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3rd International Conference on Hospitality and
Tourism Management
ICOHT - 2015

05th – 06th November, 2015

The International Institute of Knowledge Management (TIKM)

Colombo, Sri Lanka

Committee of the ICOHT- 2015

The International Institute of Knowledge Management (TIKM)

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www.tourismconference.co

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Edited by Prof. Sarath Kotagama, Dr. Chandi Jayawardena and Others

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Technical Session 01

06th Friday 2015

09.00 a.m.-10.20 a.m.

Bougainvillea,

Galadari Hotel,

Colombo

**Operations Management
- Tourism**

Session Chair:

Dr. Chandi Jayawardena

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| 03 | Impact of Destination Attributes on Satisfaction for Cruise Visitors | <i>Prof. Ugur Aytun Ozturk</i> |
| 04 | A Study To Develop A Risk Management Model in Tour Operators Insurance in Tehran | <i>Ms. Nazanin Hosseini</i> |



[01]

**INNOVATION IN TOURISM:
FOUR APPLIED RESEARCH INITIATIVES FROM CANADA**

Chandana Jayawardena ¹, Andrea Dixon ², Bill Gregorash ³, Paul Willie ⁴, Kevin Smith ⁵

¹ *Chandi J. Associates, Canada*

² *Algonquin College, Canada*

³ *Confederation College, Canada*

⁴ *Niagara College, Canada*

⁵ *Humber College, Canada*

ABSTRACT

This paper aims at sharing the progress of four applied research projects in Canada. The co-authors met at an applied research competition designed for hospitality and tourism professors from 23 Canadian colleges in May 2015. The outcome of this scholarly initiative was an agreement to collaborate on one “research in progress” conference paper at the mid-point of their respective applied research projects. The common elements of their projects are the focus on Canada, Ontario and innovation in tourism. After a brief description of Canada, its economic conditions and the tourism industry, this paper explains the core themes and aims of the four projects, which are:

- **Creating a model for developing sustainable tourism skills** of mid-level managers who have well established their core operational skills.
- **Creating a model to promote regional culinary tourism** (as an alternative to “hook and bullet” tourism) with aboriginal First Nation’s people living in Northern Ontario.
- **Creating a model for revenue management in professional sports industry / sports tourism** using a gamut of dynamic variables, such as consumer and competitive behavior.
- **Sub-segmenting millennial travelers** (currently comprising a wide population of a varied age range between 18 and 35 years) in Canada, to more meaningful groups based on their travel habits.

It is noteworthy that working with the industry partners is a core feature in developing practically sound models in all four innovative initiatives. Readers who are interested in the Canadian tourism and / or innovative approaches in tourism would benefit from this paper.

Keywords: Canada, tourism, innovation, sustainable tourism skills, culinary tourism, sports tourism, millennial travelers

[02]

RESPONSIBILITY IN PRACTICE: ADVENTURE TOUR OPERATORS

Dr. Jacqueline Holland ¹

¹ *Northumbria University*

ABSTRACT

Responsible tourism is a strategy to manage the consequences of tourism for the environment, societies, economies and tourists by encouraging all stakeholders to take responsibility for their actions. This paper investigates the factors influential to the implementation of responsible tourism on the part of UK based adventure tour operators, who are considered to play a pivotal role in the distribution of tourism products. The study focuses specifically on UK based, small to medium-sized adventure tour operators operating in the international marketplace, predominately in remote destinations in developed and developing countries. This empirical research adopts a qualitative approach, employing semi-structured 'elite' interviews with senior management and product development managers. Using template analysis to analyse the data leads to the identification of major themes and sub-themes pertinent to the implementation of responsible tourism.

The key findings of this paper are that UK based adventure tour operators do not consider that they achieve a competitive advantage through responsible tourism, or that there is a noticeable consumer demand for such products. This research establishes that it is the values of the company and their commitment to improve practices which are critical to the implementation of responsible practices.

Keywords: responsible tourism, adventure tourism, tour operators

[03]

IMPACT OF DESTINATION ATTRIBUTES ON SATISFACTION FOR CRUISE VISITORS

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ABSTRACT

This study aims to test the relationship between attributes of a destination and self-declared satisfaction of cruise visitors. We also test impact of satisfaction, distance and socio-demographic factors on intend to return or recommend the destination. The survey developed is used to collect data in Oahu. We make use of binary and ordinal logistic regression in testing the hypotheses developed and employ principal components analysis to reduce redundancy. Our results indicate that satisfaction with prices, safety and transportation highly influence satisfaction with the destination. We also reconfirm the link established in the literature between satisfaction with the destination and intent to revisit and recommend. Distance negatively impacts intent to revisit, whereas impact of other sociodemographic factors is found to be insignificant. The results can be used to help destination managers understand the characteristics of cruise visitors and determine how best to allocate limited budgets in improving the amenities provided at the destination to satisfy cruise visitors.

Keywords: cruise visitors, destination satisfaction, intent to revisit, intent to recommend

[04]

A STUDY TO DEVELOP A RISK MANAGEMENT MODEL IN TOUR OPERATORS INSURANCE IN TEHRAN

Dr. Ali Hasani ¹, Nazanin Hosseini ², Tayebeh Alsadat Mostafazadeh ³

^{1, 2, 3} *University of science and culture*

ABSTRACT

Because of cultural and natural heritage sites and potential conditions of Iran, this country is opening the door to tourism. There are plenty of risks for visitors during a trip. By insurance as a service, risk is transferred to the shoulders of insurers providing insurance policies for tourists. So implementing an efficient risk management process by tour operators insurance is vital. Risk management of underwriting process has not been implemented in organizations for a long time. As insurance market main body became larger, information transparency intensified and there was a fair competition growing continuously. So tour operators' insurance quality will be very important.

In this paper we analyze underwriting risks by AHP method. Then we study how to make an efficient model according to population vulnerabilities and environmental morphology to improve the process of risk management in tour operators insurance.

Keywords: risk management, analytic hierarchy process, tour operators insurance, underwriting process

Technical Session 02

06th Friday 2015

11.00 a.m.-12.40 p.m.

Bougainvillea,

Galadari Hotel,

Colombo

Planning and

Developing

Session Chair:

Prof. Sarath Kotagama

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| 02 | Demographic Profile of Adventure Tourists in Arugambay | <i>Mr. W. H. M. S. Samarathunga</i> |
| 03 | Introducing Gastronomic Tourism as a Protagonist in Sri Lankan Tourism Industry | <i>Ms. Chandi Ilanka Diana Karunarathne</i> |
| 04 | The Impact of Alternative Risk Reduction Behaviours in Leisure and Medical Tourism | <i>Prof. Gregory R. Elliott</i> |
| 05 | Built Heritage, Heritage Tourism and Revitalization – Two Case Studies in Hong Kong | <i>Dr. Cynthia Hou</i> |



[05]

CULTURAL TOURISM MANAGEMENT VS AUTHENTICITY OF SAEK ETHNIC GROUP IN THAILAND

Donruetai Kovathanakul¹, Patipat Tunming²

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ABSTRACT

This article mainly study the cultural tourism management and versus of the authenticity of Saek Ethnic Group in Thailand. The objectives are: 1. Study the cultural tourism management of Saek Ethnic Group in Thailand; and 2. to propose the recommendation cultural tourism management, based on the authenticity. The research methodology is in the process of fieldwork surveying for collection data and interviewing. After that, the researcher analysis the content by the descriptive statistics. The primary result found the Saek group still preserve the authenticity, and the cultural tourism management is highlighted on the homestay and souvenir products. Finally, the researchers decided the result to discussion and propose the recommendation of cultural tourism management and the versus of authenticity of the indigenous group.

Keywords: Cultural Tourism Management, Authenticity, Saek

[06]

DEMOGRAPHIC PROFILE OF ADVENTURE TOURISTS IN ARUGAMBAY

W.H.M.S.Samarathunga ¹, D.M.M.I.Dissanayake ²

^{1,2} *Department of Tourism and Hospitality Management, Faculty of Management Studies,
Rajarata University of Sri Lanka*

ABSTRACT

Adventure tourism is an alternative form of tourism which has a growing demand. Arugambay is one of the top ten surfing destinations in the world (Lonely Planet, 2010). Sri Lankan adventure tourist market is not well defined and adventure tour operators in Sri Lanka meet immense difficulties when attracting and handling adventure tourists. In order to develop the Sri Lankan adventure tourism market and to assist adventure tour operators, this research aims to contribute towards the current understanding of adventure tourists in Arugambay by compiling a demographic profile of such tourists. One hundred tourists participated in this survey. The results gained from the self-completing questionnaires indicated that majority of adventure tourists visiting Arugambay are Europeans belonging to 21 – 30 and 41 – 50 age groups. Most of these young, living together couples are experienced surfers, and are spending US \$ 61 – 70 per day. Adventure tourists in Arugambay tend to be educated private sector employees who earn US \$1001 – 3000 per month. This research further makes recommendations to the national tourism organization, adventure tour operating companies and to the hosts of Arugambay in promoting Arugambay as a successful adventure tourist destination. Finally, the study recognizes the need of further researches on every adventure tourism locations in Sri Lanka in order to promote Sri Lanka as an adventure tourism destination by understanding specific needs and wants of the identified target market.

Keywords: tourism, tourists, adventure tourism, surfing, demographic

[07]

INTRODUCING GASTRONOMIC TOURISM AS A PROTAGONIST IN SRI LANKAN TOURISM INDUSTRY

Karunaratne A.C.I.D ¹

¹ *Department of Public Administration, Uva Wellassa University of Sri Lanka*

ABSTRACT

Tourism in progress is seeking new types of experiences, different sensations and new destinations ever more. In Sri Lanka, tourists mainly come for the beach, heritage and nature based tourism attractions which on their own may not be sustainable alternatives in the long run. Therefore, the tourism industry need to branch out their products and comprise more realistic components of which emboss the local palate. Food and drink is a niche contender that attracts billions of revenue worldwide. In this consequence, Sri Lankan tourism has an important role to play in converting positive attitudes and motives for attending memorable gastronomic experiences which encompasses intentional pursuits. For gastro-tourists, food is the stimulus for travel. This paper identifies the phases of corresponding elements essential for the creation of new gastro tourism commemoration includes all the food related activities in the supply chain which should be sophisticated with cultural illuminations. The study was conducted by means of qualitative analysis and literatures were used accordingly. The successful implementation of gastronomic tourism will be a relief to destination branding. Further, a fruitful gastro-experience will impact future tourists as well as local hosts who could strengthen the effort to create a greater regional prestige, additional employment opportunities, and the potential for increased economic development. With a more systematic mechanism, stakeholders may breed innovative opportunities in the Sri Lankan tourism whereas policy makers turn over a new leaf towards more sustainable implementations.

Keywords: experience, gastronomic, local, Sri Lanka, tourism, food and drink

[08]

THE IMPACT OF ALTERNATIVE RISK REDUCTION BEHAVIOURS IN LEISURE AND MEDICAL TOURISM

Greg Elliott ¹, Albert Nugraha ², Hamin ³

¹ *Macquarie University, Australia*

² *Satya Wacana Christian University, Indonesia*

³ *Krida Wacana Christian University, Indonesia*

ABSTRACT

The importance of risk and the role of risk reduction behaviour in the process of consumer decision making has been extensively studied, although these studies have not specifically articulated a comparative typology of risk reduction approaches, particularly with respect to the role of risk reduction in tourists' decision-making. This study contributes to this knowledge gap in tourism studies by simultaneously examining the role of risk relief and risk mitigation as alternative approaches in tourists' destination decisions. An on-line survey of 1,024 Australian respondents was completed in February 2013. The survey examined the willingness of respondents to take travel risks to visit a country of destination for either leisure or medical tourism. Results were analyzed by a variety of techniques including an AMOS structural equations model. While it might be reasonably assumed that medical tourism is perceived as being inherently more risky than leisure tourism, the results indicate that the risk relief approach significantly increases individuals' willingness to take risks to visit a destination country in both leisure and medical tourism. Further, the results suggest that risk relief (principally through the acquisition of increased knowledge of the destination) is generally more commonly employed than risk mitigation. By contrast, risk mitigation significantly decreases individuals' willingness to take risks in both tourism settings. This study contributes to the literature by providing theoretical and empirical support for tourists' use of separate and alternative risk relief and risk mitigation approaches.

Keywords: risk reduction, risk mitigation, leisure tourism, medical tourism

[09]

BUILT HERITAGE, HERITAGE TOURISM AND REVITALISATION – TWO CASE STUDIES IN HONG KONG

Cynthia Hou¹

¹ *The Chinese University of Hong Kong / School of Hotel and Tourism Management*

ABSTRACT

Hong Kong government has adopted revitalization, the most resilient approach, to practice built heritage conservation, with the aim of achieving sustainable heritage conservation and promoting sustainable heritage tourism in Hong Kong. However, the revitalization projects completed so far have revealed a number of problems that affect sustainable heritage tourism. This paper investigates built heritage revitalization projects in Hong Kong through a case study - a revitalization project of a heritage hotel. The findings reveal that in the revitalization process, there is significant fragmentation in collaboration among government sectors and in conservation documentation and that an effective knowledge sharing mechanism and valid public engagement is needed. A conceptual framework of social network enabled building information modeling (BIM) platform is proposed to enhance knowledge sharing and public engagement.

Keywords: sustainability, heritage tourism, social network, building information modeling (BIM)



Technical Session 03

06th Friday 2015

01.45 p.m.-02.45 p.m.

Bougainvillea,

Galadari Hotel,

Colombo

**Human Resource
Management**

Session Chair:

**Prof. Konstantinos
Andriotis**

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| 02 | A Study on The Competencies of Wine Steward | <i>Asst. Prof. Peir-Yuan Patrick Li</i> |
| 03 | Street Food Vendors and Education | <i>Ms. Shamila Wijesundara</i> |



[10]

**MEDICAL INTERPRETERS' EMOTIONAL LABOUR: ISSUES ON HUMAN
RESOURCE DEVELOPMENT IN MEDICAL TOURISM**

Miyamoto, Setsuko ¹

¹ *Faculty of Arts and Sciences, Sagami Women's University*

ABSTRACT

This study aims to consider the responsibility and skills of medical interpreters in the context of the medical tourism, referring to the sociological concept of “emotional labour”. Medical tourism has brought its host countries and organizations a competition severer than ever, in terms of the improvement of quality healthcare as well as medical infrastructure. Accordingly, medical interpreters have been placed on the frontline of the competition for patient satisfaction: they have taken a role of offering on-demand services, in addition to their original roles to protect the right of the linguistically disadvantaged. Emotional management either consciously or unconsciously conducted in the business areas such as service trade or nursing, namely emotional labour, has been widely discussed recently in terms of its effects on performing professional duties. This study is an attempt to investigate the interpreters' extended responsibilities and to explore the actual conditions of their emotional labour. The material consists of past literature review and in-depth interviews conducted individually with medical interpreters working for private hospitals in Bangkok and Chiang Mai in Thailand. It revealed that emotional management has a positive aspect rather than negative sides such as self-deception or emotional burnout in terms that they enjoy a greater sense of achievement in contributing to winning customer satisfaction. The result also has an implication that emotional management is often implicit in the code of ethics and can be learned only by sharing experiences among their colleagues and seniors. In order to develop human resources essential to medical tourism industry, the emotional aspects of medical/paramedical staff should draw more attention.

Keywords: Kingdom of Thailand, medical tourism, hospitals, interpreter, emotional labour

[11]

A STUDY ON THE COMPETENCEIES OF WINE STEWARD

Peir-Yuan Patrick Li ¹

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ABSTRACT

The purpose of this study is develops core competencies essential to wine steward of the upscale restaurant. The research was conducted by modified Delphi and multiple criteria decision making methods by the various wine industry stakeholders. The results illustrate that top three criteria in the order of importance are as follows:

1. Aesthetic judgement: the sensory contemplation
2. Rules of etiquette
3. Customer psychological needs

An evaluation model for use in promotion and selection was created based on the results of this study. The result in this paper also proposes a reference for the core competencies of wine steward to provide sommelier association member as well as wine steward with a reference for training planning also the curriculum references for the wine steward training courses and programs in college and university.

Keywords: MCDM (multiple criteria decision making), wine steward, competency

[12]

STREET FOOD VENDORS AND EDUCATION

WGSR Wijesundara ¹

¹ *Department of Public Administration, Faculty of Management, Uva Wellassa University,
Badulla, Sri Lanka*

ABSTRACT

Street food vending is one choice to obtain reasonably priced and flavorful food in a sociable setting, to experience ethnic cuisines, to manage food consumption time and also for nostalgia. Because of easy access, people start street food vending meanwhile it gives benefits to the entrepreneurs. Hence, continuation of street food vending has mostly been discussed in the society. This paper aims to identify the most common issues face by street food vendors and to examine their responses for strengthening the enterprise through formal education. Badulla being a sub urban area and availability of consumers depend on street food due to various industries was selected as research area. The population for the study being street food vendors in Badulla, 60 respondents were selected as sample using stratified sampling. Both primary data and Secondary data were used and mixed methodology was employed to analyze data. According to the results of the study, professionalism, products and production, food service, climate, seasonality and customer are the areas that occur main common issues. 80 percent of respondents to the study showed negative responses towards to formal education due to dropping the business when participating for educational programs, non-educational background of them and disability of converting standard taught procedures for real service. Even though, street food vendors fed with negative responses on formal education, it is recommended to address identified common issues through educational programs strategically since the street food vending facilitates both customers and food vendors to enrich their lives.

Keywords: Street, food vendors, education



Technical Session 04

06th Friday 2015

03.05 p.m.-04.45 p.m.

Bougainvillea,

Galadari Hotel,

Colombo

**Operations
Management –
Hospitality**

Session Chair:

**Dr. Chandi
Jayawardena**

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| 01 | Discourse Strategy and Lingual Representation Used in Tourism Field | <i>Mr. I Nengah Laba</i> |
| 02 | The Hotel Service Challenges in Sri Lanka | <i>Ms. Umasuthan Hamsanandini</i> |
| 03 | Extending the Concept ‘Variety- Seeking Behavior’ to the Accommodation Sector | <i>Dr. Maduka Udunuwara</i> |
| 04 | Comparative Analysis of Hotel Business in Almaty and Astana Cities | <i>Assoc. Prof. Smykova Madina, Assoc. Prof. Zhanar Rakhimbekova Assoc. Prof. Alima Kutubayeva</i> |
| 05 | Foreign Guests’ Level of Satisfaction in Five Star Hotels in Sri Lanka | <i>D.S.P.C Karunasekara</i> |



[13]

DISCOURSE STRATEGY AND LINGUAL REPRESENTATION USED IN TOURISM FIELD

I Nengah Laba ¹

¹ *Sekolah Tinggi Pariwisata Bali Internasional*

ABSTRACT

The aim of this study is to present the discourse strategy and the aspects of lingual representation used tourism field by national printed media in Indonesia with a theoretical approach proposed by van Leeuwen (2008) and Burton (2008). The research methodology applied is descriptive-qualitative using discourse analysis on three national printed newspapers, Kompas, Bali Post and Nusa Bali during the period of March 2013 until 14 October 2014. The discussion shows that different kind of discourse strategies are implemented both in news and articles published on Indonesia national printed media. The research results show there are nine categories of discourse strategy and two lingual representation used. The most frequent categories of discourse strategy are nominalizations and passivation with its lingual representation of determination emphasizing on social construction. Considering the research result, this means that the people of Balinese is passive with the tourism industry and there a big tendency that investors have reconstructed the Balinese socio-cultural life. Implications are discussed for the use of linguistic perspectives in tourism along with suggestions for future research.

Keywords: discourse, representation, tourism

[14]

THE HOTEL SERVICE CHALLENGES IN SRI LANKA

Umasuthan Hamsanandini ¹, Park Oun-Joung ²

^{1,2} *Department of Tourism Management, Jeju National University*

ABSTRACT

Sri Lanka is one of the world famous holiday destinations for its remarkable natural tourism resources and authentic food culture. Despite the fact that tourists enjoy a significant tourism experience in Sri Lanka, the hospitality industry has faced issues with the limited management concern on human resources (HR) and employees' low motivation to provide professional services. Considering the lack of academic research focused on the improvement of service quality in Sri Lankan hospitality industry, this study aims to identify the current key challenges from the both perspectives of hospitality organizations and tourists. Secondary data are qualitatively collected and analyzed from the travel review websites, blogs and several other sources. This study also reviewed the findings from the previous literatures and empirical researches on the service quality and the HR practices in the context of hospitality industry. Recommendations have also been put forward on the following three aspects: (1) hospitality service quality and relevant HR-practices, (2) hospitality career aspects of employees, and (3) guests' perception. Finally, this study emphasizes that deeper consideration on these three parts can be a foundation to strengthen the human resources of the Sri Lankan hospitality industry.

Keywords: Hospitality service quality, Hospitality employees, travelers' perception

[15]

EXTENDING THE CONCEPT ‘VARIETY- SEEKING BEHAVIOUR’ TO THE ACCOMMODATION SECTOR

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³ *School of Business, Edith Cowan University (Australia)*

ABSTRACT

This study extends the theory of variety-seeking behaviour to the accommodation sector. It investigates whether the leisure traveller segment seek variety in their hotel selection behaviour, the key characteristics of variety-seeking leisure travellers, and the factors influencing variety- seeking consumption patterns in the accommodation context. A qualitative approach was applied and the method of data collection was focus groups with a total of 22 participants. The focus group respondents were selected using a purposive sampling technique based on the criteria—Australian travellers who have been to the same international destination three times or more for leisure. The data analysis was done using the thematic approach which commenced with coding by identifying themes, and by categorising the themes using NVivo 10 software. The findings reveal that leisure travellers do seek variety in their hotel selection. The inclination for variety was expressed by the preference for a change, the need to avoid routinisation or boredom, and an interest in experiencing all available options. The findings of this study further enrich the understanding of variety-seeking behaviour in general and variety-seeking in the accommodation sector in particular.

Keywords: variety-seeking behaviour, accommodation and leisure travelers

[16]

COMPARATIVE ANALYSIS OF HOTEL BUSINESS IN ALMATY AND ASTANA CITIES

Smykova Madina ¹, Rakhimbekova Zhanar ², Kutybayeva Alima ³

^{1, 2, 3} *Almaty Management University*

ABSTRACT

This article is devoted to study of hotel business in Almaty and Astana Cities, and their comparative analysis. The purpose of this article is to identify priority development areas of hotel business in Almaty and Astana, based on the analysis of this sector. Our research has shown that development of hotel sector differs in Astana and Almaty to significant extent. Moreover, they have different market structures, there are distinctive features in material and technical bases of hotels themselves and other accommodation-related facilities, number of rooms, occupancy rate, market coverage, availability of international hotel chains and their management, principles of running hotel business and developing quality control system, pricing policy and use of market tools meant for stimulation. The research results testify to the fact that, despite certain notable achievements in the area, the country regions differ in terms of hospitality industry development and, first of all, level and quality of services rendered, personnel, market strategies and management solutions. It is worth mentioning that capacities of hotel business in Almaty and Astana Cities are not used in full. In the course of the research we have found out that these markets have specific characteristics and, therefore, must keep to different development trajectories.

Keywords: regions, competitiveness, analysis, research, hotels, hotel services, market

[17]

FOREIGN GUESTS' LEVEL OF SATISFACTION IN FIVE STAR HOTELS IN SRI LANKA

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University of Vocational Technology-Sri Lanka*

ABSTRACT

Hotel industry is really essential to be looked upon as it is like the back bone of the emerging tourism industry in Sri Lanka. Therefore, it is time to pay the attention of policy makers of tourism industry how to improve the service quality of both star and non-star hotels. According to the tourist board, service quality of the five star hotels should be improved. This study facilitates to find out the level of satisfaction of foreign guests who have stayed in five star hotels in Sri Lanka using the world wide used model; SERVQUAL. This model has been used to measure the service quality in numerous industries to find the short term and long term solutions to overcome the burning problems of the industry. The level of satisfaction has been calculated by measuring the gap between the expected and perceived level of foreign guests. The data was collected from 200 foreigners using a self-completion questionnaire. The research found that the highest average gap was related to empathy and the least gap was related to tangibility. It is recommended that staff be trained to understand the guests requirements.

Keywords: Service Quality, Five Star hotels, SERVEQUAL Dimensions, Tourism, Foreigners

Technical Session 05

06th Friday 2015

03.20 p.m.-04.40 p.m.

Tulip,

Galadari Hotel,

Colombo

Marketing

Session Chair:

Dr. Nalin Abesekara

| | | |
|----|--|----------------------------------|
| 01 | Online Reviews of Hotels in Sri Lanka and the Maldives as Determinants of Gulf Tourists' Hospitality Experiences | <i>Prof. Badran A. Badran</i> |
| 02 | A Tool to Promote Cultural Identity of Creative Tourism of the Candle Festival, Ubon Ratchathani | <i>Ms. Narissara Pienkwamsuk</i> |
| 03 | Digital Marketing Development towards Khon Kaen MICE City of Thailand | <i>Mr. Phutthachon Anurak</i> |
| 04 | Significant Growth in Expected Muslim Inbound Tourists in Japan Towards 2020 Tokyo Olympic and Still Incipient Stage of Current Halal Implementations in Hiroshima | <i>Ms. Kyoko Monden</i> |

[18]

ONLINE REVIEWS OF HOTELS IN SRI LANKA AND THE MALDIVES AS DETERMINANTS OF GULF TOURISTS' HOSPITALITY EXPERIENCES

Badran A. Badran ¹

¹ *Zayed University*

ABSTRACT

Inbound tourism from the Gulf Cooperation Council (GCC) countries to Sri Lanka and The Maldives is steadily growing. This paper seeks to answer two research questions: (1) how do visitors from GCC countries rate their stays in hospitality outlets in Sri Lanka and the Maldives and (2) what factors do these customers consider important in evaluating their stays. To answer these questions, the researcher has chosen a sample of online reviews posted in Arabic and English on Booking.com during 2014 and 2015. Posts by residents of GCC countries were included, from Saudi Arabia, United Arab Emirates, Oman, Kuwait, Qatar and Bahrain. Numerical customer ratings of properties were used to answer the first question whereas a content analysis of qualitative textual comments was used to answer the second question. Analysis is ongoing and findings to be presented at the conference will be important for hotel managers in Sri Lanka and The Maldives in order to better understand how Gulf visitors evaluate their properties and the determinants of their overall experience. Better strategies can then be implemented to provide a better experience for the growing inbound travel market from GCC countries. This paper is based on published studies by Huiying, Qiang and Law (2013), Sparks and Browning (2010 & 2011) and others.

Keywords: online hotel reviews, consumer-generated media (CGM), Gulf tourism, Sri Lanka, Maldives

[19]

**A TOOL TO PROMOTE CULTURAL IDENTITY OF CREATIVE TOURISM OF
THE CANDLE FESTIVAL, UBON RATCHATHANI**

Narissara Pienkwamsuk ¹, Donruetai Kovathanakul ²

^{1,2} Khon Kaen University, Thailand

ABSTRACT

This article aims to study the creative tourism. The tools to promote a cultural identity of candle festival in Ubonrachathani province is by the literature review of theories related to Candle Festival in Ubonrachathani province, cultural identities and creative tourism. The main content of this article consists of analysis cultural identities of candle festival and analysis of creative tourism. In currently, Ubonrachathani province's candle festival brings tourists can visit the candle-making process in their communities and opportunity to participate in the take action themselves with local and diversity of art and culture of the community together. The candle festival has presented in the exhibition creatively to make a frolic and engaged exotic experience with tourists.

Keywords: Cultural Identity, Creative Tourism, Candle Festival

[20]

DIGITAL MARKETING DEVELOPMENT TOWARDS KHON KAEN MICE CITY OF THAILAND

Phutthachon Anurak ¹, Donruetai Kovathanakul ²

^{1,2} *Khon Kaen University, Thailand*

ABSTRACT

Khon Kaen is a city in northeastern region of Thailand that has been promoted to be MICE tourism city by Thailand Convention & Exhibition Bureau (TCEB). The city's economy is larger which the hub of trade, investment, infrastructure systems, transportation and industrial development. The author has proposed objectives of this research were to study and analysis digital marketing development in Khon Kaen MICE city. The population and samples comprises; 1) authorities and enterprises 2) organizers/host organizers and owners of meeting, incentive, convention and exhibition; 3) entrepreneurs that associated with the MICE industry in Khon Kaen Province by using in-depth interviews to collect the data from 19 interviewees and 4) participants or MICE travelers who attend MICE activities in Khon Kaen Province by using questionnaire to collect the data. The participants were divided into MICE in meetings/incentives 376 person and in exhibition 34 persons.

The findings reveal that the current situation of authorities and enterprises that involved in the MICE industry in Khon Kaen Province is rather less developing in digital marketing and lack of knowledges and skills in digital marketing tools that can be used in communications and public relations to MICE traveler and can be analyzed that digital marketing tools. This study is also able to propose a plan to develop digital marketing to become Khon Kaen MICE City and consistent with the plans and policies of province and the country.

Keywords: Digital Marketing Development, Digital Marketing Tools, MICE Industry, MICE City

[21]

**SIGNIFICANT GROWTH IN EXPECTED MUSLIM INBOUND TOURISTS IN
JAPAN TOWARDS 2020 TOKYO OLYMPIC AND STILL INCIPIENT STAGE OF
CURRENT HALAL IMPLEMENTATIONS IN HIROSHIMA**

Kyoko Monden ¹*¹ Yasuda Women's University, Hiroshima, Japan***ABSTRACT**

Tourism has moved to the forefront of national attention in Japan since September of 2013, when Tokyo won its bid to host the 2020 Olympics. The number of foreign tourists has continued to break records, reaching 13.4 million in 2014, and is now expected to hit 20 million sooner than initially targeted 2020. The tourism industry can be an effective trigger in Japan's economic recovery as foreign tourists spent two trillion yen (\$16.6 million) in Japan in 2014. 81% of them were all from Asian countries, and it is essential to know that 69.08% of the world's Muslims, about a billion people, live in South and Southeast Asia. An important question is, "Do Muslim tourists feel comfortable traveling in Japan?" This research was initiated by an encounter with Muslim visitors in Hiroshima, a popular international tourist destination, who said they had found very few suitable restaurants in Hiroshima. The purpose of this research is to examine Halal implementation in Hiroshima and suggest the next steps to improve current efforts. The methods of this research were questionnaires, face-to-face interviews, phone interviews, and internet research. The conclusion is, despite of increasing demands and interests in Halal-friendly businesses, overall Halal actions have barely been applied in Hiroshima. 76% of Hiroshima residents had no idea what Halal or Halaal meant. It is essential to increase Halal awareness and its importance to the economy, and to provide anyone, Muslims included, with first class hospitality in preparation for the massive influx of foreign tourists in 2020.

Keywords: inbound tourists in Japan, halal, halaal implementation, Hiroshima

POSTER PRESENTATIONS



06th Friday 2015

02.45 p.m.-03.05 p.m.

Bougainvillea,

Galadari Hotel,

Colombo

Poster Session

Session Chair:

Dr. Chandi

Jayawardena

| | | |
|----|--|---|
| 01 | Serviceology as an Innovative Science in Hospitality and Tourism | <i>Prof. Grigorii Viktorovich Deinychenko</i> |
| 02 | Key Strategies Service and Consumer Behavior in the Hospitality and Tourism | <i>Prof. Antonina Anatoliivna Dubinina</i> |
| 03 | Historical Development of Human Needs: Formation the Consumer Society Paradigm | <i>Prof. Liudmila Petrivna Maliuk</i> |

[22]

SERVICEOLOGY AS AN INNOVATIVE SCIENCE IN HOSPITALITY AND TOURISM

Maliuk L.P ¹, Varypaiev O.M ², Deynichenko L.G ³^{1, 2, 3} *Kharkiv State University of Food Technology and Trade*

ABSTRACT

In the modern scientific discourse the realization of uniqueness, value and uniqueness of the human person in all its forms and manifestations of life comes to the fore. Many branches of science and practice activity experiencing a reorientation towards individual and his needs of its diverse and emerging consciously focused on understanding the importance of the service sector, the level of development of which is the revealing indicator of the quality of life of the population. It is well known that the growth of the service sector now far exceed the scope of commodity production, in what appears unceasing and the law of development of human civilization. Changes in understanding to the importance of the service sector has led to the fact that in theoretical developments, and in the mass consciousness spreads perception of service as a positive social technology, which has human possessing properties, and the essence of the social space created by service activities, performs the search for effective ways of implementing and satisfaction aspirations and needs of each person. Researchers have recently determined the current state of economic and cultural development as "service society", and the problems of research in this area is becoming a priority in the United States, Western Europe, Japan, where in 2013 an International Congress on serviceology and published scientific journal. Serviceology stood out as a dynamically developing branch of human knowledge, which is actively developing during the last decade and is the theoretical basis for service activities, marketing, management, hospitality and tourism.

Keywords: serviceology, theory of needs, service, consumer society, integrated science

[23]

KEY STRATEGIES SERVICE AND CONSUMER BEHAVIOR IN THE HOSPITALITY AND TOURISM

Maliuk L.P ¹, Dubinina A.A ², Varypaieva L.M ³^{1, 2, 3} *Kharkiv State University of Food Technology and Trade*

ABSTRACT

The service strategy in connection with the development of consumer society was shifted to the concept of the consumer as the central component of the service process. Not the interests of manufacturers, but the ability to satisfy the increasing demands and needs of consumers are the main principles of operation and theoretical understanding of services in a competitive environment. Since the act of consumption becomes an organic and integral part of daily human existence, the study and understanding of consumer behavior is a necessary part of the corporate strategy of any enterprise, especially as the company focused on the service in the field of hospitality and tourism. The most basic characteristics of consumer behavior are associated with resistance, duration, and motivation. Consumer behavior can be regarded as cognitive, emotional, and physical activity exhibited by people when choosing payment and use of goods and services, and termination of it in meeting the needs. Consumers for the purchase must to satisfy one or more needs. By paying for certain services, the consumer is entitled to demand an adequate level of service, based on the received stereotypes in the society of consumption and the ideal consumption. An important component of business strategy in the hospitality and tourism is precisely the category of satisfying, because if the satisfaction is incomplete, it is possible to lose a customer. In the analysis of consumer behavior it is necessary to take into account any method of research relationships that develop between the consumer, the product or service.

Keywords: service, motivation, theory of needs, hospitality and tourism, consumer society

[24]

HISTORICAL DEVELOPMENT OF HUMAN NEEDS: FORMATION THE CONSUMER SOCIETY PARADIGM

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^{1, 2, 3} *Kharkiv State University of Food Technology and Trade*

ABSTRACT

In the modern world in last decade generated high demands on the quality of life, the scope of service permeates the entire hierarchy of the human needs. Understanding the service and service activities as an important cultural characteristics of social life develops research on serviceology. Problems of the serviceology closely linked to the theories of human needs, because it is the satisfaction of the complex needs of the person using the service sector is the main goal of the researches, productive for the areas of marketing, management, hospitality and tourism. For cultural history, from the time of the adoption of Christianity can be traced underscore the importance of spiritual needs in the field of human life, and the first installation of the spiritual become relevant in the field of social life, then the spiritual world interacts with the material depends on the correctness of the chosen way of life, occupation. Finally the whole complex of human needs becomes inscribed in a circle of research philosophical and psychological issues, findings of the study of the theory of needs at the level of scientific understanding and research. Study the history of the theory of needs helps to look at the processes of contemporary social development in terms of past eras and ideological orientations, helps modern man the right to form a spiritual and social needs, based on the communication between man and man, and not of a man with a thing that imposes on us the consumer society in the post-industrial era.

Keywords: serviceology, theory of needs, service, consumer society, consumerism



VIRTUAL PRESENTATIONS

<http://tourismconference.co/2015/virtual-icoht-2015/>



[01]

TYOLOGY OF RISKS IN HOTELS

Vilas G. Waikar¹, Purva Hegde Desai², Nilesh Borde³

^{1, 2, 3} *Goa University, Department of Management Studies, Goa, India*

ABSTRACT

Risk has emerged as major force driving Hotel industry. As a problem area it is scant researched in the hospitality literature. Research has utilized concepts, embraced theories, implemented methodologies emanating from generic study fields, lacks grounding in hospitality. Over the years risk is having significant influence on hotel industry, worthy of evaluation. Research paper aims at developing risk inventory and comprehensive risk typology frame applicable to hotels. Secondary academic research data is discussed and analyzed along with field data. Study employs 49 in person, in-office , semi structured qualitative in depth interviews with General Managers, Vice Presidents and vertical heads of five and four star hotels in Goa –India , further categorized as multinational, national and local hotels. The typology is developed in two folds based on risk sources, controllability and resources exposed. Firstly added several new risks. Secondly developed new themes using second-order analysis. These themes are exogenous, endogenous, hard, soft, existing and emerging risks. This study is of relevance to academicians and industry practitioners. Typology can be used as prerequisite to frame hotel’s risk response strategies. Managers can use the inventory to craft proactive operations management guidelines and develop practices to add value, create competitive advantage and improve bottom line effectiveness by reducing likelihood and severity of risks.

Keywords: hotels, risk typology, hard risk, soft risk

[02]

MOBILITIES AND COMMUNITY TOURISM;**AN EXAMINATION OF VEDDA COMMUNITY OF SRI LANKA WITHIN THE MOBILITIES PARADIGM**Ruwan Ranasinghe ¹, Li Cheng ²^{1,2} *School of Tourism Management, Sichuan University***ABSTRACT**

The new paradigm of social science as proposed by Sheller and Urray, (2006) “mobilities” encompass global and local level movement of people, capital, information, material and intangible heritage across boundaries. Within contemporary global phenomena all sorts of changes in the spheres of politics, technology, financial and transport break the boundaries for mobility down while linking distant socio economic and political structures into evolving global networks. Contrarily, Vedda community of Sri Lanka is one of the few tribal groups in the world, living in forest for centuries. This study attempts to elucidate their concurrent social context within the light of mobilities theory and investigate how the mobilities have challenged their traditional social structure. It argues that breakthrough of imobilities through tourism, modify, transform and link remote and authentic social structures into globally driven networks and this phenomenon is examined in the light of mobilities paradigm in the universal heritage of Vedda community in Sri Lanka. Extensive literature review, analysis of documents and information sources, a series of interviews with Vedda community and observation of the community behavior were key methods applied. The study found that Vedda community is among the rare tribal groups in the world which is a universal heritage. Moreover, tourism and commercial driven technological, informational, transportation and financial mobilities have challenged the existence of this unique wild community. The community leaders believe it will extinct with the end of their generation. Future research should focus anthropological approaches of preserving such unique social resources amidst commercial tourism.

Keywords: Tourism mobilities, Vedda community, Interviews

[03]

MODELING THE VISITOR PERCEPTIONS TOWARDS HOMESTAY TOURISM IN SRI LANKA

Ruwan Ranasinghe ¹, Li Cheng ²^{1,2} *School of Tourism Management, Sichuan University*

ABSTRACT

Tourism industry of post-war Sri Lanka is developing rapidly with mounting tourist arrivals to the country (SLTDA, 2014). Homestay has been identified as an option to match the increasing accommodation demand of the country while empowering local community's contribution in tourism. Homestay being a new concept in Sri Lanka, extensive studies on marketing and management are necessary at the early stages in order to establish a stable tourism product. This study proposes and tests a model to examine the structural relationships among tourist motivation, satisfaction, perceived quality and loyalty on homestay tourism product in Sri Lanka. The study attempt to integrate the academic research and homestay tourism marketing in support of national tourism planning and management disciplines. A total of 380 questionnaires were handed over to homestay operators and 284 completed questionnaires were usable in the final analysis with a response rate of 75%. Preliminary preparation of data by kurtosis, skewness, zero order Pearson correlations analysis were performed while missing observations were controlled by listwise technique. The validated data was analyzed with Smart-PLS to construct Structural Equation Model. The proposed theoretical model with five hypotheses was supported and the managerial and policy implications for homestay in Sri Lanka are discussed in line with twenty four latent variables identified in the final model. Since, homestay tourism is a kind of cultural exchange between host and guest, host is also pivotal in the overall experience. Future researchers should try to establish insights into such interactions illustrating the motivations and expectations of both parties to involve in homestay.

Keywords: Homestay, Motivation, Satisfaction, Quality, Loyalty, PLS-SEM

[04]

A CONCEPTUAL FRAMEWORK EMBEDDING FOOD AND TOURISM: AGRO – CULINARY TOURISM AS A RURAL DEVELOPMENT STRATEGY

Mopati Hemalatha ¹, Akanksha Sheth ²

^{1, 2} *Sri Sathya Sai Institute of Higher Learning, Anantapur Campus, India*

ABSTRACT

Agro tourism is one of several initiatives such as food fairs, farmers' market etc. concentrating specifically upon the local and rural culinary products. The country side in most countries is the repository of authentic and virgin culture of the place boasting of rich culture and indigenous gastronomic heritage that have been considered apt for developing differentiated food based strategies. Providing rural areas with an economic and competitive advantage through culinary mediums would require a strategy formulation that involves taking advantage of the environmental, cultural and economic factors of the place and locating it profitably within the reach of the probable market. The purpose of this study is to develop a framework of agro tourism networks to use culinary tourism as tool for rural development in India. The study is based on secondary data analysis along with implementing intimacy theory and post service economy model embedded with region branding and social enterprise model. The study finds itself explicitly in community based tourism development.

Keywords: Culinary tourism, rural development, intimacy theory, social enterprise model, branding, niche marketing

[05]

RAMAYANA TRAIL TOURS IN SRILANKA IN THE PERSPECTIVE OF INDIAN TOURIST - A STUDY

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ABSTRACT

Srilanka, one of the wonders of Asia is prospering at a fast pace and tourism being one of the most important sectors of its economy. The tourism contributions for its phenomenal growth are in the areas of Beach & Island Tourism and its rich heritage sites. In spite of its growth of inbound tourism from India, there seems to be less attention on the Ramayana trail sites. This study looks into the situation that prevails in Srilanka on the promotion of historical sites connected to the Ramayana Trail from the perspective of inbound tourists from India. With the help of descriptive analysis, the study probes into the significance of Srilanka's historical sites connected to the Ramayana Trail, the awareness and perception about the same among the Indian tourists. Based on the study it is revealed that the Ramayana Trail sites in Srilanka today are not promoted to the extent to which it becomes significant part of the nation's historical importance. Lack of promotion and information available makes the Indian tourists unaware of the historical sites of importance in the Ramayana Trail and its immense potential. However, it is understood that most of the tourists were satisfied that historical and heritage sites connected to epic Ramayana trail has been reasonably well promoted by Srilanka.

Keywords: Historical and Heritage sites, Srilanka, Ramayana, Archaeology, Tourism Marketing

