

# The 2015 ICBTS International Academic Research Conference in Europe and America

Conference Series in this year

The Espaces Vocation Haussmann Saint Lazare, Paris France

13 to 15 April 2015

Monday (M)13 April 2015	Track A	Track B
8.45 - 09.00	<b>REGISTRATION &amp;</b> Welcome meeting at The Espaces Vocation Haussmann Saint Lazare, Paris	
9.00 - 9.15	<b>WELCOME &amp; OPENING ADDRESS</b>  Prof. Dr. Ebrahim Soltani, Academic Program Chairs, University of Kent, Canterbury, United Kingdom  Dr. Chayanan Kerdpitak, Conference Program Chairs, Suan Dusit Rajabhat University, Thailand	
13 April 2015	Track A 1-2 (M)	Track B 1-2 (M)
9.15 - 12.00	Innovation Business & Innovation Tourism	Business & Tourism Development
12.00 - 13.15	LUNCH BREAK	
13.15 - 14.45	Technology in Business & Tourism	Social Sciences & Education
14.45 - 15.00	AFTERNOON BREAK	
15.15 - 17.00	Business & Tourism & Other	Social Sciences & Education & Other
14 April 2015 9.00- 16.00	<b>TRAVEL VISIT TO VERSAILLES</b> (Please ready at Trinity Church near Conference Room at 8.45 am not include Ticket for Entrance)	
15 April 2015 8.30- 18.00	<b>TRAVEL VISIT TO NORMANDY, DEAUVILLE AND HONFLEUR</b> (Please ready at Trinity Church near Conference Room at 8.20 am)	
09.00-17.00	<b>ADVISORY SESSION CHAIRS COMMITTEE</b>  Prof. Dr. Ebrahim Soltani, University of Kent, United Kingdom  Prof. Dr. Kai Heuer, Wismar University Business School, Germany  Prof. Dr. Pat Obi, Purdue University Calumet, United State of America  Prof. Dr. Russell E. Brayley, George Mason University, United State of America  Associate Prof. Dr. Ahmed Elbaz , Plymouth University, United Kingdom  Dr. Chayanan Kerdpitak, Suan Dusit Rajabhat University, Thailand  Prof. Yoshimi Kunieda, Osaka Seikei University, Japan	

<b>Tract A1 : Session Chairs Prof. Dr. Russell E. Brayley</b>		
<b>No.</b>	<b>TIME</b>	<b>Innovation Business &amp; Innovation Tourism</b>
0001	09.15	Enhancing Tourism Industry through Expatriates Community <i>Awangku Hassanal Pengiran Bagul</i>
0002	09.30	Using Public Relations Strategies and Practices in Tourism Studies <i>Amiee shelton</i>
0003	09.45	Determination of the Optimal Route Using the Travelling Salesman Problem for Historical and Touristic Places in Turkey <i>Bahadir Gilsun</i>
0004	10.00	No Profit for the Prophet: A Study of Revenue Generation at Touristic Sacred Sites. <i>Russell Brayny</i>
0005	10.15	Understanding Information Search Behaviours of Leisure Tourists in Dubai <i>Esmat Zaidan</i>
	10.30	<i>Morning Break</i>
0006	10.45	Examining Factors Influencing eWOM Intentions in Homestay Lodging <i>Soffri yussof, Hamid Rizalb, Ag Asri Ag Ibrahima and Nur Faeza</i>
0007	11.00	Sustainable Economy: Tourism and development of Delma Island, Abu Dhabi <i>Sakeena Al Hammadi, Khaula Al Kaabi and Esmat Zaidan</i>
0008	11.15	Smart Ship Transport Services:Between Delma Island and Jebel Dhanna-Abu Dhabi <i>Roqayya al Kendi, Dr. Abdelgadir Abuelgasim</i>
0009	11.30	Assessing the Link Between Market Orientation and Poverty Reduction in the Tourism Industry : the Case of Tanzania <i>Jan-Erik Jaensson ,Hawa Uiso</i>
0010	11.45	Traveling the Collaborative Path: Why Academics and Business Should Engage <i>Amiee shelton</i>
	12.00	<i>Traditional Lunch</i>

<b>Tract A2: Session Chairs : Prof. Dr. Pat Obi</b>		
No.	TIME	Technology Business & Tourism
0011	13.15	Working in the UAE: Expatriate management experiences <i>Hanan Al Mazrouei , Richard Pech</i>
0012	13.30	Scottish cruise tourism, the strategic development of the sector and the factors effecting future growth <i>Robert Nash</i>
0013	13.45	Examining Young Malaysians Travel Behavior and Expenditure Patterns in Domestic Tourism <i>Lim Khong Chiu, Lim</i>
0014	14.00	Impact of Training Practices on SMEs Performance in Developed, Developing, and Emerging Economies: A Literature Review <i>Fahad Sultan</i>
0015	14.15	The effect of online reviews in the hotel industry: The role of emoticons <i>Emmanouela Manganari, Efthalia Dimara, Manolis Tzagarakis</i>
0016	14.30	Stakeholders' Perceptions to the Tourism Socio-economic Impacts : The Case of Aqaba-Jordan <i>Mohammad Al-Badarneh</i>
	14.45	<i>Afternoon Break</i>
0017	15.00	‘Talent’ in the Hospitality Industry: Is the concept applicable? <i>Rudsada Kaewsaeng-on, Sudi Sharifi, Dr. Sinini Vundla</i>
0018	15.15	A Study on Innovation Strategies in Upscale Hotels:Current Status and Future Plans <i>Hanan Kattara Osman A. El-Said</i>
0019	15.30	Managing Tourism Effects for Attitudes of Jordanians towards Tourism: The Case of Petra <i>Hakam Salem Awad Shatnawi</i>
0020	15.45	Measuring the Impact of Business Risks on The Quality of The Auditing Process <i>Gordana Lvankovic, Mateja Jerman, Tanja Planinc, Maja Uran Maravić</i>
0021	16.00	The Role Of Branding In Destination Marketing <i>Aysen Civelek</i>
0022	16.15	Financial Services Industry and the Role of Practitioners-Internet as an Effective Tool of Improving Performance <i>Rasheed Adeniyi, Aina-David, Oba Abimbola</i>
0023	16.30	A Study of the Economic Aspects of Entrepreneurship in Croatian Rural Tourism <i>Dora Smolčić Jurdana, Ines Milohnić, Lorena Dadić</i>
0039	16.45	A Vector Error Correction Study on Implied Volatility and International Tourism in the U.S. <i>Cyril Pat Obi</i>

**Tract B1 : Prof. Yoshimi Kunieda**

No	TIME	<b>Business &amp; Tourism Development</b>
0025	10.30	Sustainable Development and Tourists' Perception: An Empirical Study of World Natural Heritage Site in Japan <i>Yoshimi Kunieda</i>
0026	10.45	A fuzzy approach for hotel location selection in Mugla, Turkey <i>Ali Fuat Guneri Muhammet Gul and Mehmet Lok</i>
0027	11.00	Applying and Promoting of Marina Sustainable Development Concept Case Study : Marina Bar, Montenegro <i>Branislav Dragovic, Vassilis Tselentis, Tomislav Markolović</i>
0028	11.15	Customer Perception and Behavioral Responses toward Corporate Social Responsibility in Hotel Business <i>Jatuporn Juyjingam</i>
0029	11.30	Developing Knowledge Management Model for Social Entrepreneur in Hospitality Industry <i>Jatuporn Juyjingam and Pitak Siriwong</i>
0024	11.45	Technological Trends in Hospitality Management in Delta State, Nigeria <i>Omoniyodo Felix Oghenovo</i>
	12.00	<i>Tradition Lunch</i>
No	TIME	<b>Social Sciences &amp; Education</b>
0030	13.15	Regulation of Social Responsibility - a Future or a Dead End? <i>Anna Putnova</i>
0031	13.30	Implications of Caveat Venditor Principles for the Development of Indonesian Consumer Protection Law <i>Deviana Yuantasari, Hazar Kusmayanti</i>
0032	13.45	The Prohibition of Inter-Religion Marriage in Indonesia <i>Sonny Dewi Jvdiash</i>
0033	14.00	Expanding the Discourse of Identity in the English Language Arts Classroom for Young Black Males <i>Philomena Marinaccio</i>
0034	14.15	The Impacts of periodical Working on General Health of Personnel and their Families Iranian Offshore Oil Company (IOOC) – 2010 <i>Halimeh Choghadaki, Habib Aghabkhsi, Fahimeh Ghobeity</i>
0035	14.30	The Relationship between Educational Technology Graduate Students' Multiple Intelligences and Their Levels of Digital Literacy <i>Mohamed Hammad Hendy</i>
	14.45	<i>Afternoon Break</i>

**Tract B2 : Associate Prof. Dr. Ahmed Elbaz**

No.	TIME	<b>Social Sciences &amp; Education &amp; Other</b>
0036	15.00	Organizational inertia levels of high school teachers <i>Sultan Bilge KESKINKILIÇ KARA, Gülşen Karayel</i>
0037	15.15	When Children Write Letters <i>Jelena Vignjevic</i>
0038	15.30	Perceived Organizational Support and Organizational Trust in Primary Schools <i>Sultan Bilge Keskinilic Kara, Demet Zafer Gunes, Nazlı Nazar Aydogan</i>
0039	15.45	Assessment of natural tourism in the Kermanshah province Ass <i>Mojgan Entezari</i>
0040	16.00	Assessing performance of the border Malls in the Economic development of border regions (Case Study: Sistan and Baluchistan province) <i>Mojgan Entezari, Ehsan Ataeikya</i>
0041	16.15	The Analysis of Service Marketing Thorough Thai Airways International Public Company Limited/ Passanger Decision : A Case Study of the Route Bangkok-Tokyo <i>Sivalya Thongves and Thitipong Jirananda</i>
0042	16.30	Causality Among financial Liberalization, Poverty and Income Inequality <i>Zainab Naveed</i>
0043	16.45	Family Business in Malaysia : Innovation Capacities of Manufacturing Sector on China Investment <i>John Lee Kean Yew</i>
0044	17.00	The Impact of Length of Tenure and Non-Audit Services on External Audit Quality in the Libyan Environment <i>Alhussien Elseraiti</i>