

2016 ICBTS INTERNATIONAL ACADEMIC
RESEARCH CONFERENCE PROCEEDINGS



International Academic Multidisciplinary Research Conference 2016

Proceeding of

**INTERNATIONAL SUSTAINABLE DEVELOPMENT BUSINESS ECONOMICS TOURISM
TRANSPORT TECHNOLOGY SOCIAL SCIENCES HUMANITIES AND EDUCATION
RESEARCH CONFERENCE**

*Amsterdam, Netherlands
16–18 June, 2016*

THE 2016 ICBTS



**Edited by Chayanan Kerdpitak, Suan Dusit University, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand**

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International Academic Multidisciplinary Research Conference 2016

Conference Proceedings

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Conference Three Themes

The International Sustainable Development in Business and Economics Conference

The International Sustainable Development in Tourism Transport and Technology Conference

The International Sustainable Development in Social Sciences Humanities and Education Conference

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THE 2016 ICBTS

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INTRODUCTION

We would like to welcome our colleagues to the European Sustainable Development Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the four series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. 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 April to November between Europe and the rest of the world is now well established. This year's event in London (UK) 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 Munich in May 2016 in the field of various types for international academic research conference on Business Economics 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 Economics 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, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Amsterdam represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics 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 40 contributing authors coming from 22 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

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

SPEAKER BACKGROUND



Dr. Tariq Khan

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

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

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

2016 ICBTS CONFERENCE AMSTERDAM PROGRAM

The 2016 ICBTS International Academic Research Conference Conference Program	
16 June 16 9.00 – 09.45 (TH)	REGISTRATION Welcome meeting at The Murcure Amsterdam City Netherlands
09.50– 10.00	WELCOME & OPENING ADDRESS At The Murcure Amsterdam City Netherlands Prof. Dr. Kai Heuer , Wismar University, Germany Dr. Chayanan Kerdpitak , Suan Dusit University, Thailand
	Session Chair <i>Professor Dr. Kai Heuer, Germany</i>
16 June 16 10.00 –11.00(TH)	Session 1 International Social Sciences Research Paper 1(22) Integration of the Creative Drama Method into Different Disciplines <i>Dr. PINAR ÖZDEMİR ŞİMŞEK, Turkey</i> Paper 2(68) Does a Venting Outlet Exist via Favorite Online Games? The Moderating Role of Therapeutic Catharsis Seeking on Aggression <i>Hye Rim Lee and Eui Jun Jeong, Joo Woo Kim South Korea</i> Paper 3(51) Application of the Inquiry Cycle in the Propagation of Greigia Sphacelata, Alongside Mapuche-Lafkenche Artisans in Lake Budi, Chile <i>Teresa Parada and Juana Palma, Chile</i>
11.01 – 11.30	Morning Break
11.31 – 12.30	Session 2 International Education Research Paper 1(45) Murals in Yahya Hayati Pasha Mansion <i>Ahu Simla DEGERLİ, Turkey</i> Paper 2(47) The Perspective and Expectations About Foreign Language Education of the Students at Vocational Schools in Turkey <i>Recep Hatipoğlu and Beyhan YAZÇAYIR, Elif Yalçıntaş Sezgin, Turkey</i> Paper 3 (49) Hate Speech Crime in the Terms of Freedom of Expression <i>Cennet Uslu, Turkey</i>
12.30 – 14.00	Lunch and Join Academic Network
14.01 – 15.00	Session 3 International Tourism Transport Research Paper 1 (23) The perception on Food Safety Scandals of young consumer <i>Wei-Ling, Cheng and Hsiu-Hui, Chuang and Hsien-Tang, Tsai, Taiwan</i> Paper 2 (26) Examining Tourism and Hospitality Personnel for Competency Development in Chiang Rai, Thailand <i>Dr. Chachaya Yodsuwan and Dr. Jirapa Pradera Diez, Thailand</i>

	<p>Paper 3 (50) Corporate social responsibility implementation in the China aviation industry: a comparative analysis between the low cost carriers and full service airlines <i>Chammy Y.L. Lau, Hong Kong</i></p>
15.01 – 15.30	Afternoon Break
15.31 – 17.00	<p>Session 4 International Tourism Research Paper 1 (12) Opportunities and Challenges of film-induced tourism in Thailand: A case of the Alexander the Great project <i>Dr. Nara Huttasin, Thailand</i> Paper 2 (24) Customers' Trust on Information Disclosure of Food Tourism Factory <i>Hsiu-hui, Chuang and Wei-Ling, Cheng and Hsien-Tang, Tsai, Taiwan</i> Paper 3 (27) Enhance Community Disaster Resilience through Community Based Private–Public Collaboration: The Annual Haze and Smog Problem in North Thailand <i>Jirapa Pradera Diez and Chachaya Yodsuwan, Thailand</i> Paper 4(46) To conserve the significance value of The Big Pagoda at Wat Rajburana, Phitsanulok as Historic Heritage <i>Dr. Yuvadee Jitgosol and Dr. Jirapa Pradera Diez, Thailand</i></p>
16 June 16 10.00 –11.00(W)	<p>Session 1 International Social Sciences Research Paper 1(6) Relation Among Actors in Agrarian Conflict: Case Study Asymmetrical Relation between the State and Local People, Iron Sand Mining Conflict in Urut Sewu, Kebumen <i>Muhammad Syaeful Mujab and Vicky Faliana Sewaka and Edwina Rosanti Badudu, Indonesia</i> Paper 2 (13) Quality of the Education System in Qatar in Comparison of National and International Outcomes <i>Fatma Kayan Fadlelmula and Muammer Koc, Qatar</i> Paper 3 (54) The Relationship between IWB Mediated Vocabulary Improvement and EQ in Elementary EFL Learners <i>Behzad Rahbar and Zoleikha Sajadi, Iran</i></p>
11.01 – 11.30	Morning Break
11.31 – 12.30	<p>Session 2 International Social Sciences Research Paper 1 (52) The Fear of the other at Samih al-Qasim literature "The last image in the album story " as model. <i>Mohammed Dawabsheh, Palestine</i> Paper 2 (72) Mosque and Leadership Performance in Rural and Urban Areas of Peninsular Malaysia <i>Mahazan, Abdul Mutalib and Abdullah, A.G., Malaysia</i> Paper 3 (81) The impact of two factors on EFL Learners' Fluency <i>Alireza Behfar, Iran</i></p>
12.31 – 14.30	Lunch
14.31 - 15.30	<p>Session 3 International Tourism Research Paper 1 (57) The complexity of e-Waste in developing countries: Case study for Zimbabwe</p>

	<p><i>Hasha Seine Maringe, Zimbabwe</i> Paper 2 (86) Model Application in Tourism Development in Cat Tien, Lam Dong <i>Võ Thị Nga, Vietnam</i> Paper 3 (92) Dumagats as Environmental Stewards and their Role in Sustainable Development using Traditional Ecological Knowledge <i>Carl Francis Castr and Reyman Gapas, Philippines</i> Paper 4 (98) Cloud Computing Technology (CCT) and Information & Communication Technology Education in Ghana <i>Peter Applahenehene and Christopher Ninfaakang Bombie, Ghana</i></p>
15.31-16.00	Afternoon Break
<p>17 June 16 (F) 10.00 – 11.00</p>	<p>Session 5 International Education Research Paper 1(8) Pre-Service Science Teachers' and Pre-Service Classroom Teachers' Level of Awareness of Environmental Ethics <i>Irem AKCAM YALCIN, Turkey</i> Paper 2 (25) A case study of school-based teacher professional development in early childhood education in Hong Kong <i>Dora Ho and Pan He, Hong Kong and Australia</i> Paper 3 (10) Views of Teachers and Students about the Philosophy for Children Program in The Context of a Third-Grade Course <i>Nihan Akkocaoglu Cayir, Turkey</i></p>
10.01 – 11.30	Break
11.31 – 12.30	<p>Session 6 International Education Research Paper 1(28) An Analysis of Primary Education Students' Misconceptions About the Stars <i>Dr. Gamze Alin and Ümit İzgi, Turkey</i> Paper 2 (44) Musical Social Stories in the Education of Individuals with Autism Spectrum Disorder <i>Banu GEBOLOGLU, Turkey</i> Paper 3 (48) Preschool Children with Attention Deficit Hyperactivity Disorder (ADHD) in Turkey <i>Elif Yalçıntaş Sezgin and Assistant Professor Leyla Ulus, Turkey</i></p>
12.31 – 14.30	Lunch and Join Academic Network
14.31 – 15.30	<p>Session 7 International Business & Tourism Technology Research Paper 1 (115) Energy, Materials, Processes and Innovation: an integrated approach out African and Romanian <i>Dr. Ionel Botef, South Africa</i> Paper 2 (43) Effect of fluctuations in Crude Oil Price on Nigeria Economic Growth and Development <i>Dr. Inyiama Oliver Ikechukwu and Dr. Ugwuanyi Boniface Uche, Nigeria</i> Paper 3 (87) The Impact of Supply Chain Management on Industrial Efficiency and Technical Performance (Case Study: Engineering New Enterprises of Guilan Province, Northern of Iran) <i>Dr. Mohammad Taleghani, Iran</i></p>

	<p>Paper 4 (103) <i>From Obstacles to Opportunities-A Sustainability Model for Small Island Hotels</i> <i>Bonnie Lewtas* & Prof. Dr. René Schmidpeter, Germany</i></p>
15.31 – 16.00	Break
16.00 – 17.30	<p>Session 8 International Business & Social Sciences Research</p> <p>Paper 1 (74) The Middle East Examen of The New Age Turkish Foreign Policy <i>Sercan Semih AKUTAY and Ekrem YILMAZ, Turkey</i></p> <p>Paper 2 (93). Employability Skills: Gulf Business Students' Perspectives Post Work Placement Experience <i>Dr. Mamie Griffin and Dr. Pedro Coelho, UAE</i></p> <p>Paper 3 (11) The impact of decision support systems on the performance of the organization A field study <i>Shadi abualoush and Khalid batinah, Jordan</i></p> <p>Paper 4(94) Sex and work engagement: A study across 27 South African companies <i>DR. Renier Steyn and Dr. Sonja Grobler</i></p> <p>Paper 5(18) Tourism policy and Service quality management in business conference tourism: A case study of Saudi Arabia <i>Khalid Almubark, UK</i></p>
16-17 June 2016	<p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Joseph Guttman, University of Haifa, Israel 2. Dr. Umit IZGI, Hacettepe University, Turkey 3. Dr. Catherine Laws, Australia 4. Dr. Eui Jun Jeong, Konkuk University, South Korea 5. Dr. Joo Woo Kim, Konkuk University, South Korea 6. Dr. Rubaiyat Jahan, Bangladesh 7. Dr. Ugwuanyi Boniface Uche, Enugu State University of Science and Technology, Nigeria 8. Dr. Pedro Coelho, Abu Dhabi Women's College, UAE 9. Dr. Ugwuanyi Boniface Uche, Enugu State University of Science and Technology, Nigeria