Abstracts of the 2nd International Conference on Hospitality & Tourism Management - 2014

ICOHT- 2014

07th - 08th October 2014

The International Institute of Knowledge Management (TIIKM)

Colombo, Sri Lanka

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PLENARY SPEECH

[01]

IMPLEMENTATION OF KNOWLEDGE INTENSIVE BUSINESS SERVICES BY MEETING INDUSTRY IN KRAKOW AS THE SOLUTION FOR CONTEMPORARY CHALLENGES

Krzysztof Borodako, Jadwiga Berbeka, Michal Rudnicki

Cracow University of Economics/ Department of Tourism

ABSTRACT

The biggest challenges for the business tourism sector in Krakow have been outlined in the paper. An analysis of the scope of the implementation of Knowledge Intensive Business Services by enterprises representing the meeting industry in Krakow was prepared, based on the results of two questionnaire surveys conducted online: in 2013 and 2014. These were the first pieces of research concerning cooperation and partnership of meeting industry representatives and KIBS suppliers in Krakow, as well as in Poland. The results reveal that enterprises representing business tourism in Krakow, which are mainly small and micro firms – in accordance with resource theory and transaction costs theory – sought resources they don't possess or which are of insufficient quality; firms decide to outsource them externally. The results prove that the highest scope of cooperation of business tourism enterprises in Krakow with KIBS suppliers occurred in the case of advertising and IT services. Cooperation mainly had a temporary character. The space proximity of partners was not particularly important for the business tourism sector in Krakow. The results are significant for academics' cognitive purposes, for the business tourism sector as a benchmark, and for service vendors in Krakow, including KIBS suppliers, as an important source of information for strategy preparation.

Keywords: business tourism, KIBS, cooperation

ORAL PRESENTATIONS

Technical Session 01		**SUSTAINABLE DEVELOPMENT (i)**
07th October 2014		**Session Chair:**
04.45 p.m.-05.45 p.m.		**Dr. Chandi Jayawardena**
Bougainvillea,		
Galadari Hotel,		
Colombo		

01	Zero carbon resorts success in the Philippine tourism sector	*Dr. Robert Wimmer*
02	Advocating, serving and educating: Multiple roles of medical interpreters in cosmetic surgery in Thai private clinics/hospitals	*Assoc. Prof. Miyamoto Setsuko*
03	Improving indigenous medicinal tourism in the Northern Province by using information and communication technology as a tool	*S. Yoharajan*

[02]

ZERO CARBON RESORTS SUCCESS IN THE PHILIPPINE TOURISM SECTOR

Dr. Robert Wimmer

GrAT-Center for Appropriate Technology

ABSTRACT

The Zero Carbon Resorts (ZCR) project has challenged the conventional practices of how tourism establishments operate their buildings and facilities in the Philippines. ZCR is a project launched in 2010 with the support of the European Union aimed at enabling better business in the tourism sector and energy services with higher efficiency and lower cost, and to address the growing demand for energy in a smart and environmentally conscious way. Application of the ZCR method has led to annual savings of Php 241,878,143.41, for energy is 17,712,976.20kWh; the fuel savings is 1,776,733.73L; the water savings is 476,824,036.43L; and the avoided carbon emission is 11,860,373.72 $kgCO_2$ with limited investment. Reasons for these significant improvements were alternative ways to achieve thermal comfort, identification and elimination of energy and resource wastage and a smart realization of energy services. The ZCR's 3R (Reduce-Replace-Redesign) intervention ranges from simple measures with low or no investment to efficient high-end technologies depending on the innovation stage the establishments have already reached. This paper features a number of practical case studies and successful implementations from tourism SMEs in Palawan. The Tourism industry in the Philippines has a high potential for replication of these best practice examples and can become more sustainable by using the ZCR methodology.

Keywords: *Energy Efficiency; Resource Efficiency; Zero Carbon Resorts; Innovation; Renewable Resources, Tropical zero carbon house; passive cooling; sustainable building*

[03]

ADVOCATING, SERVING AND EDUCATING: MULTIPLE ROLES OF MEDICAL INTERPRETERS IN COSMETIC SURGERY IN THAI PRIVATE CLINICS/HOSPITALS

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ABSTRACT

This study aims to consider the roles of hospital interpreters in the context of the medical tourism in Thailand, with a specific attention to plastic, reconstructive and cosmetic surgery. Due to major private hospitals' capital investment on facilities, human resources and marketing, Thailand has now established itself as Asia's most popular medical hub. Its most successful area is cosmetic surgery: fixed and often affordable treatment fee and access to a new procedure not yet approved in their home countries attract those who have a desire for cosmetic enhancement. These cosmetic tourists seeking procedures abroad could be best categorized as "consumers" rather than "patients". Despite abundant information on cosmetic surgery abroad and customer testimonials available on websites, little is known about the interpreters working for the customers visiting the cosmetic section. The material for this study consists of in-depth interviews conducted individually with medical interpreters. The material revealed that the interpreters assume more than two roles. In addition to their conventional role as a language and cultural facilitator, interpreters are active co-participants during doctor's consultation, and they also assume the role of educating their customers, depending on their health literacy, in case that the surgical outcome may not meet their expectation. Their power and visibility would not be achieved without their relationship of a firm mutual trust with other medical providers, which may be attributed to that fact that their continuing education and training are provided in-house. However, interpreters' achieving visibility may carry greater responsibility. Their function in the industry of medical tourism should draw more official attention to protect the status of their profession.

Keywords: Kingdom of Thailand, medical tourism, hospitals, medical interpreter, cosmetic surgery

[04]

IMPROVING INDIGENOUS MEDICINAL TOURISM IN THE NORTHERN PROVINCE BY USING INFORMATION AND COMMUNICATION TECHNOLOGY AS A TOOL

S.Yoharajan

Provincial Planning Secretariat, Northern Provincial Council, Sri Lanka

ABSTRACT

Tourism sector attracted a record one million tourists to Sri Lanka for the first time in history, in 2012. Various types of Tourism are available for tourists to enjoy their stay in Sri Lanka. There are some special attractions which includes indigenous medicinal systems are also available in this Country. Siddha medicine is one of such system which is being practiced for many centuries. The main objective of the research paper is to examine the possibilities to identify a sustainable approach to develop indigenous medicinal tourism with the application of Information and Communication Technology (ICT) as a tool. This study highlights the present status of particular tourism in this area and proposes an approach to improve a sustainable tourism sector. It also recommends some future initiatives by deploying web based applications and Geoinformatics for betterment of this sector. Today indigenous medicinal tourism is a popular industry, worldwide. In Jaffna, there are 4 hospitals and 49 dispensaries are providing Siddha medicinal services to the local people. Last year 128,221 patients received treatments from these service delivery institutions. But there is a huge demand for this type of medicinal system among foreigners. Application of ICT and Geoinformatics in tourism sector is still immature in this area. Also collecting accurate and updated data (spatial and aspatial) necessitates proper coordination among all stakeholders. Disseminating useful information regarding Siddha medicine, its values and methods, details of services and its available facilities, types of treatment, etc. to worldwide audience through websites and social media is an important step to be done professionally. Tourism management which includes suitable site selection to construct a Siddha hospital with luxury facilities for tourists, find suitable locations to establish herbal gardens, management of service delivery institutions, natural resource management, manage tourists flow, tracking tourist vehicles and future planning activities have a lot to benefit from using Geoinformatics. A new avenue can be opened up by promoting indigenous medicinal tourism in this district. This will enhance the earnings for service providers and our Country as well.

Key Words: *Geoinformatics, Information and Communication Technology, Indigenous medicinal tourism, Sustainable Tourism Development*

Technical Session 02

08th October 2014

09.00 a.m.-10.00 a.m.

Bougainvillea,

Galadari Hotel,

Colombo

TOURISM POLICY, PLANNING AND GOVERNANCE

Session Chair:

Prof. UEK Dr hab. Jadwiga Berbeka

01	Discovering the accommodation preference of Sri Lanka inbound tourists: Coastal region	*Malmi L. Wickramaratne & V.G.G.G. Karunasena*
02	Reinforcing social cohesion in a post-war destination via tourism	*Zilmiyah Kamble & Frederic Bouchon*
03	Forecasting tourist arrivals in Sri Lanka	*W.H. Kodituwakku, C. Hettiarachchi, D.M. Wijesundara, G.K.A. Dias & D.D. Karunaratne*

[05]

DISCOVERING THE ACCOMODATION PREFERNCE OF SRI LANKA INBOUND TOURISTS: COASTAL REGION

Malmi L. Wickramaratne[1], V.G.G.G. Karunasena[2]

Department of Industrial Management, University of Kelaniya, Sri Lanka[1, 2]

ABSTRACT

After the long term civil war, the Sri Lankan tourism industry is in a boom. Tourist arrivals are rapidly increasing and Sri Lanka's biggest tourist market is Indians. Mean while the investments on star rated hotels are rising to give an utmost importance to provide accommodation facility for tourists. But according to the Sri Lanka Tourist Development Authority (SLTDA) occupancy rates of star rated hotels are fluctuating over the last four years. At present Indians represent the largest portion of tourists entering Sri Lanka. However, these tourists are thrifty when it comes to spending, on the contrary SLTDA expects an increase in high spenders as tourists. Many high end investments have been undertaken by the government with this belief, which is not coincide with present tourist preferences. The research intends to discover accommodation preference of Indian tourists in coastal region of Sri Lanka. Two surveys would be conducted parallel, to identify Indian tourists' accommodation preferences. Initially tourists' complaints about accommodation over last five years, in the post war period would be analyzed by referring to most popular travel websites. Then telephone interviews would be conducted with SLTDA registered tour guides, who can speak Hindi and English languages, to identify customer hidden needs. Second survey is to approach a sample of 100 Indian tourists directly and through travel agents who serve Indian market to identify tourists' perspective towards accommodation selection. Next interviews would be conducted with the SLTDA registered accommodation providers in the southern coastal region to identify their perspective towards tourists' accommodation preference. Researchers expects to identify tourists' expectation gap and the relationship between expectation gaps and unmet needs of Indian tourists.

Key words: Tourism, Accommodation, customer needs, Sri Lanka

[06]

REINFORCING SOCIAL COHESION IN A POST-WAR DESTINATION VIA TOURISM

Zilmiyah Kamble[1] and Frederic Bouchon[2]

Taylor's University, Malaysia[1, 2]

ABSTRACT

Multicultural societies within nation-states framework have encountered sectarian divides, ethnic conflicts, civil wars and often face the complex challenge of upholding and strengthening social cohesion. The notion of social cohesion is complex, multidimensional and needs to be fostered and maintained through good governance and community involvement. Social cohesion in a post-war or post conflict country is very fragile depending on the extent of the period of war and destruction. In order to encourage social cohesion in post-war country, there is a need for a catalyst that can kick start the process of social cohesion. Post war countries use tourism in a reconstruction stage, as tourism is also a contemporary form of acculturation and specifically specialised forms of tourism has been recommended by many researchers as well. However, tourism impacts may be positive or negative. Hence the possibility of tourism to act as a catalyst in a post-war context still needs to be verified. The aim of this conceptual paper is to analyse the relevance of tourism as a catalyst for social cohesion in the context of a post-war scenario. It provides an understanding of the notion of social cohesion; questions the prospect of tourism to act as a catalyst in a post war scenario and talks about the assessing of social cohesion via tourism. The methodology uses content analysis based on literature and policies in relation with tourism and social cohesion. Findings support the validity of tourism as a catalyst and propose a framework for assessing social cohesion via tourism.

Keywords: social cohesion, multiculturalism, tourism, post-war, governance, community involvement, social exclusion, representations

[07]

FORECASTING TOURIST ARRIVALS IN SRI LANKA

W.H. Kodituwakku[1], C. Hettiarachchi[2], D.M. Wijesundara[3], G.K.A. Dias[4] and D.D. Karunaratne[5]

University of Colombo School of Computing[1, 2,3,4,5]

Sri Lanka

ABSTRACT

This study aims to forecast tourist arrivals to Sri Lanka by using quantitative methods which qualify past information about a phenomenon by applying mathematical rules which take advantage of the underlying patterns and relationships in the data. To achieve this, monthly tourist arrival data from December, 2009 to July, 2014 are used to build models and evaluate the forecasting performance. The reason for selecting this duration is the stable and secure political situation aroused in the country after the civil war which ended in 2009 has boost up the tourist arrivals and the attraction as a safe tourism destination. The results show that ARIMA model delivers the most accurate predictions of arrivals over three time horizons namely monthly, quarterly and annually. This was tested against the seasonal ARIMA and Holt Winters exponential smoothing model. In addition, authors also suggest the use of neural network approach for forecasting. Neural networks are capable of representing knowledge based on massive parallel processing and pattern recognition based on past experience and is expected to be superior to statistical methods in forecasting. Stakeholders of the tourism industry will be influenced by the tourism forecasts and accurate forecasts of tourism arrivals are important to ensure the availability of tourist services when demanded. Therefore a web-based system is developed to make forecast publicly available. Apart providing from tourist arrival forecasts this system will also work as a platform for sharing experts' opinions about future flow of the tourist arrivals to further support decision making process of users.

Keywords: *forecasting, tourist arrivals, Sri Lanka, forecasting support system*

Technical Session 03	COMMUNITY ENGAGEMENT
08th October 2014	Session Chair:
09.00 a.m.-10.00 a.m.	Dr. D.A.C. Suranga Silva
Tulip,	
Galadari Hotel,	
Colombo	

01	The impact of seasonality of tourist arrivals upon the quality of life of self-employed people in handicraft industry	*HK Amarasinghe, SPP Amarathunge, MBBC Perera & WDS Madhubhashani*
02	Tourism for all	*Mohamed Nafiz & Jamseed Rasheed*
03	An evaluation of the quality of homestay accommodation in Sri Lanka- the case of Ella area	*Chandi Karunarathne & Ruwan Ranasinghe*

[08]

THE IMPACT OF SEASONALITY OF TOURIST ARRIVALS UPON THE QUALITY OF LIFE OF SELF-EMPLOYED PEOPLE IN HANDICRAFT INDUSTRY

HK Amarasinghe[1], Prof. SPP Amarathunge[2], MBBC Perera[3] and WDS Madhubhashani[4]

Department of Business Economics, University of Sri Jayewardenepura, Sri Lanka[1, 2, 3, 4]

ABSTRACT

The tourism industry is witnessing a significant growth in Sri Lanka, yet the seasonality impact of tourism results in fluctuations of quality of life of people who are engaged in informal sector. This study examines how seasonality of tourist arrivals affects the quality of life (QOL) of self-employers in handicraft industry. The proposed model illustrates that quality of life in general, which derives from the satisfaction with particular life dimensions, namely: material well-being, community well-being, emotional well-being, and health and safety well-being. The model suggests that self-employers' perception of seasonality affects their overall quality of life through the satisfaction of particular life dimensions. The research is mainly based on primary data collected through a field survey followed by a pilot study. The sample consisted of 54 self-employers of handicraft industry, selected on convenience sampling approach in coastal area of Hikkaduwa. Pre-determined structured questionnaire was used to collect data. The validity and reliability were measured using factor analysis and Cronbach's Alpha. Data was analyzed through Paired sample t-test. The study proposes the main hypothesis: self-employers' perceptions of seasonality affect their QOL in general. The results revealed that the self-employers' perception of seasonality of tourist arrivals do affect their satisfaction with particular life dimensions significantly, which influenced their overall quality of life. Further, dimensions of 'material well-being' were satisfactory during the peak period of tourists' arrivals and vice-versa during the off season of tourists' arrivals. Other life dimensions such as 'community, emotional, health and safety well-being" were constant and unsatisfactory irrespective of seasonality of tourist arrivals to the area.

Keywords: Quality of Life, Self-employees in Handicraft Industry and Tourism Industry

[09]

TOURISM FOR ALL

Mohamed Nafiz[1] and Jamseed Rasheed[2]

Maldives National University[1, 2]

ABSTRACT

The inception of tourism in the Maldives began with "one island, one resort" concept, which has been well known for its prestige's tourism. The pioneers of tourism in the Maldives have succeeded by achieving its ventures in Tourism industry. Furthermore, Maldivians are unable to foresee befits from tourism and thought tourism could benefit only the few stakeholders. The existing local owners control tourism activities and the international chains with the power of financial layout made it more difficult for locals to harvest the tourism benefit. Hence the growing frustrations and concerns were and are being raised by the locals. To address the issue the democratic election have created a platform for new entrance of local entrepreneurial to the industry by advocating the venture of guest houses in local habitat islands introducing the concept of "Tourism for all". The introduction of tourism in the local islands made it possible for locals to enjoy the benefits of tourism industry through guest house business within the vicinity of their own islands. However considering the degree of local involvement in guest house business, the distraction of tourist activities in local conflicts in guest houses leads to a new question "What is the ultimate model for tourism for all". The main scope of this paper is to explore avenues for "Tourism for all". The method focuses on quantitative analysis targeting the general stake holders with the use of SPSS. The outcome of the study would pin down the best inclusive tourism model. The outcomes of the study could contribute to general public, as a published document as a reference, a guide line.

Keywords: entrepreneurs, Model, local, tourism

[10]

AN EVALUATION OF THE QUALITY OF HOMESTAY ACCOMMODATION IN SRI LANKA- THE CASE OF ELLA AREA

Chandi Karunarathne[1] and Ruwan Ranasinghe[2]

Department of Management Science, Uva Wellassa University of Sri Lanka[1, 2]

ABSTRACT

Homestay is one of the best solutions for the increasing demand in accommodation for the fast growing tourism industry in Sri Lanka. It contributes to increase the accommodation capacity and assures community involvement in tourism as well as rural development. Moreover, the function, operational structure, and the natures of Homestays are divergent to those of hotels; therefore, the employed contradictories of the evaluation criteria of homestays which are acute to apply in the Sri Lankan context. Insights gained from this study would be helpful to plan a commercially successful Homestay product. This research explores the existing Homestay product in Ella touristic area from the tourists' perspective comparing with their expectations and perceived level of satisfaction and demographic profile. It also investigates attributes which are significant in Homestay product. Further, an evaluation criterion was expected to be developed in the local context which could be useful in minimizing product market mismatches of Homestay. Data were collected from 70 international Homestay tourists to Ella- Sri Lanka during January and February 2013. Descriptive analysis, independent sample t-test and ANOVA were employed based on respective objective. The results revealed that basic demographic characteristics do not determine the expectations and satisfaction. Majority of the respondents were females; young and well educated having a middle and lower range of income. Further they highly valued authentic local experience rather than luxurious facilities. In conclusion, there is a quality homestay product in Ella which addresses the expectations of tourists as per the findings of this study

Key words: *Homestay, tourists, expectation, perceived, quality, Ella*

Technical Session 04

08th October 2014

10.30 a.m.-12.30 p.m.

Bouganvillea,

Galadari Hotel,

Colombo

SHORTAGE OF QUALITY HOSPITALITY EMPLOYEES

Session Chair:

Dr. David Ermen

01	English for sustainable development in tourism & hospitality industry	*Asst. Prof. Sharmishtha Singh*
02	Employee Career Development in the Hotel Industry - A review of 5-star hotels	*Charuwan Phongpanichanan & Dr. Sushila Devi S Rajaratnam*
03	Perceptions of Maldivian female employees towards upward mobility within Maldivian resorts	*Rahushath Ibrahim & Aishath Shany Habeeb*
04	Women Participation in the Tourism Industry of the Maldives	*Mariyam Shifa & Ali Hafeez*
05	Quality of work life and human resource management in tourism and hospitality industry – with special reference to Karnataka	*Asst. Prof. Parameshwari. G*
06	Emotional labor in commercial hospitality: Motivations and behavioural characteristics	*Hanshika Herath & Sarath Munasinghe*

[11]

ENGLISH FOR SUSTAINABLE DEVELOPMENT IN TOURISM & HOSPITALITY INDUSTRY

Sharmishtha Singh

Amity University

Lucknow,India

ABSTRACT

Tourism has become a popular global leisure activity as well as a major source of income. The hospitality and tourism industry is accelerating at very fast pace. Any minor and major economical, environmental and social change affects this industry. Globalization is essentially a process by which an ever tightening network of ties that cut across national political boundaries connects communities in a single, interdependent whole, a shrinking world where local differences are steadily eroded and subsumed within a massive global social order (Mowforth & Munt,1998). This article provides the importance of Language & Communication in the field of Tourism & Hospitality. No doubt our world has certainly become much smaller in the last several centuries as well as also getting bigger and more unpredictable. Cultural and geographical contexts still play a large part in shaping different societies and their methods of interaction with others. "There are no foreign lands. It is the traveller only who is foreigner"- Robert Louis Stevenson. Hence for students of tourism and hospitality industry, the need of an hour is to be proficient in the use of the global language and to be efficient in serving the needs of guests and tourists with the help of the international language.

Keywords: Globalization, language, communication skills, training, sustainability

[12]

EMPLOYEE CAREER DEVELOPMENT IN THE HOTEL INDUSTRY - A REVIEW OF 5-STAR HOTELS

Charuwan Phongpanichanan[1] and Dr. Sushila Devi S Rajaratnam[2]

Taylor's University[1, 2], Malaysia

ABSTRACT

Within the last decade, the tourism and hospitality industry is one of the fastest growing industries around the globe. As the market competition grows, labor intensive nature of this industry been extensively focused by international hotel chains. Therefore, the organization would want to be prepared for the retention of key personnel in such changing environment, and concurrently develop potential successors for critical job functions. In achieving this, career development plan will be used for candidate selection and retaining valued employees. Many leading international hotel groups have designed and developed career development programs to provide employees with an opportunity to grow within the organization as well as to enable staff to have a clear picture of their future career. It has been recognized that well developed international hotel chains such as Hilton, IHG and Starwood Hotels & Resorts provide attractive employment growth opportunities. However, each organization's attributes such as size, business structure, culture and management practices will have different implications for employee career development programs. The aim of this paper is to review the career development plans of 5-star hotels to ensure staff development and opportunity continue to grow.

Keywords: *Career development plan, 5-stars hotel, employee retention, training and development, human resource development*

[13]

PERCEPTIONS OF MALDIVIAN FEMALE EMPLOYEES TOWARDS UPWARD MOBILITY WITHIN MALDIVIAN RESORTS

Rahushath Ibrahim[1] and Aishath Shany Habeeb[2]

Faculty of Hospitality and Tourism Studies, Maldives National University[1, 2]

ABSTRACT

In spite of the quantity of women working in the tourism industry of the Maldives, it could be seen that only a handful of them are working in the Maldivian resorts and they are struggling to reach the top of the industry. The study focuses on the efforts made by the females and the barriers that they had to confront in order to be where they are and gives recommendations for the young females aspiring to join the Maldivian Resorts. In order to answer the research questions a qualitative research was conducted among the local females working in the Maldivian resorts. After the in-depth interviews with these women, it was found that there were various challenges and barriers which were hindering their career within the Maldivian resorts, such as, discrimination, glass ceiling and family and work conflicts. Hence, the local tourism authorities and the government could take various measures such as organizing awareness programs to minimize these issues within the local resorts in order to motivate and help the local females to choose the Maldivian resorts as their career path.

Keywords: *Women, Tourism Industry, Resorts*

[14]

WOMEN PARTICIPATION IN THE TOURISM INDUSTRY OF THE MALDIVES

Mariyam Shifa[1] and Ali Hafeez[2]

Faculty of Hospitality and Tourism Studies

The Maldives National University[1, 2]

ABSTRACT

In the Maldives women participation in the labor force has doubled over the last 20 years. Ahmed Tholal, Vice President of the Human Rights Commission of the Maldives states that "When you talk about gender equality what you have to realize is that being equal does not mean that men and women are the same but, rather that the roles, responsibilities and the opportunities that society attribute to men and women should be the same." The methodology for their research consists of existing secondary data and primary data collected through mix method consisting questionnaires and interviews. The data has been collected from respective government authorities and from the tourism industry of the Maldives. The study for this paper indicates that the women represent only 7% of the industry and only 2% are Maldivian women. It was also clear that the opportunities have not always been clear to women for employment in the tourism industry. The 2nd Tourism Master Plan of the Maldives expensively analyzed gender issues, especially around employment, but also around social attitudes, government policies on women's participation in tourism and Maldives Association of Tourism Industry's activities to promote women's employment in tourism. The results of this study indicates that major constraints were parental concern for the good reputation of young females, mobility and transport in the country, early marriage, child rearing roles of females, women acting as the head of households, qualifications, education and training opportunities for women, migration leading to insecurities, work and living conditions in the resorts, awareness about career paths, perceptions and misperceptions.

Keywords: Maldives, tourism, employment, females

[15]

QUALITY OF WORK LIFE AND HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY INDUSTRY – WITH SPECIAL REFERENCE TO KARNATAKA

Parameshwari. G

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India

ABSTRACT

The importance of tourism and hospitality employment in both developed and developing countries is attested to by the World Travel and Tourism Council (WTTC). Tourism is now major area of concern to academics, government, industry and public at large. Organizations and managers in the tourism and hospitality industry face real challenges in recruiting, developing and maintaining a committed, competent, well-managed and well-motivated workforce which is focused on offering a high-quality 'product' to the increasingly demanding and discerning customer. This paper stems from a longstanding interest in how tourism and hospitality organizations and managers seek to manage their employees and seeks to address some of the key human resource issues that to be tackled in order that organizations can maintain such an environment. This research paper encourages students and practitioners to think about how to improve the working lives of the many who rely on tourism and hospitality for their employment. The present study is both descriptive and analytical in approach. It is descriptive while dealing with the role of human resource management in tourism industry, and it is analytical while dealing with impact of quality of work life of employees on the tourism industry. This study is based on primary as well as secondary data sources. Primary data will be collected through survey method using pre tested questionnaire. The information will be gathered from employees of tourism industry. The secondary data will be collected from the sources like Ministery of Tourism Government of India, Ministry of tourism Government of Karnataka, World Tourism Organization (WTO), United Nations World Tourism Organization (UNWTO), Internet and other official documents.

Keywords: Quality of Work Life, Human Resource Management, World Travel and Tourism Council, World Tourism Organization.

[16]

EMOTIONAL LABOR IN COMMERCIAL HOSPITALITY: MOTIVATIONS AND BEHAVIOURAL CHARACTERISTICS

Hanshika Herath[1] and Sarath Munasinghe[2]

Department of Public Administration, Faculty of Management, Uva Wellassa University[1], Badulla, Sri Lanka.

Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka[2], Belihuloya, Sri Lanka.

ABSTRACT

In the face of rapid increase of tourist arrivals, Sri Lanka Tourism is expecting a huge development in accommodation sector. This is quite obvious when one observes the fact that the current room capacity of the country is around 20,000 and Sri Lanka Tourism expects to increase it up to 40,000 in two years to cater for 2.5 million expected tourists in 2016. However, this development should not be limited to the physical facility development, the aspect of human resource development must be given greater attention. In that, it is argued here that emotional labor in commercial domain of hospitality is worthy paying attention to. Accordingly, this paper presents the motivations, predictors, behavioral characteristics and positive and negative organizational outcomes of emotional labor in the context of resort hotels in such a background that the research works on the subject in this field are inadequate. The study was done in four selected resort hotels in Sri Lanka. Customer-contact employees were studied through in-depth interviews and a qualitative approach was followed throughout the study. Important findings were concluded in relation to customer contact employees in hotels and their motivations and behavioral characteristics in resort hotels. Implications of the findings have been discussed in relation to the development of human resources in Sri Lanka Tourism.

Key Words: Human resource management in hotels, Resort hotels, Emotional labor, Task motivations, Behavioral characteristics, Commercial hospitality,

Technical Session 05

08th October 2014

10.30 a.m.-12.30 p.m.

Tulip,

Galadari Hotel,

Colombo

CULTURE AND HERITAGE TOURISM

Session Chair:

Dr. D.A.C. Suranga Silva

01	The impact of sports tourism on UAE – A case study of Indian Premier League (IPL)	*Subramanian Karan & Asst. Prof. Prabhu, Narayan B. M.*
02	Ecotourism management: A strategy for conservation and sustainability of heritage resources in selected areas of Maharashtra.	*Dr. Lata S. Patil*
03	Grounded research on the protection awareness development of teenagers in mount Taishan world heritage, based on personal roles theory	*Wang Wenhui, Han Jing, Liang Ping & Zhang Yin*
04	Buddhist aspect of hospitality and its importance for a peaceful world	*Ven. Karagaswewe Wajira*
05	Authenticity and commodification of cultural events for the Maldivian tourism industry	*Zakiyya Moosa*
06	The Buddhist instruction for promoting the heartiest welcomed tourist services: With reference to the *âgantukavatta* of the *vinaya-piṭaka*	*Ven. Galle Dhamminda*

[17]

THE IMPACT OF SPORTS TOURISM ON UAE – A CASE STUDY OF INDIAN PREMIER LEAGUE (IPL)

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ABSTRACT

*Sport tourism is becoming one of the fastest growing market segments in the tourism industry and is receiving increased attention for its social, environmental, and economic impacts upon tourist destinations. **Sports** events have become an instrument for host countries to the brand the destination. UAE which has been named as top fastest growing tourist hot spot with growth rate of 10.4% in 2013 by UNWTO, is combining sport and tourism to boost its economy and improve brand image. In this paper efforts are taken to explore impacts of one of the fastest growing sporting event, Indian Premier League (IPL) on different tourist destinations of UAE and strategies adopted by these destinations, to handle this sporting event.*

Keywords: sports tourism, IPL, UAE

[18]

ECOTOURISM MANAGEMENT: A STRATEGY FOR CONSERVATION AND SUSTAINABILITY OF HERITAGE RESOURCES IN SELECTED AREAS OF MAHARASHTRA.

Dr. Lata S. Patil

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ABSTRACT

Ecotourism is a new concept across the world over. It is a fast growing sector and is the third largest generator of foreign exchange in India. It refers to the state's cultural, as well as natural heritage, and places great importance on to the active involvement of host communities in all aspects of the tourism management and development. In this background, Maharasthra has tremendous potential for ecotourism which is endowed with a rich cultural heritage and natural biodiversity. The State is full of ancient monuments, rare wildlife, exquisitely carved temples, Buddhist sites, forts, palaces, water falls, caves, rock paintings and hill plateaus.

A detailed questionnaire(total sample size 310) comprising of 65 items was designed and developed with view to obtain the information on Socio–economic characteristics of the respondents, information on awareness and importance of ecotourism, sustainability and conservation of heritage resources, tourists experience, environmental impact and advantages of carrying capacity.

Over 85% of the respondents in each category perceived ecotourism as beneficial with employment opportunities both direct and indirect to the vast spectrum from highly trained managers to unskilled worker were discussed in detail. The survey also indicated that a harmonious combination of natural and cultural and historic heritage components in eco-tours adds value to them and makes them more attractive. In this context Maharashtra may occupy a worthy niche in the international tourism market, providing sustainable development of both protected areas and under-exploited regions. Therefore, the Ecotourism can be a positive force in sustaining the natural, historical, and cultural environment when visitors are properly educated.

Key words: *ecotourism, sustainability, conservation, heritage site, carrying capacity. tourists satisfaction.*

[19]

GROUNDED RESEARCH ON THE PROTECTION AWARENESS DEVELOPMENT OF TEENAGERS IN MOUNT TAISHAN WORLD HERITAGE, BASED ON PERSONAL ROLES THEORY

Wang Wenhui[1], Han Jing[2], Liang Ping[3], Zhang Yin[4]

Beijing Forestry University, China[1, 2, 3, 4]

ABSTRACT

Teenagers are new force for future world heritage protection. Nurturing their world heritage protection awareness is an important way to achieve sustainable development of heritage sites. This article take China Mount Taishan Mixed World Heritage as an example. Through semi-structured depth interview, world heritage protection awareness status of 16 local teenagers was investigated. Based on grounded theory, NVivo 8 was used to qualitatively analyze the interview results. The analysis shows that teenagers' role consciousness of "World Heritage Guardian" emerges in three dimension: the cognition, the emotion, and the action. In accordance with breadth and depth of different dimensions, the role formation experiences role awakening, role identifying, and role strengthening stage by stage. Interviewees' visiting experience, as well as the impact from different groups (school, family, government, visitors, etc.) influence their role formation differently to some extent. During the process, heritage site should play a leading role and other groups should be inspired to support strongly. The introduction of educational programs and activities, which are with the theme of world heritage protection and corresponding to the role development stage, is an effective way to promote world heritage protection awareness nurturing and Mount Taishan heritage site's sustainable development.

Keywords: Protection Awareness, Personal Role, Teenagers, Mount Taishan

[20]

BUDDHIST ASPECT OF HOSPITALITY AND ITS IMPORTANCE FOR A PEACEFUL WORLD

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ABSTRACT

This paper is to reveal the Buddhist aspect of hospitality and its relevance for making a peaceful world. Hospitality generally refers to the hospitality in industry and any other service that deals with tourists at present. Nevertheless, hospitality is a traditional custom encouraged by all the cultures. Religion plays an important role in molding the cultural aspects. Sri Lankan culture includes a number of customs of hospitality, which date to more than 2000 years, which were handed down, from generation to generation. Mostly it has been influenced by Buddhist teachings. Therefore, Buddhism is very rich with the customs and practices of hospitality. The Pali terms 'Sakkāra' and 'Ātitheyya' are referred for hospitality in Buddhist literature. The Buddha, founder of Buddhism himself has shown excellent qualities regarding hospitality. For him, hospitality should be shown to all, whatever their caste, religious affiliation or status. The Buddha was "welcoming, friendly, polite and genial" towards everyone who came to see him. Some persons came to the Buddha in order to argue with him, but the Buddha treated them with doctrinal talks. As mentioned in the Upāli Sutta, a Jain person named Upāli came to argue and the Buddha preached the Dhamma. Finally, Upāli became a Buddhist, but the Buddha asked him to continue his hospitality to Jain monks who might come to his door. This is indeed a special quality of hospitality. The Buddha not only showed hospitality to others, but also he introduced a set of duties as 'Āvāsa Vatta' that should be performed by resident monks for stranger monks. All of these customs shown in the Buddhism are very important to build up peaceful relations among all and sundry, as they are much beyond economic purposes and religious, cultural boundaries.

Keywords: Hospitality, Buddhist aspect, Custom, Peaceful world, friendly, polite, economic purpose, boundaries

[21]

AUTHENTICITY AND COMMODIFICATION OF CULTURAL EVENTS FOR THE MALDIVIAN TOURISM INDUSTRY

Zakiyya Moosa

Jamaluddin School, Maldives

ABSTRACT

Authenticity and commodification of cultural events for the tourists has been practiced for a long time. These practices have had both positive and negative effects on the host community and its cultural heritage. Since tourism deals with experiences sold to tourists, the experiences has had to be authentic and commodified into consumable products and or services. Therefore, this paper aims to look at the authenticity and commodification of cultural events presented for the benefit of tourists throughout the tourist resorts in the Maldives and the notion of regulations and its implications on authenticity of cultural products offered to the tourists. Authenticity played a wide role in tourist experiences and repeat business for the destination. Commodification on the other hand is a byproduct of making the events authentic in order for it to be presented to the tourists since these events cannot be presented in its original form or length. Hence, the events are 'staged' for the benefit of the tourists because cross cultural encounters drive authenticity of the tourism experience and create more business to the destination. Depending on the person viewing the concepts their understanding is deferent. Locals have a sense of pride and joy though sees tourism as a product that can be manipulated for political agendas. Tourists look for a destination which provides genuine experiences and when choosing a destination authenticity is important to them.

Keywords: authenticity, commodification, staged, travel, tourism, enclave, dependence, advantages, disadvantages, Maldives

[22]

THE BUDDHIST INSTRUCTION FOR PROMOTING THE HEARTIEST WELCOMED TOURIST SERVICES: WITH REFERENCE TO THE *ÂGANTUKAVATTA* OF THE *VINAYA-PIṬAKA*

Ven. Galle Dhamminda

Dept. of Pali and Buddhist Studies

University of Peradeniya

Sri Lanka

ABSTRACT

Buddhism, on the other hand, as a way of living friendly in the society emphasizes the heartiest social contacts in the society. Social contacts, politeness, friendliness and courteous service are some of positive qualities in the field of Tourism. From the Vattakkhandhaka of the Vinaya-piṭaka we can find a lot of instruction to be observed by the incoming monk (âgantuko bhikkhu) and resident monk (âvāsiko bhikkhu) together. These observances have been laid down on behalf of a proper social contact among the Saṅgha community. In this section, firstly we find the observances that should be practised by the incoming monks who entered the monastery without asking for lodgings. At the very beginning they had to face many difficulties afterwards they had broken several manners as well. For the next time the resident monks were admonished by the Buddha. In this regard this part of the text teaches us valuable instructions to be practised by the resident monks for the benefit of incoming monk thus:

> - *He should appoint a seat*
> - *He should bring forward water for the feet*
> - *Having gone to meet him he should receive his bowl and robe*
> - *He should offer him drinking water*
> - *He should be greeted and lodging appointed with the words*

The methodology of the paper is mainly based on the Vattakkhandhaka of the Vinaya-piṭaka and the secondary sources as necessary. All these references prove such a respectful hospitality of the residents. On the hand, this reference can be used as a guide in promoting Tourism in the country also.

Keywords: *âgantukavatta, Tourism, Hospitality, Host, Buddhism, Resident, Greet, Instruction*

Technical Session 06	**DESTINATION MARKETING**
08th October 2014	
01.30 p.m.-03.10 p.m.	**Session Chair:**
Bougainvillea,	**Dr. Chandi**
Galadari Hotel,	**Jayawardena**
Colombo	

01	The impact of regional marketing projects on the development of regions with respect to different stakeholder perspectives	*Kim-Kathrin Kunze*
02	Architecture as a branding tool in marketing tourism: With special reference to resorts in Southern Province, Sri Lanka	*A.M Prabodha Rathnapala*
03	Exploring the origin of Chinese tourist spots names: Aesthetic features, issues and cultural recreation	*Prof. Shaomei Yan & Prof. Xijuan Gu*
04	Determinants of repeat visitation to beach resorts in Sri Lanka	*Sarath Munasinghe & Hanshika Herath*
05	How is the city of Colombo presented to the world? A discourse analysis study of Colombo branding in travel guide websites	*Mohammad Mehdi Kalantarzadeh & Aylar Noroozifard*

[23]

THE IMPACT OF REGIONAL MARKETING PROJECTS ON THE DEVELOPMENT OF REGIONS WITH RESPECT TO DIFFERENT STAKEHOLDER PERSPECTIVES

Kim-Kathrin Kunze

Department of Marketing, University of Siegen, Germany

ABSTRACT

In the increasing competition for economically attractive stakeholders, regions have to implement strategies to gain and adhere those interest groups. Empirical studies concerning the migration motivations show that it is not only labor market but also the 'soft' locational factors of the social environment, nature and landscape that are of high importance: A majority of the population is willing to move or rather stay at a special place because of such soft locational factors. This study examines the impact of regional marketing projects on the development of regions from the perspectives of inhabitants and tourists as well as general attributes to measure a region's attractiveness from the perspective of high potentials. We argue that regional marketing projects that fit to the region and its unique selling propositions contribute to positioning and building location brand value. We show that projects have a socio-economic effect on the attitude towards regions and contribute to building location brand value. An analysis of group differences shows that the project influence on the region and region attractiveness are perceived in significantly different manner depending on the knowledge level of the stakeholder group. Consequently, one should increase the awareness of marketing activities and regions and focus on soft location factors while establishing and positioning a region brand.

Keywords: Attractiveness, Image, Regional Marketing Project, Stakeholders, Locational Factors, Tourism

[24]

ARCHITECTURE AS A BRANDING TOOL IN MARKETING TOURISM:

WITH SPECIAL REFERENCE TO RESORTS IN SOUTHERN PROVINCE, SRI LANKA

A.M Prabodha Rathnapala

University of Moratuwa, Sri Lanka.

ABSTRACT

Tourism became an important part of the national economy in the late 1960's. Demand heightened with the end of terrorist war in 2010. Major investment in tourist infrastructure is made in Sri Lanka today, on a range of new resort buildings. Within few years many of the resorts that seem to cater to mass tourism seem to be interested in creating an architectural imagery that looks impressive in the brochures than in reality. Marketing has become an essential tool used for grabbing the first impression and for sustaining the tourism industry. In the sense of marketing, hoteliers use different branding strategies to expand the scope. Eventually architecture becomes a commodity of touristic show while becoming a branding strategy. In past, majority thinks, that most important thing is standardization of accommodation match with other similar destinations around the globe. This has a direct effect on architecture where attempts are made to copy directly the features that are found in resorts elsewhere. Instead of interpreting local features, they are seen as superficial elements to be copied. Accordingly many of our recent resorts do not cater to a lifestyle that is generated by our own culture and life. With time guests perception changes and they seek for more authentic and diverse new kinds of experience. Thus understanding the trends in Architecture that is valued and appreciated by tourists is an important issue to be considered in creating Resort Architecture. It was created but with less specific understanding of the tourist's perception of what Architectural quality and attributes is attractive. This survey based research will discuss how the architecture can be intellectually used as the main branding tool in the tourism industry while enhancing its attraction.

Key words: Tourism, marketing, branding, architecture, user satisfaction

[25]

EXPLORING THE ORIGIN OF CHINESE TOURIST SPOTS NAMES: AESTHETIC FEATURES, ISSUES AND CULTURAL RECREATION

Shaomei Yan[1] and Xijuan Gu[2]

Yunnan Open University[1, 2], China

ABSTRACT

It is obviously that we have splendid scenic spots with rich and colorful names in China. With a whole glance at the original way of naming these tourism attractions, we are easy to find that naming are generally based on visual images , while shooting these tourist spots characteristics directly by our cognitive awareness on the external world. If we could name an attraction by grasping its scenic beauties and highlights, it will be helpful to shape our brand, enhance brand visibility and attract more customs. That is why the aesthetic features of Chinese tourist spots names are vivid, colorful and melodious. Yet we also can find some issues with these tourist names. Such as simple, repeated and lacking of cultural connotations. So it is necessary that we exploit the cultural connotation, discuss and rename these Chinese spots to give these attractions greater public appeal.

Key words: aesthetic features, issues, cultural connotations, rename, public appeal

[26]

DETERMINENTS OF REPEAT VISITATION TO BEACH RESORTS IN SRI LANKA

Sarath Munasinghe[1] and Hanshika Herath[2]

Deparment of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka[1], Belihuloya, Sri Lanka

Department of Public Administration, Faculty of Management, Uva Wellassa University[2], Badulla, Sri Lanka.

ABSTRACT

Relationship marketing is becoming increasing significant for businesses now. In that, customer retention and increasing repeat visitation are major concerns of today's hoteliers owing to many benefits it brings about to the businesses. This paper scrutinises the experience of repeat visitors to Sri Lankan beach resorts and explores the elements of their hospitality experience at resort hotels. Having followed the qualitative approach, this study recognised three dimensions of guest experience; material comfort, physical comfort and emotional energy. The study further evaluates relative importance of these dimensions in the experience and generate hypothesis in relation to the importance of such dimensions and determinants of repeat visitation of the foreign tourists. The study was conducted in three selected resort hotels where there is a high repeat visitation. In-depth interviews were the main data collection tool and the steps of coding, synthesising and conceptualising were followed to reach conclusions. The findings make a novel contributes to the knowledge as it captures the relative importance of elements of guest experience to the repeat visit decisions. Implications have been drawn from the findings for the purpose of enhancing enduring relationships with guests and increasing repeat visitation.

Key words: Customer retention, Relationship marketing, Repeat visitation, Emotional energy, Determinants of repeat visitation.

[27]

HOW IS THE CITY OF COLOMBO PRESENTED TO THE WORLD?

A DISCOURSE ANALYSIS STUDY OF COLOMBO BRANDING

IN TRAVEL GUIDE WEBSITES

Mohammad Mehdi Kalantarzadeh[1] and Aylar Noroozifard[2]

Islamic Azad University of Sepidan[1], Iran

R&D Department, Asagostaran Engineering[2], Iran

ABSTRACT

In the global era, people get to know different places through a variety of tools from travel guide books, to news to word of mouth. The way world people see a place, certainly, affects its branding. The advent of technology has given this process more speed and has made it more feasible. Websites, for instance, are the one of the first tools for getting travel information one might visit. This study aims at finding how the world sees the city of Colombo. Data will be gathered through travel guide websites. Both data presented in the website and people comments will be analyzed via Discourse Analysis methods. They include both qualitative and quantitative modes of analysis. It is expected that the findings provide insight into the way Colombo is introduced to the people of the world, hence partly its branding. The results will clarify which mentioned points contributed positively or negatively on branding of Colombo. Such information is useful to citizens, travel guide website owners, city managers and policy makers, investors and city designers.

Keywords: city branding, discourse analysis, website, internet

Technical Session 07	**SUSTAINABLE**	
08ᵗʰ October 2014	**DEVELOPMENT (ii)**	
03.15 p.m.-03.55 p.m.	**Session Chair:**	
Bougainvillea,	**Prof. Sarath Kotagama**	
Galadari Hotel,		
Colombo		

01	An analysis of eco-tourism practices of Sri Lankan hotel managers	*Rangana Sri Shalika Wadippuli Arachchi, Mohd Shukri Ab. Yajid & Ali Khatibi*
02	Introducing the theme park concept to the Maldives tourism industry	*Musliha Ahmed & Zeenath Solih*

[28]

AN ANALYSIS OF ECO-TOURISM PRACTICES OF SRI LANKAN HOTEL MANAGERS

Rangana Sri Shalika Wadippuli Arachchi[1], Mohd Shukri Ab. Yajid[2] and Ali Khatibi[3]

Sabaragamuwa University of Sri Lanka[1], Management Science University, Shah Alam-Malaysia[2, 3]

ABSTRACT

Tourism is presently one of the most crucial contributors to the economy in Sri Lanka. Attitude of tourists have gradually changed from one that emphasized beach tourism to one that demands more, natural, cultural and social interactions. As a result, the concept of Ecotourism emerged with the collaboration of cultural, rural, nature tourism, and its related activities as a niche market (Silva, 2004). Midterm strategic plan for Sri Lanka tourism (2002-2004) states that Sri Lanka had 1% of eco tourists. It is in a very low level comparing to other destinations (Sri Lanka Tourism and Development Authority, 2001). Based on these literature and preliminary findings, researcher identified there is an issue of practicing the concept of genuine eco-tourism in Sri Lanka compared to the international standards. Qualitative case study was done with the intention of providing a thick description to the concept of eco-tourism. Sri Lankan eco resort managers construct the meaning of eco-tourism in various ways. They are more towards nature based tourism, wild life tourism and environment conservation tourism. They were unable to target eco-tourism market and attract eco tourist. Because the managerial practice of the eco concept differs from international practices, they could not meet the expectations of eco tourists. Comparing to the international standard components, Sri Lankan hotel managers consider only few aspect as an essential components of an eco-resort. It has created a gap between the eco tourists' needs and the services of eco resort hoteliers.

Key words: Eco tourism, Eco resort, International Standards

[29]

INTRODUCING THE THEME PARK CONCEPT TO THE MALDIVES TOURISM INDUSTRY

Musliha Ahmed[1] and Zeenath Solih[2]

Faculty of Hospitality and Tourism Studies, The Maldives National University[1, 2], Maldives

ABSTRACT

Whilst we are celebrating 40 years of success in Tourism in the Maldives, we still have untapped areas of huge potential in the industry. One such area is the Theme Park Industry. The research presented here will show the points of view of industry professionals through focus group interviews, of locals who responded to an online survey as well as of tourists who were residing in Maldives through questionnaires regarding the introduction of the Theme Park concept in the Maldives. The study further inquired on the positive and negative impacts that may arise from the introduction of Theme Parks and how such projects would improve local tourism. Furthermore, questions were also asked on the idea of developing a Theme Park with a cultural concept focusing on the Maldives culture. This research would benefit both the not yet established Theme Park Industry and the very well established National Tourism Industry in the Maldives. The study was done in 2013.

Keywords: tourism, theme park, impacts, culture

Technical Session 08

08th October 2014

01.30 pm - 03.10 am

Anthurium,

Galadari Hotel,

Colombo

INFORMATION COMMUNICATION TECHNOLOGY

Session Chair:

Dr. Nalin Abeysekera

01	Internet as a tool for city branding	*Mohammad Mehdi Kalantarzadeh & Aylar Noroozifard*
02	Tourist monitor–Supporting value creation in tourism	*Assoc. Prof. Jan Velvin, Dr. Olaf Hallan Graven & Lachlan MacKinnon*
03	Influence of social media marketing on the brand image of organizations in the hospitality industry of Sri Lanka	*Graham Romello Perera & Irosha Perera*
04	Market orientation and customer perceived value in the internet-mediated environment: Is information-based value creation a missing link? Empirical evidence from hotel industry in Sri Lanka	*Thilini Chathurika Gamage & Dr. Fazeela Jameel Ahsan*
05	How to use the social media to promote the Sri Lanka tourism: Content analysis of face book	*Shyama Jinasena*

[30]

INTERNET AS A TOOL FOR CITY BRANDING

Mohammad Mehdi Kalantarzadeh[1] and Aylar Noroozifard[2]

Islamic Azad University of Sepidan[1], Iran

R&D Department, Asagostaran Engineering[2], Iran

ABSTRACT

Globalization is the aim behind any place branding policy and strategy. With the advent of technology, internet and the World Wide Web has influenced a lot of aspects of our lives. Marketing, branding and Tourism are no exception.

Recently there have been great efforts to win the competition of city and destination branding. This competitiveness of the subject, made the stakeholders look for and apply for the newest and the most effective tools to serve their purpose. Internet, as one of such tools, has had growing application in the field of destination branding.

In this study, we investigate the importance of branding strategy and the application of internet in destination marketing and its relation to destination branding procedures.

Data will be gathered through questionnaires and interviews. The results will be analyzed both qualitatively and quantitatively using computerized statistical programs as well as researcher coding. Findings will be useful for a variety of stakeholders including researchers, city branding policy makers and investors.

Keywords: city branding, destination marketing, website, internet, city branding tool

[31]

TOURIST MONITOR–SUPPORTING VALUE CREATION IN TOURISM

Jan Velvin[1], Olaf Hallan Graven[2] and Lachlan MacKinnon[3]

Buskerud and Vestfold University College[1, 2, 3]

ABSTRACT

The principles of value creation in tourism is fundamentally founded in the provision of timely, accurate, and detailed information on the range of parameters necessary to define services. To that end, many existing systems capture and represent such information in a variety of formats and proprietary models. Unfortunately, such systems are difficult to interoperate and do not provide homogeneous data that can be used and shared between service providers to provide a consistent development framework. This paper describes the requirements analysis, design, and development of a web based software framework, called Tourist monitor, providing a dashboard style interface and backend data management system, offering a homogeneous data service to support a wide range tourism service providers with Norway. This development has been part of a wider project also called Tourism Monitor, which has tested and evaluated a range of tourism indicators, such as guest indicators, destination indicators, and business indicators. These indicators provide a baseline dataset against which we can evaluate current performance in any tourism sector, and also utilise historical tourism data to provide trend analysis and highlight areas of strength/weakness. The main focus of this work is to support value creation in rural Norway, particularly through the development of tourism services, utilising the dashboard system to identify opportunities and risks. The paper presents both the analysis and development of the dashboard system, and some initial evaluations results from tourism service providers in Norway.

Keywords: Monitoring, web-based system, indicators, management system, value creation

[32]

INFLUENCE OF SOCIAL MEDIA MARKETING ON THE BRAND IMAGE OF ORGANIZATIONS IN THE HOSPITALITY INDUSTRY OF SRI LANKA

Graham Romello Perera[1] and Irosha Perera[2]

National School of Business Management[1, 2]

Sri Lanka

ABSTRACT

Will Social Media Marketing influence the image of hospitality brands in Sri Lanka? The research paper aims to identify significant factors affecting towards the Social Media Marketing which can influence and affect the Brand Image of organizations in the hospitality sector. The identified factors are based on a Literature Review, and include the following; 1) Uniqueness, 2) Positivity, 3) Consistency, 4) Integration of Communications, 5) Level of Differentiation, and 6) Personality of the brand on Social Media. A framework was developed which highlights the relationship of the variables and their direct influence and impact on the Brand Image. A questionnaire has been used to obtain primary data, and the data is analysed using the statistical tool of correlation to measure the strength of the influence and impact of the identified factors. Assessing the influence and impact of Social Media Marketing on their Brand Image can help organizations in the hospitality industry to evaluate the success of their Social Media Marketing Campaigns, while organizations that are currently not engaged in Social Media Marketing can gain a better understanding on how to utilize Social Media platforms to enhance the Brand Image of their organizations.

Keywords: Social Media, Social Media Marketing, Branding, Brand Image, Hospitality Brands, Hospitality Industry, Sri Lanka

[33]

MARKET ORIENTATION AND CUSTOMER PERCEVIED VALUE IN THE INTERNET-MEIDATED ENVIRONMENT: IS INFORMATION-BASED VALUE CREATION A MISSING LINK? EMPIRICAL EVIDENCE FROM HOTEL INDUSTRY IN SRI LANKA

Thilini Chathurika Gamage[1] and Dr. Fazeela Jameel Ahsan[2]

Dept. of Marketing Management, Sabaragamuwa University of Sri Lanka[1], Sri Lanka

Dept. of Marketing Management, University of Colombo[2], Sri Lanka

ABSTRACT

Emergence of the Internet and its related technologies has necessitated hotels to fundamentally rethink and institute major changes in their marketing strategies. Against this backdrop, it is critical that hotels have a breadth of resources and more flexible forms to meet the needs of a dynamic marketplace. Looking back, previous literature on the relationship between market orientation (MO) and customer perceived value are equivocal, and have typically failed to examine the said relationship in the Internet-mediated environment. To date, it remains unclear for both scholars and practitioners about the mechanism that link MO and customer perceived value in the Internet-mediated environment. This failure pinpoints the existence of a theoretical gap in literature. Synthesizing previous literature, this study proposes information-based value creation as the mediator between MO and customer perceived value in the Internet-mediated environment. This study reflects the findings of a survey of 116 tourist hotels in Sri Lanka, involving 116 senior managers and 644 tourists, analyzed using regression and correlation analysis. The findings suggest that MO led to customer perceived value of hotels in the Internet-mediated environment partially through a mediation of hotel's information-based value creation. The results reflect the necessity of information-based value creation in a hotel's role of MO in creating superior customer value in the Internet-mediated environment. Yet, replication of this study within different research contexts might give a more detailed view of the nature of the relationships identified and will most certainly enhance the gravity of the conclusions.

[34]

HOW TO USE THE SOCIAL MEDIA TO PROMOTE THE SRI LANKA TOURISM:

CONTENT ANALYSIS OF FACE BOOK

Shyama Jinasena

University of Colombo, Sri Lanka

ABSTRACT

Sri Lanka is world well-known country for the tourism, because of it's beauty and hospitality of the nation. In addition prehistoric value also added as the reason that distinguished Sri Lanka is the greatest tourist country among the globe. All media promoting classification of tourism also changed according to the media convergence of digitalized multi platforms. As a consequence of this phenomena face book (fb) use as the finest promoting organism of Sri Lanka tourism. Fb is the most eminent community organization in the world and it is the majority appropriate to market for the populace. As the community network fb uses not only provide the information but entertainment also. Combination of these two it will construct for attracting of the community increasingly for the fb. Masses dangle always with the fb and its purposeful for consist of massages for globe.

This research determines how to consume the fb for promoting the Sri Lanka tourism. It is about the content analysis research and explores face book content wise what are the forms that use to promote the Sri Lanka tourism in the world. Analyze the content of the face book according to face book profile and time base measurements. Qualitative and quantitative research mix methodologies also used as the data gather sources. This research reviews the content how to use the face book for promoting the Sri Lanka tourism in the world tourism industry.

Key words: Online media, Face book (Fb), Promote and Tourism

VIRTUAL PRESENTATIONS

VIRTUAL PRESENTATIONS

01	Human capacity building for improved skills and employability in hospitality and tourism business	*Adejoh, Apeh Matthew & Aly, Audu Fada*
02	Eco-tourism and sustainable development	*Nadun Bandara Dissanayake*
03	Perceived barriers for employment in tourism industry among rural communities [A special reference to Kotmale Divisional Secretariat (KDS)]	*Wijesundara W.G.S.R & Ranasinghe J.P.R.C*
04	Insecurity and terrorism- Impacts on sustainable tourism development in Nigeria	*Bashir Muhammad Abubakar & Murtala Mohammed Alamai*
05	The implications of over-visitation in national parks: With special reference to safari operation in Yala National Park	*Ariyarathne RMCS & Dr. Iraj Ratnayke*
06	Media, culture and youth empowerment in Nigeria	*Abubakar Sufyanu Saidu Al-Sadique & Murtala Mohammed Alamai*
07	Hotel guests' involvement in green energy conservation practices in Malaysia	*Rita Lo & Ng Siew Cheng*
08	Tourism marketing and promotion strategies of plateau state, Nigeria	*Paul Eshiwoza Madalla*

[35]

HUMAN CAPACITY BUILDING FOR IMPROVED SKILLS AND EMPLOYABILITY IN HOSPITALITY AND TOURISM BUSINESS

Adejoh, Apeh Matthew [1] and Aly, Audu Fada [2]

Department of Hospitality and Tourism Management

The Federal Polytechnic[1, 2], Bauchi Nigeria

ABSTRACT

Though tourism is regarded as the fastest growing industry in global economy employing over 200 million people worldwide, its human resource base in Nigeria is not capable of delivering results for meeting competition and achieving sustainable growth.. The sector is characterized by very poor human development planning, with low salaries, high rates of turnover, high seasonality, anti-social working hours, lack of career path design, and poor quality service delivery. This paper examines the skill shortages and undertakes a conceptual review that links human capacity building to sustainable tourism and hospitality development in Nigerian economy. It recommends a practical and holistic approach to human capacity development issue by stakeholders with a view to raising a brigade of skills and competencies that would positively impact on hospitality and tourism business.

Keywords: Tourism and hospitality, human capacity, education and training, employability

[36]

ECO-TOURISM AND SUSTAINABLE DEVELOPMENT

Nadun Bandara Dissanayake

The Open University of Sri Lanka

ABSTRACT

In the sphere of global environment context the phrase "Eco- tourism" is a sector which is rapidly upgrading the tourism industry. The salient aspect of the eco-tourism is to preservation of one's cultural heritage along with the provision detailed accounts of information to the satisfaction of both national and international interested parties visiting the pristine ecological destinations in the host country. The aim should be to promote sustainable tourism while protecting the eco environment through infrastructure improvement, community and private sector participation and regional cooperation. This pith of ecotourism should be to mitigate environmental erosion, develop human resources and promote cooperation between private and public entities. There are correspondently to the above focus should be to investigate the transition of tourism industry from a stereotype tourist attraction to eco -tourism. Therefore, this paper is expected to discuss the initiatives taken domestically and internationally in the sphere of eco -tourism.

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PERCEIVED BARRIERS FOR EMPLOYMENT IN TOURISM INDUSTRY AMONG RURAL COMMUNITIES

[A SPECIAL REFERENCE TO KOTMALE DIVISIONAL SECRETARIAT (KDS)]

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ABSTRACT

Present Tourism Strategy focuses on increasing tourism related employment from 125,000 to 500,000 by expanding tourism based activities and services in Sri Lanka. Job seekers and low- remunerated employees working in other industries are focused to fill recognized human resources gap. It has become increasingly difficult to attract entry level employees to tourism industry given many reasons. This study aims identifying barriers for potential employment for people in rural areas and it will facilitate people who make efforts to produce human resource requirements in tourism industry in Sri Lanka. As an isolated rural area packed with pool of job seekers, Kotmale was selected for this study. The sample size has been determined by using stratified sampling method and convenience sampling method was used to select respondents. Secondary data were collected from KDS office. Primary data were collected from job seekers and employees in other industries among divisions of KDS. A pre-tested structured questionnaire was used to collect primary data. Descriptive statistics, ANOVA and Friedman test were employed to analyze data. Among the selected sample, there was a few who employed in tourism industry. The results revealed social considerations, recruitment process, skills development, progression pathways, cultural barriers and lack of infrastructure facilities are significant barriers for tourism employment in rural areas. It is recommended to address the above to make tourism employment attractive for rural job seekers. Furthermore, future research should focus on impacts of tourism employment on quality of life in rural areas.

Key Words: Tourism Employment, Barriers, Kothmale KDS

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INSECURITY AND TERRORISM- IMPACTS ON SUSTAINABLE TOURISM DEVELOPMENT IN NIGERIA

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ABSTRACT

Contemporary tourism has become a major economic earner for countries the world over. In Africa, there are a number of renowned tourist destinations that have attracted a number of tourists all over the world. In recent times, however, increasing surge of insecurity and terrorism, coupled with the global economic meltdown, has had a tremendous negative impact on sustainable tourism development in the continent. This paper examines the impact of insecurity and terrorism on sustainable tourism development in Africa with a view to ascertaining specific real instances of how insecurity and terrorism directly or indirectly affects sustainable tourism development in the continent. The paper observes that high sense of risk and personal safety engendered by terrorism, intrastate conflicts, insurgency, non-state violence and other forms of insecurity, that have become house hold names in Africa, have had tremendous negative effects on sustainable tourism development in the continent. The paper recommends among other things the entrenchment of sound democratic culture premised on the principles of rule of law, justice, equality, accountability, transparency, respect for human rights and inclusiveness. The paper employs the Desk Study approach as its methodology.

Key Words: *Risk, Personal Safety, Tourism Development, Intra-state Conflicts and Democracy*

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THE IMPLICATIONS OF OVER-VISITATION IN NATIONAL PARKS: WITH SPECIAL REFERENCE TO SAFARI OPERATION IN YALA NATIONAL PARK

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ABSTRACT

Tourism is a quality sensitive economic field that requires sustainable management to ensure both tourist satisfaction and economic gains through sustained recreational values. Sri Lanka is became well known tourist destination especially after war and many visitors are selecting to visit national parks over other visitor experiences. Yala National Park isone ofthe most visited and world famous wildlife attractions in Sri Lanka especially promote watching of solitary leopards. National parks are established as protected sites in order to protect their recreational end environmental values. Though there are boundaries for recreational activities in national parks, violating them cause to create plenty of issues. Overcapacity is an important attribute of the recreation experience because quality of the activity depends on how many people practice the same activity or visit the same site. It may lead to over-visitation, a situation of negative environmental changes and poor visitor experience. This study derives from such a background. The study focused on examine negative impacts of over-visitation in Yala National park, identifying perceptions of tourists and tour operators of the National park and finding solutions to mitigate over-visitation issues. The study employed qualitative methodology to analyze data obtained through the interviews, guests' feedbacks and trip advisor reviews. It is found that over-visitation has significant negative impacts on environment, safari operations and visitors that lead to reduce ultimate visitor satisfaction as well as reputation of operators and park itself.

Keywords: over-visitation, environmental impacts, tourists' perceptions, visitor satisfaction.

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MEDIA, CULTURE AND YOUTH EMPOWERMENT IN NIGERIA

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ABSTRACT

Youth empowerment has been identified by various governments since the return to democratic rule in Nigeria as a cornerstone for long and short term development plans because of collapse of industries and the paucity of jobs that would accommodate the teeming youth. In spite of this policy initiative, almost all parts of the country are facing one form of youth restiveness or the other, owing mainly to unemployment, underemployment and craze for white collar jobs among the youth. Cultural tourism is one such area that provides vast and untapped potentials for employment in virtually all parts of the country, yet these teeming unemployed youth do not know that they are sitting on a goldmine. This paper articulates the role media in this globalised world can play in making youth harness these vast potentials provided by cultural tourism which have the capacity of addressing youth restiveness that devastated all parts of the country, given that tourism has become the major foreign exchange earner to many countries in different parts of the world.

Key words: media, culture, youth, empowerment

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HOTEL GUESTS' INVOLVEMENT IN GREEN ENERGY CONSERVATION PRACTICES IN MALAYSIA

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ABSTRACT

Green energy conservation are now being implemented in most industry including the tourism and hospitality industry in conjunction with the concern of environment- friendly practices, the fact of the declining of natural resources has increase the awareness to conserve energy around the world. Most of the hotels in the world are now concern about implementing green practices based on internationally recognized green standards such as LEEDS and other green standards developed by a smaller region such as the ASEAN Green Hotel Standard. The objective of this research will highlight on the practices of green energy conservation by five stars hotels in Malaysia and to measure hotel guest's participation in environmental friendly practices. The data was collected from 15 five stars hotels in Malaysia and the findings shows that majority of the five stars hotels in Malaysia are involved in green energy conservation practices, starts from in cooperating green practices in hotel operation, waste management of recycle policy (towel and linen) and water conservation such as the control of water supply used in hotel. For the second objectives, a total of 325 data was collected from hotel guests and are analyzed using SPSS 21. Hotel guests were asked on their involvement in green energy conservation practices by five stars hotels in Malaysia. Result shows that majority of the hotel guests are very supportive towards the waste management of recycle policy practices in hotel, majority of the hotel guests are hardly involved in water conservation practices due to the facts that they are hardly educate on how the water conservation can be practice. The research also further test on the gender influences towards the involvement in green energy conservation practices in Malaysia, based on the p-value for the test of mean and the 95% confidence interval, there is no significant difference in the preference.

Keywords: *Sustainability, Energy Conservation, Green practices.*

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TOURISM MARKETING AND PROMOTION STRATEGIES OF PLATEAU STATE, NIGERIA

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ABSTRACT

Plateau State has rich tourism potentials, some of which have been developed while others just remain as potentials. The challenge of this research was to unveil the marketing and promotion strategies employed to sell the state as a destination with rich tourism resources. The researcher selected purposely ten tourism enterprises and seven media (print and electronic) houses and interviewed them on how they market and promote the tourism industry of the state using a well structure questionnaire. Findings show that all of them engage in a robust marketing and promotion of the tourism industry through various channels including advertisement, internet, poster, brochure, bill boards and news report amount other means. Another finding was that most of the sampled tourism businesses are constrained financially and as such, irregularly market and promote their products/Services. The strategies have been effective based on the numbers of influx of holiday makers and visitors especially, during festive periods. Against the findings, the research made some recommendations towards a more effective and sustainable marketing and promotion of the tourism industry

Key words: rich tourism potentials, marketing and promotion strategies, tourism businesses