GOVERNANCE OF CRIMINAL JUSTICE SYSTEM IN BANGLADESH: AN ANALYSIS OF PISTANTHROPHOBIA

Mohammad Bashir Mia Khadem[1] and Sabrina Amin[2]

[1] *Assistant Professor, Department of Public Administration, University of Dhaka, Dhaka-1000.*
[2] *Sabrina Amin, Assistant Commissioner, National Board of Revenue (NBR), IRD, Ministry of Finance, Bangladesh.*

ABSTRACT

Criminal Justice System(CJS) has gained the momentous importance in the recent years as crime and criminals has become an burning issue after one eleven . In Bangladesh, it is a set of interrelated and closely interconnected activities of different government agencies. It includes police, investigation unit, prosecution, judiciary and correction centers. However, over the years people experienced pessimistically from these institutions in terms of service, behavior, customer focus and fair judgment. Although police is the most visible and active apparatus in the CJS but rampant corruption, non-cooperation with citizens, political partisan and misuse of power shaped the police bad image as an unit that create a fear of trust from the citizens side. On the other side, court is the last place of peoples' trust and shelters homes. Nevertheless, immoral activities, lingering of cases, non-professionalism and favoritism behavior by few members of judiciary threatened the peoples trust and confidence on judiciary. In addition, non-visible political pressure, non-accessibility, red-tapism, thousands of cases frightened the nation about fair judgment. Theoretically, correction centers are use to be as reformative institutions where criminals become purified. Unfortunately, over populated beyond capacity, poor service capacity, violation of human rights leads the petty terror to become heinous criminals. All in all, the activities of these institutions as a whole significantly lowered the people's trust to the CSJ institutions. This is called Pistanthrophobia phenomenon where one cannot trust a person or system due to negative past experiences. As a result, people had trend to take the law in hand and bypass the justice system in the form of outbreak 'peoples mob'.

Keywords: Criminal Justice, Governance, Police, Judiciary and Bangladesh.

WIDENING ACCESS TO HIGHER EDUCATION FOR LOW INCOME STUDENTS: A BRAZILIAN CASE STUDY

Leonardo Silveira

University of Lisbon, Estrada de Benfica, 607 1o andar B,

Lisbon, Portugal

ABSTRACT

Abstract: This article analyses the widening access policies implemented by the Brazilian government during the 1990s and 2000s. It cites and evaluates the different strategies used by the government, such as student loans, needs-based quotas and racial-based quotas. The overall results and changes in the overall demographical landscape of widening access to higher education in a context of a highly privatized sector, in which for-profit higher education institutions account for over half of the existing HEIs in Brazil, displays a relative growth in access based on race and needs-based, however it also showcases a few trends that were not achieved as the government had originally planned (specially in increasing HE participation in other regions than the south and the southeast regions of the country) or serve as a point that would need further research to evaluate the influences on the lives of students and graduates. The study uses government and publicly available sources to analyse the impact of the strategy over time.

Keywords: Inclusiveness; Widening participation in Higher Education; Privatisation.

INTRODUCTION

Since the 1990s, the sector of higher education has been discussing the theme of universal access. The neoliberal approach prioritised the privatisation of HE provision in developing countries and increased the participation of the private sector as a key player to widen the access to HEIs to a variety of audiences. It specifically defended the necessity of these institutions entering the market in an international crisis context to make universities accessible to a bigger percentage of the population.

One of the most important case studies to be observed may be Brazil. A key player in Latin America, a rapidly developing country in the first decade of the twenty-first century, and a country studied worldwide for its public policies on how to lower social inequalities, and combat hunger and poverty among its population. Similar initiatives have been introduced in the last 20 years in higher education: the quotas for low income and ethnic minority background students in public universities, state-funded scholarships for students in private institutions with ProUni, the National Education Plan incentives for privatisation and, finally, the Fund for Financing Higher Education Students (FIES),[1] a state-funded loan strategy to widen the access of low income students to private institutions. The results of this growth will be the focus of this study. Brazil is a special scenario, because the latest national census indicated that over 85% of all HEIs are considered private institutions, which registered over 7 million new HEI students in 2012 (INEP, 2012).

The current study will first consider the definitions of inequality and its generated tensions, especially the challenges arising for low income individuals; second, it will focus on the role of HE in society. The third part of the study will summarise strategically the socioeconomic and educational context of Brazil. The fourth part will be dedicated to a case study about the four initiatives described previously, and the main government strategies used to widen the participation of low income students in HEIs. The fifth section will be a discussion about the consequences and development that the practice of widening participation brought to education in Brazil. The last part of this study is the conclusion of the analysis.

(b) Comprehending inequality: the challenges for low income individuals

The first two parts of this study, sections b and c, are important to contextualise the kind of inequality we will refer to whenever we cite this term. They provide a way to understand the challenges low income individuals encounter in society, while section c focuses on an explanation of the current tensions about the role of higher education in social mobility, and universal access.

Perhaps the most important question to start this work with is: what is inequality? What challenges does it create for individuals? This study will focus on income inequality because this is the factor that most relates to the Brazilian policies' application.

A crucial characteristic of capitalism, and specifically the neoliberal approach, is to accept people as individuals. The participation of the state is limited to regulating and providing the conditions for markets to prosper, while on an individual level meritocracy and freedom of choice are regarded as two of the most relevant values. As a direct derivation of such values, it is part of a capitalist society to embrace income inequality as part of the system.

For Rawls (1999), a political scientist interested in social justice, income inequality is not necessarily a bad thing. Rawls describes some of the arguments used by those who advocate the idea: it enables meritocracy to operate, accepting the fact that some people deserve to earn more due to their own achievements; it supports

[1] 'Fundo de Financiamento ao Estudante do Ensino Superior', in Portuguese, author's translation to English.

the competitive orientation of markets, creating a continuous flow of change in supply and demand dynamics; and it is seen as part of human nature, as individuals are free to have different interests and motivations to invest their own resources. In Rawls' view, inequalities in economic and social status can be justified to the extent that they serve the interests of the least-fortunate class in society, but not otherwise.

Harland (2009) adds that in the neoliberal approach (popularised in the 1970s through a series of economic and political reforms), income inequality should not be seen as a problem as long as a state is competent enough to avoid poverty invading its socioeconomic system by ensuring basic human rights.

Education is considered by the United Nations (1948) as 'a basic right for human society'. Its role is directly related to the possibility of upward mobility supported by the neoliberal meritocratic and self-driven society. Access to education has for a long time been connected to gaining access to a wider range of professional opportunities, earning bigger salaries, changing one's position on the dynamics of society and creating new protagonists for the capitalist storytelling.

However, it is clear that there is a certain level of income inequality, which creates unfair competition between individuals, who, theoretically, should be in similar positions to succeed in the neoliberal context. The OECD (Organisation for Economic Co-Operation and Development) report (2014) suggests that rising inequality cut more than 10 percentage points off GDP growth in countries such as New Zealand and Mexico (2014, p. 18). In the UK and the USA, growth rates would have been more than one-fifth higher had income disparities not widened (ibid.). One of the reasons suggested is that low income individuals may have to sacrifice investments in non-living expenses, such as their own education (2014, p.24). The result is that there is a lack of efficiency in the market as there are gaps in the production of professionals to execute tasks effectively; the outcomes of the industry subsequently drop and low income salaries inhibit consumerism, driving a cycle of lower supply and demand.

The report also suggests that living in a highly unequal society in which neither of an individual's parents attended university, means the probability of that person completing tertiary education can be more than four times lower than a scenario in which both parents attended university and there are low inequality rates in society (p.25, 2014). Where both of an individual's parents did not complete tertiary education, doubling the inequality rate would reduce to less than half that individual's probability of completing tertiary education.

The IMF report (2014) is emphatically suggesting that 'redistribution efforts – essential to fight inequality – are good for growth is a welcome finding. Low tax and low public spending are clearly not the route to prosperity' (p. i, 2014). A previous study in 2011 by the same organisation stated that less inequality increased the duration of countries' economic growth more than free trade, low government corruption, foreign investment or low foreign debt (IMF, 2011).

In this study, income inequality will be considered an undeniable fact of the foundations of the capitalist economy, yet education will be considered a tool for social mobility and a basic human right, which will work as a democratic opportunity to develop individuals' skills despite their social class or economic background. The next section will examine the role of HE in such a scenario.

The role of higher education in society

This section will explore the role of higher education in the context of the current neoliberal society. The focus of the section will be particularly on the situation of developing countries such as Brazil.

Harland (2009) claims that the history of universities shows that both recent and ancient institutions in HE have faced radical changes that transformed them over time; thus it would be impossible to analyse the role of universities without citing the influence of the current transformation caused in the 1970s with the adoption of neoliberal political and economic reforms.

The changes caused in the international context mitigated the investment of the US and UK economies in developing countries' education and diminished the influence of international organisations, such as Unesco, in the development of national educational systems (McCowan, 2004). The World Bank can be considered the biggest source of investment nowadays for countries in development countries (Leher, 1999). Countries like Brazil are classified by the World Bank among the LMICs. LMICs tend to be extremely dependent on World Bank loans to develop their educational systems and these loans are quite often connected to some sort of demands, which may affect the role of HE in practice.

For example, one of the creeds of the World Bank is that HE worldwide is in the middle of a crisis, in which even the high income countries are struggling to cope with rising enrolments and research costs (McCowan, 2004). The 1994 World Bank report reinforced the idea that despite finance as a main concern, there are equally important preoccupations with quality in a context of rising enrolment, and equity of access for a larger share of society.

Thus, the recommendation of the World Bank (1994, p. 36) is to concentrate state funding in basic education and create stimulation for the private sector to absorb the increasing demand for HE. This situation occurs because the WB considers the investment in HE as one which contributes less to social equity and has lower economic returns than basic education access. The same hypothesis is supported by the UN Declaration of

Human Rights (1948), which advocates the idea that basic education for all should be the priority of government strategies in LMIC contexts.

The idea of private provision for HE is based on three main arguments (McCowan, 2004, p. 455):

(1) Private sector involvement will increase the number of places in HE, thus widening access and increasing equity.

(2) The traditional model of the European research university is inappropriate for LMICs and for the modern economy. Private universities can provide an education more suited to students' needs, and competition between them will increase quality.

(3) Private sector involvement will provide HE at little public cost.

Despite the benefits of private provision, there are a range of consequences that threaten the achievement of HE's role in society as some authors conceive it. For example, in the past it was possible to observe that the universities acted to enable social change through meritocracy and opportunity for a wider range of people, and are part of the core of the debate that constructs a democratic society (Harris, 2005).

The neoliberal approach was seen to shift power from the public to the private sphere, turning even the public universities into an instrument to serve the needs of market demands (Harland, 2009, p.514). Knowledge is becoming an increasingly privatised commodity, and that unregulated search for profit is changing the way universities are accountable to the external environment and judged more and more by rankings and tables that focus on the managerial aspects of education (ibid.).

Hence, the irrevocable role of education as a tool for social mobility must be highlighted as one of the key roles of the neoliberal society. The necessity of widening access to HE and providing democratic opportunities are part of the core of the system's dynamics. The study will now examine the context of Brazil and then focus on the case study of FIES to enhance the aforementioned access.

The Brazilian context (D)

In this section, the study will briefly introduce the socioeconomic and political characteristics of Brazil and summarise the changes in HE throughout the last 17 years.

(d.1) Brazil: highlights of the socioeconomic and political context

Brazil is one of the five most populated countries in the world, with an estimate of just over 200 million people in 2014 (IBGE, 2010). Its GDP is a little bit over 3.2 trillion USD (IMF, 2015), which corresponds to the seventh biggest economy in the world. Its Gini coefficient (the WB mathematical formula that calculates the income inequality in a country) is 51 points, considered 'high' by the standards of the methodology (World

Bank, 2012). Brazil is historically known for its continental area (over 8.5 million square km – the fifth largest country in the world) and its diverse population, with an intense mix of ethnicities and cultures around the country. The main ethnic groups present are white (47%), pardo (43%) and black (7%) (IBGE, 2010).

From 1994 to 2002, Brazil was ruled by Fernando Henrique Cardoso, a former minister who created *Plano Real,* a series of economic measures that controlled inflation and decades of economic instability under a military dictatorship. His period was known as the era of privatisation: state owned companies, like the giant *Petrobras*, were open to private capital. The principle had a huge impact on HE.

From 2002 to 2010, Brazil was ruled by Luis Inácio Lula da Silva, a former metallurgic and socialist leader, a member of the Worker's Party. Lula enjoyed great popularity, especially for his social measures to increase the participation of low income people in the economy and eradicate poverty in vulnerable communities. These actions had a high impact on the participation of low income people in HE, and form part of the case study in the next section.

From 2010 until present, Brazil has been ruled by Dilma Roussef, the first woman in history to be elected president. Despite being part of the same Party as Lula, Dilma struggled with corruption scandals and civil riots (two examples would be the widely known *Mensalão*[2] and the *World Cup protests*).[3] Nonetheless, Roussef was re-elected at the end of 2014, and has maintained the same policy of increasing the participation of low income people in government; it is now combined with national policies that are fostering overall economic and infrastructural development.

(d.2) Brazil: Overall education context highlights

McCowan (2004, p.456) argues that the educational system of Brazil is extremely similar to the inequalities that characterise the country as a whole. He claims that while an upper middle-class child is guaranteed an education comparable to that of any developed country, the poor struggle in a system in which the effects go way beyond a few years at an unresourced primary school (ibid.).

There is robust data that supports such viewpoint. The last national census, registered in 2010 by the National Institute of Geography And Statistics (IBGE, 2010), shows that illiteracy still affects 8.7% of its overall population (UNESCO, 2012). According to the 2012 Programme for International Student Assessment (PISA)

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[2] Scheme of bribery and political influence that involved participation and condemnation of high level political figures in the Lula administration.

[3] A series of riots and confrontations between citizens and the police protesting against the mismanagement and deviation of resources currently under investigation that over budgeted the 2014 FIFA World Cup in Brazil.

organised by the internationally recognised OECD, Brazil is ranked in the 55th position in reading, 58th in mathematics and 59th in sciences, quite disturbing results considering that the total number of countries analysed was 65 (OECD, 2012).

The disparities are also shown in the regional results in education. While in the southeast region, in which is concentrated the biggest share of the GDP (IMF, 2014b) and the population of Brazil (IBGE, 2010), the rate of illiteracy is considerably lower than the national average (8.7%); the same rate is 19.9% in the Northeast region (PNAD, 2007), known for one of the lowest Human Development Index scores in the country (IBGE, 2010). The time people 10 years of age or older spend in school is 6.9 years on average (compared with 12 in the US, and 8 in Latin American neighbours like Argentina) while the percentage of the Brazilian population that completes secondary education is 22% (compared with 55% in Argentina and 82% in South Korea, for example) (PNAD, 2008).

As seen in section c, the effects of inequality resonate clearly in the range of opportunities for social mobility. One of the ways that the scope of opportunities can be analysed is by assessing access to higher education, as this can only be accessed by those who have passed through the whole primary and secondary education system. These opportunities represent higher salaries and better jobs for the majority of the people that graduate (IBGE, 2010), and for the economic development of a country (IMF, 2014), as previously indicated.

The Brazilian HE scenario is a good example of expansion following policies of privatisation and social inclusiveness, and the main reason for this article. The number of people 18–24 years enrolled in HE jumped from 16.6% in 2002 to 28.7% in 2012 (INEP, 2012, p.36). The results also show some interesting figures, such as the the overall predominance of women over men among the aforementioned age enrolled in HE (33.3% compared to 24.1%) (ibid., p.38).

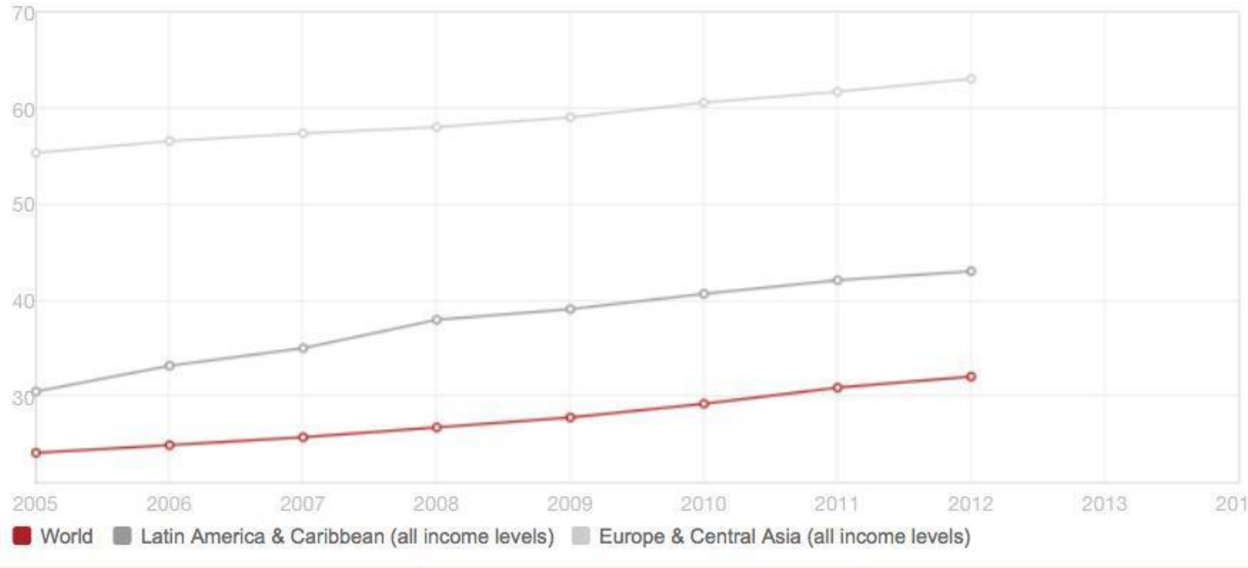
Territory	HE population enrolment (18–24 years old)
Brazil	28.7%
Northeast Region	24.5%
North Region	22.4%
Southeast Region	30.9%
South Region	34.5%
Centre-West Region	35.3%

Table 1. Regional HE enrolment distribution

Source: extracted from INEP, 2012, p. 39

In comparison, the score of 28.7% of HE population enrolment is below the World Bank global average of 32.1% and the Latin America and Caribbean average of 43% (World Bank, 2012). The graph below compares global results.

Figure 1: The Results 1



Source: Extracted from http://data.worldbank.org, last accessed: 18/05/2015.

The last educational census shows that the number of students enrolled in HE in Brazil present outstanding expansion results in 2003–2012.

Region	2003	% of total	2012	% of total
Brazil	3,887,022	100	5,923,838	100
North	230,227	5.9	404,727	6.8
Northeast	624,692	16.1	1,213,519	20.5
Southeast	1,918,033	49.3	2,816,086	47.5
South	745,164	19.2	941,738	15.9
Centre-West	368,906	9.5	547,768	9.2

*Table 2.*The Results 2
Source: adapted from INEP, 2012, p. 59

The results above show a growth of more than 2 million people enrolling in universities in a decade. The overall results evolution present an increase in the contribution of the regions with the lowest percentage of the population enrolled in HE in the national average.

Despite achieving results below the global enrolment average, such expansion is part of a consistent growth strategy of widening access to higher education, especially in the new millennium. There remains one big question to answer: how did Brazil achieve such growth and results in a relatively short period of time? A discussion of the overall policies that have highly influenced this growth will address this issue in the case study below.

Case study: main Brazilian policies that widened access to higher education (E)

This section is divided into four parts. The first describes the numerical impact of privatisation of HE in Brazil from 2002 to 2013; the second explains ProUni, a scholarship programme funded by the government that supported access to university by low income students; the third explains the impact of FIES, the government funded student loan policy; and the final section briefly cites several complementary initiatives that may have played a role in this transformation.

(e.1) The privatisation of higher education in Brazil

As indicated in section b above, the beginning of the 1990s saw the World Bank recommend that LMICs like Brazil should focus on primary and basic education, and let the private provision of education auto-regulate the HE system (World Bank, 1994). The political and economic conditions of Brazil led to a very limited amount of resources to invest, as seen in section d.1. It was during the first half of his administration that one of the most important documents about the Brazilian HE provision was created: the National Education Plan (PNE, in Portuguese) that defined goals and strategies to achieve the objectives of what was called the *Education Decade* (1996–2006).

The PNE was a document created by the Ministry of Education and approved in 1996 as a

10-year plan for education in Brazil. Among its key proposals, it is possible to identify the main foundations of the Brazilian expansion model (Dourado, 2002, p. 242–243):

- The establishment of national standardised exams to evaluate and rank universities;
- Auditing and quality system controlled by the Ministry of Education;
- Non-amplificiation of federal resources to invest in HE;
- Diversification of the HE provision introducing private funding; and
- Expansion of student credit using province funding (Ibid.).

The new quality system in place made it easier for the government to spot low level institutions and maintain a certain level of control in HE; the lack of federal investment, incentives to student credit via municipal/province funding and the incentive to diversify funding in HE opened space for private providers; the national ranking changed the way universities managed their resources and their goals.

Privatisation was then included as part of the system in three ways:

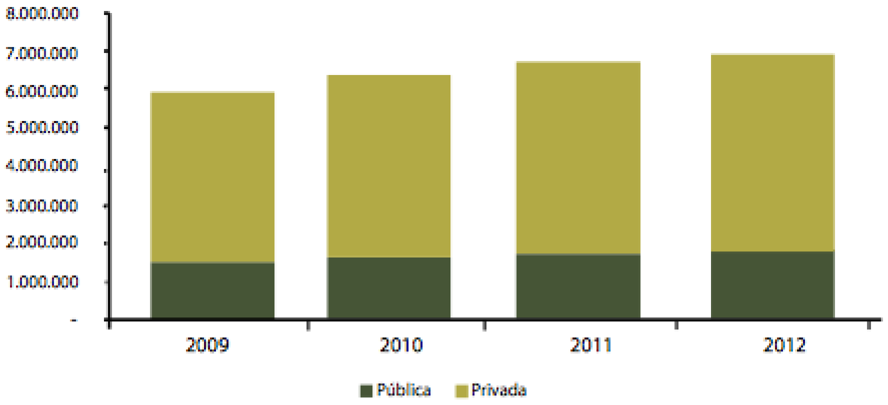
1) Public provision with private funding (funding privatisation);

2) Private provision with public funding (privatisation of provision); and

3) Private provision with private funding (total privatisation) (Gentili, 1998, p. 75).

The results were a boost in the number of private institutions, reaching the impressive number of 87.4% of all the HEIs as part of the private sector (INEP, 2012, p. 49). The growth in number of enrolments is also quite noticeable as seen in Figure 2.

Figure 2: Evolution of number of students enrolled in private and public HEIs



Dark green represents enrolment in public universities and light green in private institutions.
Source: INEP, 2012, p. 58.

Hence, the private provision represents more than two-thirds of all tertiary education degrees offered nationally (INEP, 2012, p. 79) and over three-quarters of all enrolments in 2012 (ibid.).

(e.2) ProUni and the State-funded scholarships

As the last section indicates, the privatisation of HE alone would not reduce its effects to the number of majors and institutions nationally; if, on the one hand, the 1996 PNE reinforced the fact that all public education in Brazil (either primary, secondary or tertiary) would be entirely free, including neither tuition fees nor any other administrative payment (Dourado, 2002, p. 240), it also became clear to the government that the lack of federal investments to increase the number of places offered in these institutions would require new funding and scholarships to avoid the exclusion of students from low income backgrounds (Gentili, 1998).

Following a recommendation from the World Bank (1994, p. 34) that funding low income students would be more feasible than opening new public universities, the federal government approved Law number 11.096 in

13 January 2005. The law established the Programme University for All (ProUni), a meritocracy-based scholarship system that funds up to 100% of total fees a student should pay to complete his first tertiary degree (MEC, 2015a). The allocation of scholarships is defined by the Ministry of Education in a selection process open to all Brazilian citizens twice per year, with a minimum score in the overall national entry exam (ENEM) – the exam used by the majority of all universities to accept students. The maximum raw income of the family must be up to 3 minimum salaries (around 700 USD/month/person) for 50% funding and 1.5 minimum salaries for full scholarships (ibid).

In addition to these requirements, the student must fulfil one of the criteria below to be eligible for this scholarship:

- Have concluded his/her secondary education in a public school;
- Have concluded his/her secondary education in a private school as a student awarded a full scholarship;
- Have concluded his/her secondary education with a mix of the two previous options;
- Be a person with special needs; or
- Be employed as a teacher of the public educational network.[2]

Until 2013, the ProUni initiative funded over 1.2 million students, with 1.116 private HEIs participating currently, and one scholarship awarded for each ten students enrolled in private institutions (MEC, 2015a

(e.3) FIES and state-funded student loans

Established in 1999 under the Cardoso administration, FIES (*Fund for Financing Higher Education Students*, author's translation) is a student loan system organised by two banks the majority of whose funding derives from the state (*Banco do Brasil* and *Caixa Econômica Federal*), which provide students of private HEIs with an 18-month grace period and low interest rates (3.4% per annum). In 2010, the period of time which students/graduates can take to pay back their loan is three times longer than the total of years the degree requires (MEC, 2015b).

Although quite a common system in a range of different countries, FIES was an innovative strategy introduced in Brazil with huge impact. It is estimated that in 2014 26% of all students enrolled in private HEIs are benefitting from the loan system (ibid.), which represents a current investment of R$ 13 billion by the government (around 4.3 billion USD).[4]

[4] As of 14 May 2015 official currency (BRL – USD).

Until the end of 2014, students would apply directly to FIES in partner HEIs and receive a confirmation according to the amount of resources available to partners and institutions recognised by the Ministry of Education; but in 2015, new rules were introduced, including a minimum score in the national entry exam (ENEM), a centralised application system and a minimum quality index for the institutions and courses awarded with the benefit.

(e.4) Low income/race-based quotas for public tertiary education

In 1997, Brazil had only 2.2% of pardos and 1.8% of black people from 18–24 years old either enrolled in or graduated from college (INEP, 2003). Race inequality and the low number of vacancies available for low income students (generally coming from public schools, with generally lower scores according to historical PNAD evaluations) was creating a dangerous gap between different strata of society.

In 2004, the National University of Brasília (UnB) was the first federal institution to adopt a system of quotas to balance the number of ethnic and low income populations in public universities.[5] The movement was followed by several province-based and federal universities, until the approval of Law 12.711[6] in 2012, which determined that federal universities must reserve 50% of all its vacancies for students:

- self-declared as black, pardo, indian – following definitions used by IBGE, and/or
- low income – with overall income equal or less than 1.5 minimum salary *per capita*; and/or
- who took their entire secondary education in a public school.

Despite protests and constant legal actions against the practice, the law is currently valid, and the number of pardos either studying or graduated from universities has grown from 2.2 to 11% and the number of black people followed this pattern has climbed from 1.8 to 8%[7] (MEC, 2013).

DISSCUSSION

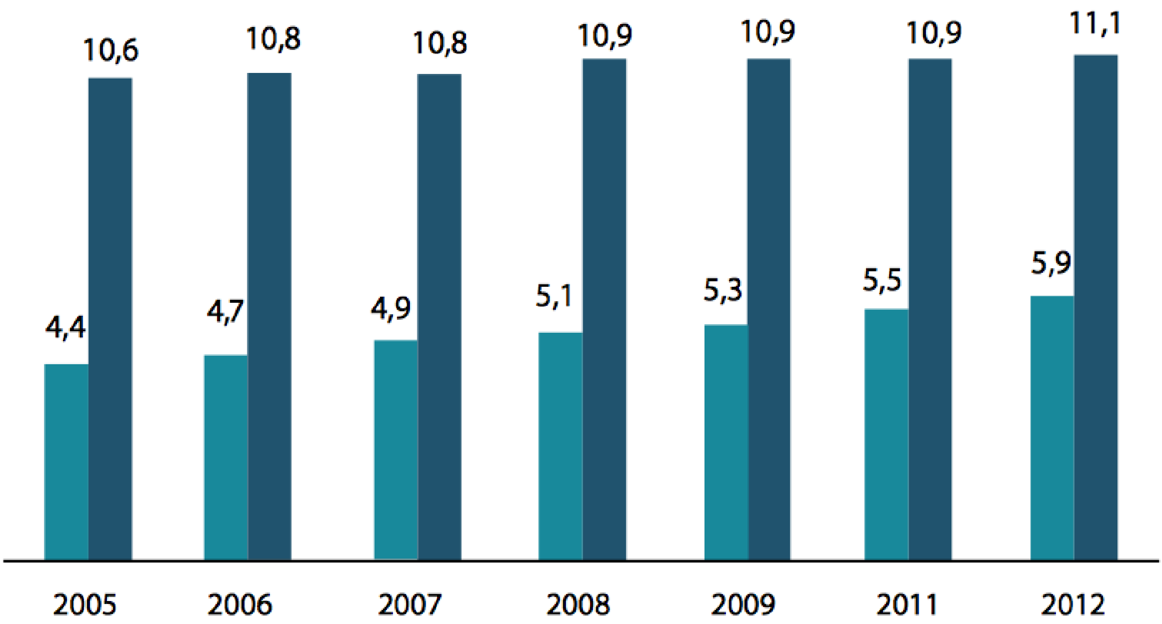
A first look at the case study clearly shows that the privatisation movement would be extremely affected if public policies that widened access were not implemented. Given that 26% of all students in private universities use FIES (MEC, 2015b) and almost 10% of all private students are part of ProUni (MEC, 2015a) makes an undeniable argument that the number of participants and private HEIs would be considerably lower if the state had not intervened and increased the amount invested in HE provision.

[5] Available at http://revistaforum.com.br/digital/138/sistema-de-cotas-completa-dez-anos-nas-universidades-brasileiras/. Last accessed: 18/05/2015.

[6] Available at http://www.planalto.gov.br/ccivil_03/_ato2011-2014/2012/lei/l12711.htm. Last accessed: 18/05/2015.

[7] Data refers to young people aged from 18 to 24 years old.

On the other hand, the amount invested by the government has reached unsustainable costs. That is the reason why the government announced changes in the FIES rules at the end of 2014,[8] and President Dilma Roussef declared publically they had made a mistake in not centralising the system before and leaving it to be approved solely by the partner universities.[9] The fact is that after lowering the interest rates from 6.5 per annum to 3.4% in 4 years, the amount the government was spending had multiplied 13 times and became a really profitable operation for private HEIs. Therefore, at the beginning of the year, the government had to confront 178 thousand prospective students angry and disappointed after seeing their hopes of joining university vanish with a deferred application; various riots across the country protested against the system's mismanagement.[10] The main argument for privatisation is to widen access to higher education. In this sense, the increase in enrollment resulting from Brazilian public policies are undeniable; but have the number of low income students risen during this period of time? The chart below in Figure 3 shows an interesting trend. Figure 3: Years of study 20% poorest students vs. 20% richest.



Figures are given for the average number of study years of the population over 18; dark grey indicates the 20% richest students, while light grey corresponds to the 20% poorest students.

Source: extracted from INEP, 2012, p.42.

[8] Available at http://exame.abril.com.br/brasil/noticias/governo-dificulta-acesso-ao-financiamento-estudantil, Last accessed: 11/05/2015.
[9] Available at http://g1.globo.com/educacao/noticia/2015/03/dilma-admite-erro-ao-deixar-controle-do-fies-para-faculdades-particulares.html, last accessed: 11/05/2015.
[10] Available at http://g1.globo.com/educacao/noticia/2015/05/178-mil-alunos-tentaram-contrato-do-fies-mas-nao-conseguiram-diz-mec.html, last accessed: 14/05/2015.

Despite the huge gap between the two groups, it is possible to observe that the average number of years in the low income tier has grown three times as fast as the number of years in the high income tier (1.5 vs 0.5). Although it is not possible to say that the low income students are in tertiary education, it is possible to observe the likelihood that a gap in education between the poorest and the richest is reducing consistently is a highly reasonable option. The rising enrolment figures in the poorest regions of Brazil (p. 15 of this study) are also another indicator that low income participation is more likely to participate in the overall results, and the same can be concluded by the notable variety in number of ethnic minorities in federal universities (see section e.4). Although the national percentage of enrolment in tertiary education is still quite below that of developed countries and even other LMICs (such as Argentina), it is possible to see consistent results.

Our discussion points to an immediate question regarding the effects of such huge expansion in a short period of time: the quality of education. Harland (2009, p. 519) claims that one of the key aspects of tertiary education is the ability to question authority, to innovate; while embracing the neoliberal perspective is to introduce subordination and control of the university according to market rules, that gradually begin to manipulate academics. The same author claims that the limits of neoliberalism must be delineated, as quite often the objectives of high quality HE may be threatened by the reigning 'for profit' orientation of companies (i.e., reducing the professor/ student ratio, basic infrastructure investments, employing temporary teachers instead of full time employees) (ibid.). Schendel and McCowan (2015, p. 289) add that regulation of quality becomes difficult with the amount of political power concentrated in the hands of private groups.

McCowan (2004) argues about the desirability of such a pace of expansion. The author claims that despite the consistent results, there are several chronic problems with the educational system in Brazil:

- Most of the institutions look like high schools, with poor infrastructure, uneven teaching quality and hourly or part-time staff;
- The growth of private provision has led to a new stratification of opportunity, with low budget universities providing low quality experiences for students, thereby multiplying the inequality cycle; and
- There are concerns over transfer of public funds for private institutions, especially as most of the universities described in this case study are 'for profit' (Schendel and McCowan, 2015, p. 289).

These concerns are highly relevant to this study, and remain without a satisfactory answer; the gap between private provision and public universities is astonishing: out of the top-ranked universities in Brazil, less than

20% are private.[11] Especially in the research-related indicators, public universities outrank the private universities by a large margin.

The same type of criticism has been directed at the quota system, with the addition that the meritocracy attached to the capitalist system is threatened by such an initiative. In fact, a study focused on a renowned public university in the Rio de Janeiro province – UERJ – showed the average entry exam score of students joining the quota system is typically considerably lower than the non-quota students:

Major (Subject)	Quota	Non-Quota
Management	30.48	56.02
Law	43.83	72.38
Chemical Engineering	35.13	43.88
Medicine	53.30	75.08

Table 3: Exam grades: quota vs. Non-quota students UERJ .
Source: adapted from 'Política de cotas em universidades e inclusão social: desempenho de alunos cotistas e sua aceitação no grupo acadêmico', by Bezerra (2011).

Although the results are quite different at entry level, an interesting phenomenon appears when we analyse the average academic score. The levels of achievement are relatively similar:

Major (Subject)	Quota	Non-Quota
Management	8.077	8.044
Law	7.71	8.57
Chemical Engineering	6.68	7.18
Medicine	7.46	7.607

Table 4: average academic performance quota vs. non-quota.
Source: adapted from Bezerra (2011).

Henceforth, although a single study is not enough to set a standard for the national average, at least it serves to discredit the argument that all quota students are fated to become incompetent professionals or low achieving students; in fact, it may mean that when students from different backgrounds are given a similar high quality environment, their results can be similar. This cannot be cited as a conclusion, but could easily be a topic for further study.

[11] Available at http://www.topuniversities.com/latin-american-rankings. Last accessed on 17/05/2015.

CONCLUSION

Overall, the social inclusiveness and the fast pace of the HE expansion in Brazil are undeniable; the World Bank recommendations, therefore, could fulfil the objectives of widening participation. However, the danger of an unregulated approach is a real threat to the quality and equity of the system.

As the last section shows, the constant clash between the ‘for profit’ orientation and high quality provision may be a threat for the basic infrastructure of HE; concentrating power in the hands of for profit universities may be hazardous for political reasons; and not properly regulating standards for HEIs may represent a huge debt for the state. This may not be solely on a short term basis like the FIES, but may also have long term effects for the economy – keeping in mind that the objectives of HE take an active role in diminishing inequalities and increasing productivity. A low quality system will most likely only reverberate with the present inequalities of the system, stratifying even further the distance between the poorest and the richest individuals.

Finally, Brazil provides a unique opportunity to understand and assess the effects of HE privatisation worldwide, as it is one of the fastest developing countries and one of the main exponents of the strong influence of private players in the educational sector.

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VIOLENCE AND MODERN THEATRE: VOICING A NEW TRANSGRESSING GENERATION THROUGH SARAH KANE'S CLEANSED

SUSANA NICOLAS ROMAN

ALMERIA University, CTRA SACRAMENTO, S/N- 04120-LA CAÑADA-ALMERIA, Spain

ABSTRACT

British theatre in the nineties is mainly characterized by violence and transgressing images. 'In-yer-face' authors like Sarah Kane, Mark Ravenhill or Jezz Butterworth voiced a generation of young talented playwrights anxious to show political apathy and pessimism for the future of society. Globalization and corruption were severely criticized through metaphors of individualism and extreme interpretations of love and emotions. This 'new brutalism' actually spoke about the violence in war conflicts and personal relationships as well. The British stage turned into a forum to depict the changes in communication and the moral crisis of society.

Cleansed, written by the irreverent author of *Blasted*, Sarah Kane, explores the limits of reality and madness. This paper will propose an analysis of the play through Foucault's ideas to reflect upon the boundaries between love and illness in our contemporary world. The characters voice stereotypes deviant of the norm in a desperate process of self-annihilation. 'Love me or Kill me', one of the representative sentences of the play portrays this process of obsession. Sarah Kane wrote about the violence she saw in the world as naturally as Jane Austen dealt with arranged marriages and pompous proposals. Her artistic creations embody the possibility to understand the voice of a transgressing generation in the quest of their own path.

ANTI-INTELLECTUALISM AND CANNIBALISM: FROM THE IVORY TOWER TO THE GREEN INFERNO

Roger Davis

Red Deer College, 100 College Blvd. Red Deer, Canada

ABSTRACT

This paper will analyze the representations of academic scholars in the genre of cannibal films to argue that the exploitation genre of cannibal films exposes an anti-intellectualism towards cross-cultural contact and understanding, despite the films' frequently ironic or parodic attempts to overcome such cultural divides. Cannibal films often specifically include academic characters as adventurers to cannibal lands, yet despite the body of academic criticism in a variety of fields engaging in cannibalism studies (anthropology, archaeology, classics, literature, biology, etc.), the films largely fail to mount a significant academic critique of the problems or taboo surrounding cannibalism, preferring to trade in exploitative or sensationalistic renderings of serious topics. This paper will draw upon examples from the 1970s to the present day, specifically Ruggero Deodato's *Cannibal Holocaust* (1980), J. F. Lawton's *Cannibal Women in the Avocado Jungle of Death* (1989), and Eli Roth's *The Green Inferno* (2013) to discuss the pedagogical advantages and disadvantages of teaching the contradictions between academic discourse and cannibal exploitation.

A STUDY OF MOTIVATIONS AFFECT INTERNET ADVERTING ACCEPTANCE

Anıl DAL CANBAZOĞLU

Mersin UNİVERSİTY, Mersin, Turkey

ABSTRACT

Today's media audiences is not passive as before. Specially against advertising, especially against internet advertising audiences take action. Due to interaction characteristic of internet audiences have opportunity to do what ever they want any time. Internet advertising can often be regarded as intrusive, frustrated, irritant so that consumers' attitudes toward the internet advertising can be usually negative and they would have tendency to avoid or ignore. On the other hand for advertisers who seek effective communication with their target markets, not only the widespread usage of internet but also it became an important source of information for consumers, the Internet now presents a huge opportunity. Under this circumstances it is important to catch the consumer. To achieve this it is vitally to know and manage consumers' acceptance of internet advertising.

This study aims to investigate and validate the factors that could influence the acceptance of Turkish consumers toward the online advertising. Within the scope of this research, four antecedents were selected; informational utility, entertainmental utility, convenience and control.

For methodology, this study employed a questionnaire and measured the acceptance of online advertising. The total subjects participated this research is 1100. Using structural equation modeling, it was found that convenience and control is the most important and effective factors of acceptance.

A STRATEGIC DEVELOPMENT FRAMEWORK IN PRESERVING CULINARY HERITAGE CUISINE FOR WESTERN VISAYAS

BATIDUAN, JINKY

Colegio de San Juan de Letran, Intramuros, Manila, Philippines
jinkz_batiduan@yahoo.com

ABSTRACT

A Strategic Development Framework in Preserving Culinary Heritage Cuisine for Western Visayas is a descriptive study conducted to examine the traditional heritage cuisine among selected restaurants in pursuing to make a strategic development framework in preserving the culinary heritage cuisine for Western Visayas. Further, the study attempted to determine the gaps in the functional skills of Ilonggo Chefs among heritage restaurants. The study considered the R.A. 10066 IRR concentrating on the intangible heritage criteria and the Zerrudo's (2013) model as the framework of the study.

The simple random sampling method, purposive sampling method and Focus Group discussion were used in the study. The obtained data was analyzed through frequency counts, percentage analysis, standard deviation and weighted mean for independent samples. Significance level for inferential tests using ANOVA with scheffe test was set at .05 alpha levels was also utilized. Likewise, document analysis and observer impression are used in this study.

The findings of the study revealed at least five traditional dishes that are being noted to have of common preference. These are Batchoy, Molo soup, Binakol, KBL and Chicken Inasal depicting the town where it originated, the availability of ingredients mostly backyard grown ingredients and the type of kitchen equipment made available. This is pondered as the Heirloom recipes which the Local Government Units (LGU's) would like to give importance since it plays an important role in preserving the heritage cuisine.

Traditional dishes that are being served are relevant to the culture and regularly practiced within communities and between generations. Passing the recipes to future generation strengthens and keeps the heritage cuisine alive while it allows changing and adapting to the needs of time.

Keyword/s: heritage cuisine, ilonggo, strategic development framework, heirloom recipes

SWOT ANALYSIS OF HEALTH TOURISM AND A ROAD MAP FOR TURKEY

Ali Fuat Guneri[1], Muhammet Gul[1], Tugce Gultekin[1]

[1]*Department of Industrial Engineering, Yildiz Technical University, 34349, Besiktas, Istanbul, TURKEY*

Email: guneri@yildiz.edu.tr, Email: mgul@yildiz.edu.tr ,Email: tuce.gltkn@hotmail.com

ABSTRACT

Health tourism, as defined the activities of consumers traveling abroad for health services and medical procedures, is growing rapidly all over the world. Turkey has a serious potential and goal to be a leading country in health tourism in the goals of 2023. The main aim of this study is to examine the situation in Turkey for emerging health tourism and explore possibilities for development of health tourism and its elements by comparing with other countries. Within this context, strengths, weaknesses, opportunities and threats (SWOT) analysis is carried out for Turkey's health tourism by taking into consideration competition conditions inside and outside the selected countries for analysis, their national competitors and healthcare sectors. The status of health tourism around the globe, advantages, disadvantages and characteristics obtained from various sources have been evaluated conceptually in this study. Thus, a road map for Turkey on health tourism is created.

Key words: health tourism, SWOT analysis, Turkey, healthcare.

I. INTRODUCTION

Health tourism that defined as travels interurban or intercountry with the aiming of treatment and leisure started to become an important revenue generation tool for the world countries (Ozer and Songur, 2012). The annual trade volume over the globe in this sector is approximately USD 100 billion and 20 million people are travelling for health tourism (Erdem, 2015). Health tourism has become a popular topic in recent years in Turkey as well. Turkey draws attention of many foreign citizens in terms of its geographical position, climate, natural riches, historical beauties and relatively cheap and high quality health care services (Icoz, 2009; Erdem, 2015).

The aim of this study is to inform about health tourism and reveal Turkey's health tourism over the globe health tourism, carry out a SWOT analysis for Turkey's health tourism by taking into consideration competition conditions inside and outside the selected countries for analysis, their national competitors and healthcare sectors.

II. HEALTH TOURISM

Health tourism is defined as travelling from a location to another place (domestic or foreign) in order to get service for any health reasons (Erdem, 2015). Moreover, Erdem (2015) presents a different definition of Health Tourism as "Travelling of people to protect health and be treated for a certain period of time to the tourism facilities based on natural resources to meet the requirements of cure, accommodation, food and entertainment". In the literature health tourism is called with the same meaning of medical tourism. Health tourism is analyzed under three main groups as in Table

Table 1: Classification of health tourism

Health-Beauty Tourism	Treatment	Rehabilitation
• SPA-Wellness • Natural tourism • Eco-tourism • Mass tourism • Herbal therapy • After-treatment	• Elective surgery • Plastic surgery • Joint replacement • Cardiothoracic services • Diagnostic services • Cancer treatment • Infertility treatment	• Dialysis • Additional treatment • Elderly care programs • Addiction treatment

III. HEALTH TOURISM AND HEALTH TOURISM ORGANISATIONS IN THE WORLD

Health is an important factor enables people do international tourism movements. It is stated that the trading volume of health tourism is said to be 100 billion dollars/year. This trading volume is performed by 22 million health tourists (Erdem, 2015). Considering development potential of health tourism over the globe, it is stated that its importance will increase in the next years and that there will be an environment of global competition. According to the data of the World Tourism Organization (WTO), international tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030, according to UNWTO's long term forecast *Tourism Towards 2030*. International tourist arrivals (overnight visitors) increased by 4.3% in 2014, reaching a total 1133 million after topping the 1 billion mark in 2012. France, the United States, Spain and China continue to top the rankings by both international arrivals and receipts (World Tourism Organization/UNWTO Tourism Highlights, 2015). Mexico re-entered the Top 10 by arrivals at position 10. By receipts, China and the United Kingdom both moved up two places, to 3 and 7 respectively. Turkey was ranked 6th in arrivals and 12th in receipts in 2014 (Table 2).

Table 2: Recent statistics of international tourist arrivals and receipts (WTO Tourism Highlights, 2015 Edition)

International Tourist Arrivals					
		Million		Change (%)	
Rank	Series[1]	2013	2014*	13/12	14*/13
1 France	TF	83.6	83.7	2.0	0.1
2 United States	TF	70.0	74.8	5.0	6.8
3 Spain	TF	60.7	65.0	5.6	7.1
4 China	TF	55.7	55.6	-3.5	-0.1
5 Italy	TF	47.7	48.6	2.9	1.8
6 Turkey	TF	37.8	39.8	5.9	5.3
7 Germany	TCE	31.5	33.0	3.7	4.6
8 United Kingdom	TF	31.1	32.6	6.1	5.0
9 Russian Federation	TF	28.4	29.8	10.2	5.3
10 Mexico	TF	24.2	29.1	3.2	20.5

International Tourism Receipts						
	US$				Local currencies	
	Billion		Change (%)		Change (%)	
Rank	2013	2014*	13/12	14*/13	13/12	14*/13
1 United States	172.9	177.2	7.0	2.5	7.0	2.5
2 Spain	62.6	65.2	7.6	4.2	4.1	4.2
3 China	51.7	56.9	3.3	10.2	1.4	9.2
4 France	56.7	55.4	5.6	-2.3	2.1	-2.3
5 Macao (China)	51.8	50.8	18.1	-1.9	18.1	-1.9
6 Italy	43.9	45.5	6.6	3.7	3.1	3.7
7 United Kingdom	41.0	45.3	12.1	10.3	13.2	4.8
8 Germany	41.3	43.3	8.2	5.0	4.7	4.9
9 Thailand	41.8	38.4	23.4	-8.0	22.1	-2.7
10 Hong Kong (China)	38.9	38.4	17.7	-1.4	17.7	-1.5

*=provisional figure or data; TF: International tourist arrivals at frontiers (excluding same-day visitors)

The growth of health tourism can be effected by a number of criteria. From the demand side, the unavailability or inaccessibility of health services in the domestic market is the major driving criteria (Loh, 2015). Until recent decades, health tourism has been preferred by affluent patients from developing countries traveling abroad for health procedures that are unavailable or of lower quality in their countries of residence (Loh, 2015). Examples of health tourism activities from different countries are as in the following.

United States of America follows a two aspect based policy on health tourism. While the first one is to attract health tourists to the country, the second one is to infrastructure of health tourism in various countries. Lebanon aims to become regional health center of Middle East on health tourism. Lebanon has advanced in cardiology. In Hawaii, health tourism is consisted of medical treatment, check-up, spa, nutrition programs and healthy lifestyle exercises. Japan develops a new area in health tourism called "Tourism for Mental Health". India is placed in a good condition in this sector. It reaches a percentage of 30% increment of each year. Colombia is famous for its eye clinics. Patients from Venezuela, Panama and Equator prefer Colombia because of high quality service level. Bulgaria is a rich country in terms of its medicinal waters. Health tourism in Argentina is relating of the needs of patients from USA and Europe. The recent expansions of the health tourism sector in some countries, such as Thailand, India, Singapore, and Malaysia, added significant emphases on hip replacement, organ transplant, coronary artery bypass surgery, and other invasive procedures. In Egypt, number of facilities that serve Spa and Wellness has increased day by day (Loh, 2015; Erdem, 2015).

Regarding of health tourism organizations in the world, International Health Tourism Congress and Joint Commission International (JCI) are two forefront instances. Some important decisions taken in the third of International Health Tourism Congress which is carried out by participating of 28 different countries are as follows:

- Health tourism is a rapid developing sector in Turkey and the globe.
- It is so crucial of international standards, quality and information sharing in order to amplify the sector.
- In health tourism, it should be taken attention to customer oriented management and branding.

IV. HEALTH TOURISM IN TURKEY

Turkey is ranked 6th in international tourist arrivals. Since, there is a strong influx of tourists, Turkey has the potential to become at the forefront in health tourism. The number of international patients who prefer Turkey is increasing every year. In 2011, the number of international patients who utilized healthcare in Turkey was around 160.000, which rapidly rose to around 265.000 in 2012 (Akgun, 2015). Private hospitals contributed to this figure a lot. However, the majority of treatments are performed by JCI accredited hospitals. This is probably one of the main reasons for medical tourists to utilize healthcare in Turkey (Akgun, 2015).

In Turkey, planning and promoting activities relating to health and tourism are managed by The Turkish Prime Ministry State Planning Organization. The Turkish Ministry of Culture and Tourism is an organization that makes rules, guides and controls for businesses that directly serve the tourism sector. Additionally, The Turkish Ministry of Health is responsible for the establishment of health facilities, training and employment of health personnel, controlling of the various public health services.

The Turkey Ministry of Health highlights some developments in the action plan between 2010 and 2014 as follows (Turkey Ministry of Health Primary Health Services, Health Tourism 2010 Annual Report):

- A new role model to the world will be developed rapidly in the country for the elderly tourism.

- Hotels over five hundred beds have to establish and operate a health unit.

The Turkey Ministry of Health aims to strengthen the health tourism in Turkey by some targeted strategies as follows (Erdem, 2015): (1) to make a promotion within the scope of health tourism and to create attraction, (2) to improve quality of services delivery covered by health tourism, (3) to expand the scope of health tourism services and (4) to improve governance of health tourism.

Health tourism has some advantages for Turkey. First, advantage of price. Secondly, hospitals has advanced equipment capacity and physician quality. Third, Turkey is closer to Europe and Middle East geographically. Fourth is about the religious dimension. Turkey serves the patients of Muslim countries and non-Muslim countries easily. Finally, Turkey has an adequate number of staff who speaks foreign languages.

The Turkey Ministry of Development reveals a development plan between 2014 and 2018 that objects establishment of 100,000 beds in thermal tourism, providing service to 1,500,000 (600,000 therapeutic) foreign thermal tourists in thermal tourism, 3 billion dollars of revenue in thermal tourism, being in the world's top 5 destination for medical tourism, treatment of 750,000 medical patients, 5.6 billion dollars of revenue in medical tourism, establishment of 10 thousand beds in the elderly tourism, 150.000 foreign tourists visiting our country in the elderly tourism and obtaining 750 million dollars in elderly tourism (Erdem, 2015).

V. SWOT ANALYSIS ON HEALTH TOURISM IN TURKEY

SWOT analysis is one of the most known tools of strategic planning. It is comprised of the four letters of SWOT respectively, which represent: *Strength*, *Weakness*, *Opportunity*, and *Threat*. SWOT is used to identify internal strengths and weaknesses which can include image, structure, access to natural resources, capacity and efficiency; and financial resources and external opportunities and threats including customers, competitors, trends in the market, partners and suppliers, social changes and new technology, and various environmental economic, political and regulatory issues are also included (Maneenetr et al. 2015). The objective of this study is to reveal the strengths, weaknesses, opportunities and threats for health tourism in Turkey by taking into consideration competition conditions inside and outside the selected countries for analysis, their national competitors and healthcare sectors. The details of SWOT analysis is given in Table 3.

Table 3: SWOT analysis of health tourism in Turkey

Strengths	Weaknesses
(1) In terms of geographical location, climate and historical places Turkey has an advantageous position. (2) In Turkey rather than public hospitals, private and university hospitals have capability in terms of bed capacity, physical and technological infrastructure and physician quality. (3) It is a very important advantage that the price of health care is lower than the other European Union countries.	(1) Health staff and managers in Turkey have inadequate knowledge about European health legislation and patient rights. (2) Due to unsatisfactory promotion, there are still people and countries that do not know Turkey has several capability on health tourism. (3) Since it is not given enough attention to marketing strategies and marketing research, there are wrong practices in pricing.

(4) The viewpoint of EU countries, for Turkey is changing through a positive direction.	(4) Physical and technological infrastructure of public hospitals is inadequate. Few hospitals have been accredited.
Opportunities	**Threats**
(1) The increase in the average life expectancy in the European countries and the increase in chronic diseases, increasing waiting time for treatment and the shortness of the working hours of medical staff in European countries, high labor costs, and lack of personnel are considered as an opportunity for the Turkish health institutions. (2) While wealthy Muslims in the Middle East prefer America to treat, patient moves are directed to Greece and western countries because of the terrorism measures taken by the United States after the 9/11 attacks. Turkey is expected to receive the largest share of this market. (3) After the collapse of USSR (Soviet Union), citizens of the countries that gained independence, citizens living in the Turkish Republics and citizens of Russia are in search for therapeutic purposes. (4) Turkish citizens living in Europe, instead of getting health care from the staff that has different cultures and languages; they wanted to receive the services they trust the medical staff serving in their own language, in their own countries and according to their own culture.	(1) It is not shown the necessary sensitivity in patients' rights and wrong medical practice. (2) Promotional activities of the competitor countries are more interesting. (3) It has seen increases in health care costs. (4) Political crises and wrong pricing policies have been experienced. (5) The danger of war in the Middle East and terrorist acts and terrorist news media outlets in Turkey lead to negative publicity and lobbying. (6) Natural disasters and bird flu, and so on disease crisis have been important threats.

VI. CONCLUSION

By incorporating Turkey's natural wealth, historical and cultural assets with other competitive factors developed using SWOT analysis enables itself get the maximum level of the opportunities and better assess of its potential in the face of competing countries and international conjuncture. The main two factors for the selection of Turkey as for the health of patients coming from abroad are price and climate. Tourism activities in the country are adversely affected by various factors such as natural disaster, terrorism and climate. Pluses of Turkey's health tourism are quite high. These can be mentioned as geographical position, the rapid developments in the health sector, technological equipment, increase in the number of health care organizations, quality health services, provided good results, friendliness, and hospitality and are tolerant approaches to different cultures.

In this study, a roadmap for Turkey on health tourism is created benefiting from a SWOT analysis. The status of health tourism around the world, advantages, disadvantages and are assessed conceptually. For future studies, development studies such as SWOT, A'WOT (Analytic Hierarchy Process-AHP and SWOT) and BSC (Balanced Scorecard) for each classes of health tourism which are actively operated in Turkey can be executed.

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THE POWER OF THE VIRAL MARKETING AND OBSERVING ITS IMPACT VIA PUBLISHED VIRAL VIDEO

Bahadır GÜLSÜN*, Onur YILMAZ**

** Bahadır GÜLSÜN, Assoc. Prof., Industrial Engineering Department, Yildiz Technical University, Istanbul, Turkey, E-mail: bahadir@yildiz.edu.tr*

*** Onur YILMAZ, Industrial Engineering Department, Yildiz Technical University, Istanbul, Turkey, E-mail: onyilmaz@yildiz.edu.tr*

ABSTRACT

As a result of human nature, people always are influenced by others, they look for recommendations when choosing a product or service. The social ties they have, strong or weak, influence their decisions, actions and opinions. With the fierce competition that e-commerce companies face today, a low-cost high-impact marketing strategy, such as viral marketing, can become valuable.

The critical issues about viral marketing and its impact on consumer's purchasing behaviour have been examined in every respect in this paper. For that subject, special attention has been given to Gen Y consumers to measure if the seed selection can be comprised of this generation or not for viral marketing campaigns , and what kind of viral marketing properties can change on their perception for a product or service. A video is used for implementation part of this study, which was published on the internet by L'Oreal Turkey, in which has focused to difficulty of using eyeliner for a woman with sense of humor.

Key words: Viral Marketing, Generation Y, Purchasing Behaviour, Word of Mouth, Social Media

I. INTRODUCTION

The marketing process, which started in the minds of consumers and continued after consuming, has shifted from traditional marketing to the modern marketing thanks to technological innovations. The early marketing thoughts were focused on how to bring products to the market and make the consumers buy what was available at the market. While the economy developed, organizations had to become more market and customer positioned. The technology changes that have occurred in the recent years have been reflected in the product and services in the market. Companies have to adapt these changes to keep their competitiveness because of many substitutes in the market. The communication in the Internet market has become more important and therefore social media such as Facebook, YouTube and blogs have become one of the most important ways for companies to market themselves.

Viral marketing is a strategy that boosts individuals to pass along a message to other people. If a large number of receivers forward a message to a large number of people, the message grows quickly.

A viral message can be exploded to thousands and millions of people, therefore the name viral marketing and off version of the viral marketing come to be known as "word of mouth". Also commonly referred to as "buzz", companies that mercantile in viral marketing techniques must be aware of how to maintain a healthy balance in inducing consumers to spread their messages, while not making them feel as though they are only a part of the marketers' promotional game. Similar to any other form of advertising, viral marketing does not always work effectively. The key points included the right choice of the channel, brand and the target consumer for a successful viral marketing.

Shortly, it is a vital concept for today's marketing professionals to understand and be able to effectively utilize the target consumers.

Considering that our study based on the power of the viral marketing techniques and observing its impact on Y generation's purchasing behaviour via published viral video by L'Oreal Turkey in 2014. For this examination, a two phased online survey have been applied on our focus group and then the results have been analysed via WEKA software. During the analyses answers of the survey questions have been collected as a data and then this data has been used for explaining the meaning of the survey answers. Finally, our hypotheses have been tested, in regard to WEKA outputs.

II. ANALYSIS OF SURVEY FINDINGS

The survey is shared online. In the end 119 respondents answered all the questions and results came up as follows for all 23 questions.

2.1 Ages and Gender

77.3% of respondents were female and 22.7% of them were male. Also respondents were separated to five main groups according to their birth year intervals as follows; 1982-1985, 1985-1990, 1990-1995, before 1982 and after 1995. These data are shown on Table 1.

Table 1
Respondents per cent according to their birth years

Birth year intervals	Percentage
Before 1982	0.8
1982-1985	5.9
1985-1990	9.2
1990-1995	82.4
After 1995	0.8

2.2 Social Media Usage

94.1% of respondents agree that they follow social media actively and 99.1% of them have an account in one of those social media channels. The social media that are used most by the respondents are given in Table 2.

Table 2
Most used social media

Social Media	Percentage
Instagram	47.1
Facebook	34.5
Twitter	12.6
YouTube	3.4
Blogs	1.7
Pinterest	0.8

2.3 Viral Awareness

81.5% of the respondents already know what the viral advertisement is, on the other hand 18.5% of them do not even have a clue about it.

2.4 Sharing Motivation

%93 of the respondents agree that they would share a video that they like in social media and %21.8 of them don't. Also the most important criterion for respondents to share a viral video online was questioned in the online survey and results are shown in Table 3.

Table 3

Most important criteria to share a viral video online

Criteria	Percentage
Interest on the brand	6.7
Interest on the kind of product	6.7
Interest of the video	70.6
Interest of the product	16

The kind of videos that impress the respondents most and their percentages are given in Table 4.

Table 4

Kind of videos that impress the most

Kind of videos	Percentage
Videos which have positive contents more	22.7
Videos which have negative contents more	0.8
Videos which have rational contents more	32.8
Videos which have humorous contents more	40.3
Videos which have emotional contents more	3.4

2.5 Knowledge of the video

The knowledge of the viral video of Maybelline "Underline your beauty" was also questioned in online survey. Beside that video, six other viral videos were also added to the questionnaire (see Table 5).

Table 5

Viral videos and their recognisability

Viral video	Percentage
Profilo "O tabak biticek"	71.4
Markafoni "Aşk insana neler yaptırıyor"	11.8
THY "İnanılmaz evlenme teklifi"	49.6
Gittigidiyor.com "Aldatılan kız Fulya"	27.7
Gittigidiyor.com Batesmotelpro "Ah Anam Lahanam"	22.7

Secretcv.com “Muhteşem Piyanist”	4.2
MNY “Maybelline ile güzelliğin altını çizmek bu kadar kolay”	30.3

2.6 Purchasing Decision

Until this headline, the main issue that have been questioning was the effectiveness or awareness of the viral videos. Hereafter, the questioning subject is changed into variations in consumer’s purchasing decision with the questions.

When asked if they ever purchased a product of any brand after watching a viral video of that brand, 27.7 per cent of the respondents answered “yes”.

The kind of videos that change the respondents’ minds about purchasing a product are given in Table 6.

Table 6

Kind of videos that change respondents’ minds about purchasing a product

Kind of videos	**Percentage**
Videos which have positive contents more	30.3
Videos which have negative contents more	3.4
Videos which have rational contents more	44.5
Videos which have humorous contents more	21
Videos which have emotional contents more	0.8

2.7 Questions about the video

Our online survey shows us %63.9 of respondents are already eyeliner user and %36.1 of them are none user. On the other hand, %45.7 of them said they have a difficulty in using eyeliner and %54.3 of them said they don’t.

%76.5 of the respondents are already user of L’Oréal as a brand and %70.6 of them are user of Maybelline.

Also, the kind of content in the video impressed people more is questioned. The results are given in Table 7.

Table 7

Kind of content that impressed more

Kind of content	**Percentage**
Being positive	17.6
Being negative	10.9
Being rational	50.4
Being humorous	33.6
Being emotional	1.7

At the time we asked if they would share this video, %19.3 of them said “yes” and %80.7 of them said “no”. Another question of survey in which we asked the respondents if there was a specific criteria motive them to share, being user of the eyeliner of any brand came out as the strongest one (see Table 8).

Table 8

Reasons that affect towards to share the video

Reasons	Percentage
I share this video because I am already a Maybelline NY user	23.1
I share this video because I am already an eyeliner user of any brand	69.2
I share this video because I am already user of Maybelline Gel Liner	7.7

Finally, we asked if they used MNY Gel Liner before. %80.7 of them said “no” and at the time we asked if they would buy it after watching the video in the survey, %50.4 of them said “no”.

To sum up, we came through that Gen Y consumers follow social media actively and almost all of them have their own account. Top following two social media channels are Instagram and Facebook by Gen Y consumers and YouTube and blogs are becoming watch out points for the firms to use this channels as a tool for reaching those consumers in terms of viral marketing. Results also show us Gen Y consumers highly aware about viral videos and they don’t care about which brand creates the video when the subject came to the sharing videos. Results point out, they are also potential perception spreaders for the firms, so that almost all of them said that they share the videos which they like independently of their sympathy to those brands.

III. ANALYSIS AND RESEARCH FINDINGS

In this chapter, we evaluated key Generation Y consumers’ characteristics in every respect. We also made studies to measure how much effect it has to use viral videos as a marketing tool on this generation of people to affect their purchasing behaviour.

For all these, we used data mining as a method with the software of WEKA to explain the meaning of the data in crosstabs. In all data mining analysis, we used delta=0.05 and tested our hypotheses according to this criteria.

3.1 Sample Selection and Design

For this study, target group was determined as Generation Y, and components like age, gender, social media usage chose to investigate the Generation Y respondents deeply.

3.2 Sample Characteristics

To understand Generation Y consumers’ line of vision, we asked a few questions in our online survey (like their birth year interval, gender, social media usage, awareness of viral advertisement etc.) and analyzed the results of those questions with data mining methodology by using the software of WEKA.

WEKA results showed us 100% of people who born in 1990-1995 year interval use social media actively and all of them have their own social media account. Also the 96% of people, who use social media actively, are aware of what viral advertisement is.

3.3 Hypothesis Testing and Results

With using the software of WEKA, accuracy of the hypothesis have been searched by determining delta = 0.05, minimum metric value = 0.90 and number of rules are = 10. Then best 10 results examined for each hypothesis and polysemous of them have chosen according to relation criteria that were determined by us.

3.4 Purchasing Behaviour

By comparison of "What kind of videos does affect you most?" and "What kind of videos change your mind about purchasing a product?" questions, the result obtained as 89% of the people have been affected by the humorous and rational contents more while watching a video and rational contents have the strongest effect on their purchasing decision.

1. What kind of content does affect you most while watching this video=Being rational - 45 ==> Would you buy Maybelline Gel Liner after watching this video=Yes - 31 conf:(0.69)

2. What kind of content does affect you least while watching this video=Being humorous 32 ==> Would you buy Maybelline Gel Liner after watching this video=No -20 conf:(0.63)

Also, by the comparison of "What kind of content does affect you most while watching this video?" and "Would buy the Maybelline Gel Liner after watching this video?" questions, the result obtained as 69% of people affected the rational contents of the viral video and decide to purchase the product, however 63% of them affected by the humorous contents of the video said "no" to purchase same product, the WEKA results have shown in above. Based on these results, we prove that the videos which include rational and humorous content affect consumers' purchasing behaviour and other contents don't have a significance impact as much as they have. As a consequence, we accept H3 and H5 reject H1, H2, H4.

3.5 Sharing Motivation

At the time, we compare the questions "What kind of content does affect you most while watching this video", "What kind of content does affect you least while watching this video" and "Would you share this video?", WEKA outputs have shown as written below:

1. What kind of content does affect you most while watching this video=Being positive 17 ==> Would you share this video=No 16 conf:(0.94)

2. What kind of content does affect you least while watching this video=Being rational 45 ==> Would you share this video=No 38 conf:(0.84)

As we see, outputs show us positive and rational contents have a negative effect on Generation Y consumer's sharing motivation of the viral videos, on the other hand the videos, which have humorous content mostly push them to share according to survey ratio. As a result of these we reject the hypotheses H6, H7, H9, H10 and accept the H8.

3.6 Users vs. Non Users

1. Do you ever use any product of L'Oréal =No Do you ever use any product of MNY=No 20 ==> Would you share this video=No 19 conf:(0.95)

2. Do you ever use any product of MNY=Yes Would you share this video=Yes 18 ==> Do you ever use any product of L'Oréal =Yes 17 conf:(0.94)

3. Do you ever use any product of L'Oréal =No 28 ==> Would you share this video=No 26 conf:(0.93)

4. Would you share this video=Yes 23 ==> Do you ever use any product of L'Oréal =Yes 21 conf:(0.91)

When we compared the questions "Do you ever use any product of L'Oréal?", "Do you ever use any product of Maybelline?" and "Would you share this video?"; 94% of the respondents who are already user of both L'Oréal and Maybelline said they would share this video and 91% of them user of just L'Oréal also said so. Therefore all the results support the hypothesis H11, which says the motivation of sharing the video is higher for brand users.

The time we compared the “Do you use eyeliner?” and “Would you share this video?” 97% of the non-users of that kind of product said “no”. However, being 80.7% of respondents none user of Maybelline Gel Liner and the same percentage of them said they would not share this video after watching, the hypothesis H12 could not interpret properly. Therefore hypothesis H12 and H13 determined as uninterruptable.

In addition to that, the results of survey already supported the fact that 50% of the respondents said they would buy this product after watching this video, even though 80.7% of them being none user of this product. In view of almost all respondents were non-user, we could accept the 50% for supporting, so that H14 and H15 accepted.

Last but not least, the WEKA results also showed us 93% of the respondents who said that they would this product are user of L’Oréal or MNY and 92% of them are already eyeliner user, but they did not use Maybelline Gel Liner before, so that we accept H16 and H18 and reject H17. On the other hand the hypothesis testing ended up as in Table 9.

Table 9

Hypothesis Results

H1	Viral videos that includes a positive content affects consumer's purchasing behaviour	Rejected
H2	Viral videos that includes a negative content affects consumer's purchasing behaviour	Rejected
H3	Viral videos that includes a humorous content affects consumer's purchasing behaviour	Accepted
H4	Viral videos that includes an emotional content affects consumer's purchasing behaviour	Rejected
H5	Viral videos that includes a rational content affects consumer's purchasing behaviour	Accepted
H6	Viral videos that includes a positive content are more likely to be shared	Rejected
H7	Viral videos that includes a negative content are more likely to be shared	Rejected
H8	Viral videos that includes a humorous content are more likely to be shared	Accepted
H9	Viral videos that includes an emotional content are more likely to be shared	Rejected
H10	Viral videos that includes a rational content are more likely to be shared	Rejected
H11	The motivation of sharing the video is higher for brand users	Accepted
H12	The motivation of sharing the video is higher for that kind of product users of any brand	Uninterruptable
H13	The motivation of sharing is higher for the users of the product that shown in video	Uninterruptable
H14	People, who watch this video, purchase the product	Accepted
H15	People, who watch this video, have been effected positively	Accepted
H16	People who purchase the product were already user of that kind of product	Accepted
H17	People, who purchase the product were already user of this product	Rejected
H18	People, who purchase the product were already user of this brand	Rejected

IV. RESULTS AND DISCUSSION

The aim of the study was to measure the viral marketing’s power on our focused point Generation Y. For these measurement, during the study, 18 hypotheses set up and an online survey created with a sample viral video of L’Oréal Turkey to test these hypotheses. For interpretation of the data survey statistics of Google and data mining solutions have been used.

According to survey statistics, we clearly reach the point that the Gen Y consumers who born between 1990-1995 have a great potential for viral marketing campaigns as a seed, cause the 100% of them from our respondents agreed that all of them use social media actively and have their own accounts. Furthermore, they also affect by videos immediately and spare no effort for sharing a video that they like.

In the light of all these hypotheses results, we conclude our study understanding that the videos which include rational content and humorous contents affect Generation Y consumers' purchasing behaviour and the videos which include the rational content affects their purchasing decision positively and the videos that include humorous contents are more likely to be shared by this generation's people.

Last but not least, we conclude our study helps understanding that brand users, also product users are the best starting points for the firms to seeding their viral messages for the product that they want to commercialize and even their non-users of the product for which the viral video stands might change their mind easily and recommend it to their social ties.

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HOW RESIDENTS PERCEIVE THE SOCIO-CULTURAL IMPACTS OF TOURISM THE CASE OF DANA AND BERGESH NATURE RESERVES

Mohammad Bader Al-Badarneh

Faculty of Tourism and Hotel Management, Yarmouk Unversity, Irbid, Jordan

ABSTRACT

Sustainable tourism is firstly concerned with eco-tourism that aims at providing a balance between environment, economy, and society. To achieve a long-term and comprehensive development by eco-tourism, all these components should be harmonized. The current study examines residents' attitudes towards sustainable tourism impact in two eco-sites in Jordan (Bergesh and Dana). It uses a theoretical orientation (social exchange theory) supported by a set of predictor factors. Findings show that local residents in Dana are somewhat positive about the existence of tourists in their village and that they are satisfied with the benefits they get from tourism. The same findings were found in Bergesh residents but in a lower level.

EFFECT OF THE PHYSICAL GEOGRAPHY ON THE LOGISTICS PERFORMANCE: EVALUATIONS ON THE EUROPEAN, ASIAN AND AFRICAN REGIONS

Hilal Yıldırır Keser (PhD)

Uludag University, Turkey

ABSTRACT

Geographical factors are considered as one of the most important factors directly affecting the economic activities. Especially the physical geographical characteristics such as terrain formations, strategic location, climatic conditions that a country has are the leading ones. In the recent years, it is stated that the effectiveness of the logistics activities which has increasing importance among the economic activities is related with the physical geographical conditions. On the earth, each geographical region and the countries located in these regions have their own distinctive logistical characteristics. These different characteristics expose different logistical values. The LPI (Logistics Performance Index) which was published in 2007 for the first time by Worldbank and continues to be published every two years puts forth the effectiveness of the countries located in different geographical regions and the created value as logistics performance with an index value. In the study, evaluations about the impacts of the physical characteristics of the European, Asian and African countries on their logistics performances will be made. In this context, by referring fistly to the relationship between the scope of the logistics performance and the physical geographical characteristics, the literature about the subject will be included. Then, the physical geographical characteristics of the European, Asian and African regions will be explained. Finally, evaluations towards the effects of these geographical characteristics on the logistics performance will be given.

Keywords: LPI (Logistics Performance Index), Geographic Regions, Logistics

COULD BE PREVENTED COUNTERPRODUCTIVE BEHAVIORS BY IMPROVING EMPLOYEE COMMITMENT? EVIDENCE FROM TURKEY

Ulviye TÜFEKÇİ[1], Aşkın KESER[2], Senay YÜRÜR[3]

Uludag University, Uludag, Turkey

ABSTRACT

The purpose of this study is to analyze the effects of employees' organizational commitment attitudes on their counterproductive work behaviours. The relationship between organizational commitment as an employee attitude and counterproductive work behaviour can be explaned by the social exchange theory developed by Blau (1964). Social exchange theory provides a theoretical basis for defining why employees become more commitment or less commitment to their work and organizations (Ariani, 2013:48).

The concept of organizational commitment is considered as a highly effective workplace attitude towards work-related behavioral outcomes, and it is thought that there is a significant relationship with counterproductive work behaviours (Hammond, 2008:23-26). Counterproductive work behaviors are defined as voluntary behaviors that harm important organizational norms and threaten the welfare of organization and members of the organization. Employees with low organizational commitment are more likely to engage in counterproductive work behaviors as a means of retaliation in undesired working environments. In addition, employees with low levels of commitment are less concerned with losing their jobs and more willing to exhibit these behaviors (Ariani, 2013:49).

In this study, the relationships between the counterprodutive work behaviors and the levels of organizational commitment were examined by analyzing data collected by questionnaire from 104 white-collar employees working in the concrete industry in Bursa, Turkey.

According to the results of the correlation analysis conducted in the study, it was found that there is a negative and statistically significant relationship between counterproductive work behaviors and organizational commitment. According to this, while one is increasing in relation to counterproductive work behavior and organizational commitment, the other is decreasing. In addition, a strong relationship between the two variables indicates that they are influencing each other to a significant degree. Accordingly, it can be said that a way to reduce counterproductive work behaviors in an organization is to improve the commitment of employees.

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[1] Res.Assist.Labor Economics and Industrial Relations Department, Faculty of Economics and Administratıve Sciences, Uludag Unıversity, Bursa, Turkey
[2] Prof.,.Labor Economics and Industrial Relations Department, Faculty of Economics and Administratıve Sciences, Uludag Unıversity, Bursa, Turkey
[3] Assoc.Prof., Business Administration Department, Faculty of Economics and Administratıve Sciences, Yalova Unıversity, Bursa, Turkey

VARIABILITY OF WORKING MEMORY IMPACT ON L2 READING COMPREHENSION AS A FUNCTION OF COMPONENT SKILLS OF READING

Jeongsoon Joh and Jungmin Ko

Jeongsoon Joh, Prof., English Education, College of Education, Konkuk University, Seoul, Rep. of Korea, Email: johjs@konkuk.ac.kr
Jungmin Ko, Associate Prof., English Language and Literature, College of Liberal Arts, Sungshin Women's University, Seoul, Rep. of Korea, Email: jmko@sungshin.ac.kr

ABSTRACT

Abstract—Working memory has been actively investigated as a useful predictor of one's reading ability both in L1 and L2, and general agreements have formed among researchers that it can be a substantial contributor to L2 learning in general via its contribution to L2 reading comprehension, although theoretical discussions of its construct and its exact function in cognitive activities are still ongoing. In an effort to figure out exactly how working memory functions in various contexts of L2 reading, this study examined whether the contribution of working memory could vary depending on the type of component skills of reading. Previous studies have provided conflicting views on this issue. Participants were 80 Korean college EFL learners from various academic backgrounds. The measure of L2 reading comprehension was a 33-item test based on 8 passages various in topic and length. The reading test items were supposed to tap on six different component skills: figuring out main ideas; locating factual information; finding out referents of pro-forms; understanding logical relationships among propositions; and inferring word meanings from context. A reading span task was used to measure the participants' working memory capacity. A series of regression analysis were conducted as a means to testify the variability of working memory contribution to different component skills of reading. Although preliminary for the present, the results suggest the contribution of working memory to L2 reading comprehension could differ depending on the type of component skills. Further analyses will be carried out so as to investigate whether or not such variation in contribution is associated with other variables, such as the reader's prior knowledge or target language proficiency. (268 words)

Keywords—L2 reading comprehension, working memory, component skills