medical tourists who come to Lebanon for interventions do not leave without assurances that recovery is happening without complication. 30% of physicians, follow-up often continue in the countries of origin of patients since they have their own clinics in these countries. 20% responded that the follow-up is not always necessary and in case of problem, patients can still contact them by e-mail.

In addition to doctors, we have addressed to the Middle East airline (MEA): the Department of special and medical services, to know the role and the responsibility of the airline for monitoring and allows the patients who have heavy interventions to travel. In this case, is there any cooperation between physicians or hospitals and the national company?

According to the interview conducted with the Director of medical services at the airport, there is a procedure for cases requiring special care (i.e. of people who make operations and can return to their country after a period of treatment) (Figure 2).

Figure 2:

Procedure for special cases require stretcher.



The responsibility of this office is to deal with the 'special' case, the airline allows this procedure start by completing the medical form (containing information on the case of the patient), and to be approved by two practitioners (doctor of the airline and the own doctor of patient), then the patient must pay a supplement to reserve a stretcher or to get 4 seats allowing it to rest during the journey at the sales counter. In addition, patients must be accompanied, finally the medical services department informed the departure and the arrival counter about the medical cases.

At the end we can notice that the airline have a main role in the protection of medical tourist, who comes for treatment or make a heavy operation, so in this case if praticien allows his patients to travel the airline, can stop him if she saw that this cases need more care, so the airline and the doctors both of them are responsible in the safety of medical tourist.

3.2 PHARMACEUTICALS TREATMENTS

With regard to pharmaceuticals and medical devices, there is a real problem. In 2011 and 2012, the Lebanon has experienced a disaster on the trafficking of illegal medicaments. More than 100 generic drugs were introduced to Lebanon without any control. This number, we could add nearly 500 adulterated medicines sold on the Lebanese market. But the real problem is that no one knows and cannot know which drugs it is, nor where they were sold, or if they are still on sale. Worse yet, no provision of prevention was adopted to protect the population and the tourists who come to be treated in Lebanon (Saverot, 2012)

Several articles in newspapers and TV programs have dealt with the problem of adulterated drugs introduced into the Lebanese territory. Media are sent to local authorities in order to seek clarification on the responsibilities and prevention: the primary responsibility of authorities is not to protect the population? Should they not publish the list of corrupt drug? A complaint even addressed the Prosecutor's office on this subject.

According to the explanation of Dr. Majdalani "companies implicated, have authorization from the Ministry of health to import drugs and open repositories, have always their permit." For this member, it is imperative that the Health Ministry decreed the State of emergency and withdraw from the market all medicines introduced in Lebanon on the basis of documents signed by the Minister, but not registered with the Ministry of health. Mr. Majdalani, who recalled the procedure followed for the importation of drugs, has advocated a revision of these measures to bar the way in the future to any attempt of fraud. He found particularly necessary to limit to the Compliance Committee under the Ministry of the Interior the granting of authorization for the sale of drugs, it is currently shared between the Committee and the Department (Saverot, 2012)

In the end, to better understand articles and television programmes, we approached (in the context of this research work) to the representative of the Ministry of health. The goal was to learn about the strategy to avoid the problem of illegal drugs in the Lebanon. From our interviews, it turns out that the Department has use laboratories of universities to ensure the quality of drug products offered for sale. He also announced the establishment of a quality control program that will work with french and American counterparts.

Subsequently, a press conference by the president of the parliamentary commission on health, Atef Majdalani, said that in accordance with ministerial decisions 1689 and 263, all generic drugs must be the subject of analyses of quality and bioequivalence with the laboratories accredited by the Ministry of health. Or the offending stock "was not subjected to the necessary tests", noted Dr. Majdalani. "Papers, the buffer and the laboratory of the Arab University of Beirut have been falsified, as well as the stamp of the Ministry of health and even the signature of the Minister Ali Hassan Khalil", (Merhi, 2012)

For the Director-general of the Ministry of health, Walid Ammar, the Ministry has strengthened for several months already "its system of electronic traceability of formalities, which allowed us to discover made forgeries and grab drugs before they are distributed. "The only way to prevent a recurrence of this kind is to take a firm decision never again to accept a same generic drug that is approved by the FDA or the EMEA" (Merhi, 2012).

After this real problem, several decisions were taken with the Ministry of health to prevent this health catastrophe:

- Decision number 376 concerning medical devices, declared April 20, 2010, , prohibits the import of used medical equipment. A physician may import it on his behalf provided that they declare it in order to obtain a certificate of registration.
- Decision number 263 issued March 8, 2011 plans to eliminate from the market medicines that contain the product situbramin
- Decision number 1689, 23 October 2012, concerns the illegal medicines entering the Lebanon without any control. It requires the removal of the drugs listed by the Ministry of health

this list of decision taken by ministry of health are not enough to protect the patients as we still need more decision concerning the doctor mistake and the equipment so we can more promote the medical tourist in Lebanon

3.3 LEGISLATIVE ASPECT FOR MEDICAL TOURISM

In any medical procedure, there are risks on people. This may be related to the intervention (complication in 10% of cases) or to a medical error. So, it is important to define the medical error what is it? The medical error is a preventable adverse effect of care, whether or not it is evident or harmful to the patient. This might include an inaccurate or incomplete diagnosis or treatment of a disease, injury, syndrome, behavior, infection, or other ailment

For example, a medical error can be characterized both by a lack of care, a misdiagnosis, by the presence of a therapeutic risk (not fault medical accident compensation from the national solidarity). In our case medical tourists can receive legal protection against medical errors? To better understand this aspect, we will process the legislative system set up in general before addressing this issue in Lebanon such as the numbers of medical errors, and the applied laws

We tried to collect the number of medical errors registered with the Ministry of health. But the problem was in the disability of the official statistics. For this, we based on data from 2002 to 2006, in the framework of a study on laws concerning medical errors (Rouhana, 2008)

Table 1

Number of medical errors

Year	Total Number of complains	Medical errors in operations
2002	99	50
2003	112	68
2004	100	69
2005	66	45
2006	75	25

Source : Rouhana, 2008

An analysis of medical errors the total number of complaints we can see very rapid growth from 2002 to 2005, with a peak in 2004 (or 69% of the total number of complaints), dropping begins in 2006 with 33% of medical errors recognized by report the total of complaints filed on that date. Except, this growth, we note that a decline begins concerning the total number of complaints between 2004 and 2005. What really interests us what are the different types of responsibilities as laid down by the Act faced with this growth of medical errors. There are four

responsibilities: Criminal Liability, Administrative Liability, Disciplinary Responsibility, and Role of the order of medicine.

3.4 Criminal Liability

Criminal (or tort) liability is the obligation of a person convicted by a court to answer for a criminal offence or is complicit, and undergo the criminal penalty provided by the text criminalizing them. It applies to natural persons and to legal persons through social agents, who represent them. So the criminal responsibility of a business leader may be initiated because it must take all necessary measures to ensure the safety and protect the physical and mental health of its employees. Civil liability: corresponds to the obligation to repair the damage caused to others. This damage may result, for example, of negligence, it can ensure. Then is the assurance that overrides the leader, that is to say the author of the damage, to compensate the victim

3.5 Administrative Liability

By referring to the responsibility of the administration, which may arise during the course of its activities. The administration, in French law (which inspired the Lebanese legislation), the obligation to repair the damage that was caused by his activity or that of its agents. Because of the public service mission entrusted to the administration, liability is not governed by the Civil Code. Litigation related to this activity are entrusted to administrative tribunals.

The fault of the administration can be attributed to the hospital. Examples: delay abnormal diagnostic or persistence in the error, bad organization of care, malfunction, improper transmission data, lack of supervision, failure, deficiency, clumsiness, negligence, carelessness, misconduct related to the quality of the services and regarded as 'anonymous' service will be rejected on the hospital represented by the head of Department or Director of the hospital, no sharing of responsibility between caregivers because several faults can contribute to the damage and the final collective responsibility the medical team except personal foul.

3.6 Disciplinary Responsibility: College Of Physicians

The liability of others (n 224, 225) in Lebanon: 'the fault committed by a doctor operating a patient in a hospital is the surgeon, do point relates to the operation of the service, but to the exercise of his art. Physicians and surgeons to hospitals who exercise their occupational activities in hospitals cannot be held for servants or officials of the administration in this regard are fully independent of the latter"(Dollaz, 1965).

At these responsibilities, there is not, in reality, laws which relate specifically to the faults of doctors and that establishes the penalties to be applied in the event of infringement. As a result, only sections of the criminal code are applied and in particular the 564 and 565 of the penal code. They stipulate that for anyone who "negligently" or 'carelessness or failure to comply with laws or regulations', will have caused the death of a person or him will have caused an injury, is liable to judicial sanction. Then, these articles were often applied by judges in the case of some hospitals who refused to receive emergency of impecunious patients. Thus, there is in Lebanon an obligation for the physician to receive the patients and take care of them.

One could however noted that there is a single law on immunity of physicians. It is Act n ° 313, published April 19, 2001 and changed the status of the College of physicians in the Lebanon. In article 44 of this law, the College of physicians, within the framework of the prosecution of a doctor and within a period of 15 days following the filing of complaint has the right to give its scientific opinion on the content of the complaint. Secondly, any doctor, Member of the order of doctors, cannot be questioned in the presence of the head of the order. We cannot suspend the professional activities of doctor implicated without the endorsement of the Union.

3.7 Role of the order of medicine

To better understand the role of the order of medicine in protecting doctors against medical errors, we have addressed to Dr. Mahmoud Shuqayr, (Director of the Union of Lebanese doctors) which says that doctors are not

always responsible for the complications that might have a patient and which are often assigned by their families to medical errors. Some practitioners in certain specialties are subject to quite frequent complaints. This is the case, for example, cosmetic surgeons where patients have not been satisfied with the result. Sometimes, doctors are also the target of extortion and pressure. However, any physician, Member of the order, which violates the duties of his profession or made a mistake deemed and considered major, is apply one of the following sanctions, depending on the severity of the case and the level of re-offending:

- Warning and Cautioning.
- Blame and Responsibility.
- Stop work for a period (i.e. 6 months).
- Prohibition to practice and work.

To take the appropriate penalty, there is a Union Council of physicians investigating the complaints. A disciplinary board shall take a decision within two months following the date of filing of the complaint. In the case of a non-decision, the complaint is automatically transferred to the tribunal.

At the end, and in the case of medical error, the complaint must go through the College of physicians before being transferred to a criminal court. Therefore, we can identify legislative gaps in the event of medical error. Overall, the law protects doctors (resulting in the number of complaints which had no suites).

As there are no laws that protect populations, or even medical tourists, one could say that any intervention will be at their own risk, any medical error will be difficult to prove or that it may take a lot of time.

CONCLUSION

Any activity related to health can have a setback especially medical tourism. Therefore, it was not possible to treat medical tourism without understanding the dangers associated with this activity. They are real and can be summarized as follows:

- The follow up post procedure. The short-stay patients' limited post-operative monitoring over a long period and the danger related to mixed drug products. Although apparently, and according to our surveys, this risk remains limited.
- The disaster of illegal tracking of the pharmaceuticals that appear in Lebanon in 2011 and 2012 has been resolved by the government by taking some action and decisions to monitor the medicines and to remove the illegal from the market, but they didn't take any action to protect or to compensate the patients.
- The missing of the legislative aspects. In the case of medical error, no legal mechanism was set up to deal specifically with medical errors. Complex laws, contradictory and which do not directly concern physicians, can propose real sanctions against offenders. Protection of doctors by their order appears to provide no guarantee to patients. One could say that in the end, medical tourists will be able to get treatment but without any recourse in case of error.
- Despite the medical errors, the number of medical tourists increased each year, which will affect the Lebanese economic ,so we suggest that the ministry of tourism and health to take more reactions and decisions strict and direct to protect the medical tourists, to monitor the works of doctors., to compensates the medical tourists in case of medical errors.

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