

Book of Abstracts

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# ORAL PRESENTATIONS



[01]

**CRUISE TOURISM: CHALLENGES AND OPPORTUNITIES, CASE OF NEW  
ZEALAND AS A DESTINATION**

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***ABSTRACT***

Cruise tourism continues to grow substantially. Since 1980s the industry has seen an annual growth rate of 8%, two times faster than the overall tourism industry (Wood, 2000). 20.04 million passengers took cruise in 2014, and numbers are expected increase to 24 million by the end of 2016 (CLIA, 2016). This qualitative research examines cruise tourism through a case study of New Zealand. Exploring its advantages and disadvantages, outlines its economic significance and explore its destination management implications. It reveals the role of various industry organizations in relation to cruise tourism. Findings indicates that regional authorities have very little power and weak negotiating position in relation to cruise tourism industry. However they have control over their shore bound offerings once a cruise decide to come to a destination. Regions are now in process of identifying profitable ways of working with cruise. Regional authorities are working very closely with their operators and retailers. Findings also suggest that it is important for shore bound service providers and retailers to know what appeals to cruise passengers so that they can produce and continue to provide the product in demand profitably.

Keywords: Cruise tourism, economic significance, destination management, implications, regional authorities, service providers.

[02]

**THE DEVELOPMENT OF AGROTOURISM OF MINANGKABAU  
AGRICULTURAL VILLAGE (TARUSAN KAMANG, WEST SUMATRA) BASED  
ON TRADITIONAL ART, RANDAI “ENGLISH VERSION” TO ATTRACT THE  
INTERNATIONAL TOURIST INTEREST**

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**ABSTRACT**

Tarusan Kamang is one of favorite tourist destination in West Sumatra, which is located in Babukik village Kamang Magek, West sumatra, Indonesia. This destination is potential to be developed internationally because at this time at least 1000-2000 tourists come to Tarusan kamang per week and 2% on them are international tourist. Randai, one of minangkabau's folk traditional art, is one of the most attractive tourist interest and could attract the international tourist to come to tarusan kamang. so that, this paper aims to : 1. Describe randai as traditional art of minangkabau,2. Develop randai to be understandable internationally through english version. the methodology of this implementation are : 1.Create the group of randai training, 2. Study the english language 3.Create the social media account of Tarusan Kamang 4. Perform the randai performance. The result of this implementation was 1.Created the co-orporation with tour and travel agencies to scheduling the randai performance in Tarusan Kamang for international tourist regularly 2. Perform the randai regularly . By implemented this strategies , it can improve the coming of international tourist as well as to increase the society revenue and entertain the international tourist in perfect way through understandable language.

Keyword : Agrotourism, randai, international tourist.



[03]

**BACKPACKER TOURISM AND CULTURAL HERITAGE TOURISM: WAT  
THUNG SRI MUANG (UBONRATCHATHANI, THAILAND)**

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*Silpakorn University, Thailand*

***ABSTRACT***

One aspect of backpacker tourism that has not been studied extensively, especially in Thailand, is the role of backpacker tourism in promoting cultural tourism as well as its impact on the integrity of cultural heritage. Ideally, cultural tourism is a type of sustainable tourism, which promotes the welfare of local community and the preservation of local culture. Likewise, the influence of the locals on the backpackers is inevitable, hence, affecting their way of thinking about traditional culture, beliefs, and practices. This study determined the role of backpackers in promoting cultural values, with a focus on Wat Thung Si Muang. Cultural tourism is closely linked with the daily lives of the local people. Cultural properties, such as religious temples, are not merely built heritage objects; they also carry with their tangible and intangible heritage values that are strongly engrained into the lives of the local community. The aim of this study is to assess the role of backpacker tourism in sustaining the cultural heritage attributes of the study area - Wat Thung Si Muang (Thailand).

The population of respondents and participants in this study were divided into 3 groups, first is group of local community numbers, second group of backpacker tourists, and third group of operation/managers and relevant government officials. The members of the local community were residents of Ubonratchathani Province. The study used a combination of qualitative and quantitative research techniques. Data collection involved the use of questionnaire survey instruments containing both close-ended and open-ended questions. The questionnaire consisted of four sections:

Keywords: Backpacker tourism, temple.

[04]

## **POSITIONING A LGBT-FRIENDLY DESTINATION: THE CASE OF AMES, IOWA**

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### ***ABSTRACT***

The lesbian, gay, bisexual, transgender (LGBT) tourist has recent immense global attention in the last decade by practitioners, and researchers have noted the LGBT tourist is a growing, profitable, and “recession-proof” market segment. This paper argues that smaller destinations can position themselves as a LGBT-friendly destination to increase LGBT tourists to the destination. Utilizing cognitive and affective brand image, segmentation marketing, and queer theories, this research presents findings based on marketing research of what destinations should do in order to market and attract the LGBT tourist. Ames, Iowa, USA is a regional, university-centric town that features four seasons of recreation, a thriving downtown retail district, and university sport and cultural events, and this research utilizes a mixed methodology embedded in case study research design. Through 12 semi-structured interviews of LGBT tourists and a survey instrument of N=212 LGBT tourist respondents, this research highlights the key findings as Ames Convention & Visitor Bureau continues to investigate the creation of a marketing campaign targeting the LGBT tourist. This research concludes by arguing that marketing to the LGBT tourist is a valuable and viable exercise for any regional destination.

Keywords: LGBT tourist, LGBT marketing, case study, brand image.

[05]

## **WORKING HOLIDAY TOURISM: AN EXPLORATION USING NETNOGRAPHY METHOD**

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### **ABSTRACT**

Netnography, coined as digital ethnography (Murthy, 2008), has been conceptualized as an innovative net-based qualitative research method (Kozinets, 1998, 2002). Kozinets (2002) posited that it is “faster, simpler, and less expensive and more naturalistic and unobtrusive. (p. 61).” In recent tourism research, there appeared a growing interest in adoption of netnography as the method (Mkono & Markwell, 2014). None-the-less, few research of working holiday tourism used netnography as the method. Today, many countries have signed bilateral agreements to put forward their working holiday schemes. The current study set out to use netnography method to explore the positive and negative working holiday experiences of young people at Australia or New Zealand. The website [www.whver.net](http://www.whver.net) was chosen due to its rich collection of posts and discussion forum catering to the worldwide working holiday tourists at Australia/New Zealand with ethnicity of Chinese. The current research gathered 27 posts between 23 June 2013 and 12 June 2014 that were considered suitable for following analyses. Coding-based analysis (Wu & Pearce, 2014) was performed. This study unveiled that positive features associated with “perceived benefits,” “working conditions,” “living conditions,” and “travel” and “social” aspects. Meanwhile, the negative features related to “working,” “living,” “communication” and “social” challenges.

Keywords: Netnography, working holiday tourism.

[06]

## STUDY ON PARTICIPATION MOTIVATION OF VOLUNTEER TRAVELER

Kuo,C<sup>1</sup>, Hung,P<sup>2</sup>, Li,Y<sup>3</sup>, Yen,H<sup>4</sup> & Hsu,Y<sup>5</sup>

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### **ABSTRACT**

In recent years, voluntourism, a new way for travelling, has been arisen in Taiwan. Voluntourism is the integrated combination of voluntary service and tourism, and it broke the stereotype of tourism. Then, voluntourism has been promoted in Western countries and has been developed constantly, so it has been highly praised by governments and the third sector. However, a motivation can intrigue an action; thus, we can understand how volunteer tourists form their motivations by Theory of Motivation and how their motivations have been developed through volunteer service. Some studies indicate the length of a project will also influence volunteer tourists' motivations for participation; the longer time a project takes, the lower motivation a volunteer tourist has; by contrast, if a project lasts more than one year, a volunteer tourist' intrinsic motivation (the altruism) will be stronger. In Taiwan, most studies conducting voluntourism focus on discussing concepts, and the influence made by participating in voluntourism, and no studies focus on exploring volunteer tourists' motivations for participating. Based on the motivations of the study, volunteer tourists were chosen as participants. The results of the study show that volunteer tourists with different demographic characteristics, such as gender, age, educational background, and past travelling experiences have different motivations for participation. Hence, for the further studies, researchers can deeply explore volunteer tourists' thoughts and motivations for participation; besides, the results of the study can offer the public sector, NGOs, and the related units some practical suggestions for promoting voluntourism and fulfilling tourists' needs and expectations.

Keywords: Volunteer tourism, participation motivation.

[07]

## THE BICYCLE EVOLUTION

Kiekebosch, L<sup>1</sup>, Veenstra, M<sup>2</sup> & Overmars, N<sup>3</sup>

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### **ABSTRACT**

Because of the increase in the use of bikes within the city centre of Amsterdam, the city government wants to work towards a better-balanced bike plan that fits the crowded city centre. Besides, they want that tourists explore more outside the city centre too. To realize this it is important that tourists are aware of sights outside the city centre. We investigated how the e-bike can be made more attractive to tourists in order to achieve these goals. In order to make recommendations on the implementation of smart e-bikes, quantitative research was performed among foreign tourists between 21 and 30 years old. Apart from an online survey these recommendations are based on a literature study. We found that crowdedness is an obstacle to use or rent a smart e-bike. A lot of respondents said cycling in Amsterdam is too dangerous and (they feel it's) not safe. This is remarkable, because research shows that the most of the respondents are experienced bicyclists. To take away this obstacle, respondents mention the service of a fine-grained indication per location of the crowdedness in the city. Alternative routes to avoid crowded places are also appreciated. Via the online survey it was also determined which possible functions for the smart e-bike that would make it more attractive to foreign tourists. In conclusion, the target group is likely to be prepared to use e-bikes to explore the city of Amsterdam if certain objections – especially uncertainty about crowdedness – are overcome and certain functionalities for exploration are added.

Keywords: Tourism, e-bike, technology.

[08]

**THE ROLE OF PACIFIC THEORY IN TOURISM ECONOMICS, THE CASE  
STUDY OF QESHM ISLAND GEO-PARK**

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***ABSTRACT***

Tourism economics in new theories has moved from a mere materialistic mode into subjectivism. In this respect, addressing the ecological issues as part of natural attractions in tourism, has gained prominence. However, success in nature tourism is to a great extent associated with the macro approaches taken by individual country at national level. This approach, known as "Pacific Theory in Tourism Economics" suggests that in establishment and development of natural areas of development of tourism should pass through a turning point.

The so called turning point is ecological sensitivities and policies at national level.

Thus, the present research faces a question. What is the relationship between tourism economics and the development of geo-parks from the pacific theory perspective?

This research which is an applied and geodesic one tries to prove this theory by relying on ecological situation of Qeshm Island. It seems that ecological condition of the island provides appropriate capacities for development of geo-tourism and ecotourism. However, the sensitivity towards the issue is not satisfactory at national scale.

The result of this research, by analyzing the Pearson Correlation Coefficient and Loan Test in SPSS software demonstrates that the intensity of the relationship between the two aforesaid variables is moderate and the direction is direct and positive.

**Keywords:** Tourism economics, geo-tourism, Pacific theory, Qeshm.

[09]

**EVALUATION OF THE INSTITUTIONAL APPROACH TO TOURISM  
DEVELOPMENT IN THAILAND**

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***ABSTRACT***

It is not by accident that tourism has become a leading element in the economic development of Thailand. Although tourism relies principally upon the private sector, it has been significantly supported by public sector agencies, principally the Tourism Authority of Thailand (TAT). The TAT has designed various strategies to promote Thailand as a destination overall and in terms of specific sites within the country. Its attention has also been directed towards the promotion of domestic tourism through the creative city concept and, with the assistance of Designated Areas for Sustainable Tourism Authority (DASTA), the low carbon tourism concept. Other government agencies have assisted in the promotion of health tourism and it is possible that the special economic zone and industrial cluster policies will also have an impact on tourism development. At a time when the rest of the economy is faltering, tourism has become even more important and it is necessary to understand how policy for tourism development is evolving to deal with changing circumstances. This paper aims to document and evaluate tourism development policy in Thailand by identifying the institutions involved in formulating and enacting such policy and evaluating both the projects and plans involved and the implementation of them. Policy recommendations are drawn from the analysis.

Keywords: Economic development, institutions, public sector, Thailand, tourism.

[10]

**DEVELOPMENT OF ‘COMMUNITY + COMPANY’ MODEL IN COMMUNITY  
BASED TOURISM MANAGEMENT, CASE STUDY OF XISHUANGBANNA STATE,  
PR. CHINA**

Bi,C<sup>1</sup>, Yongvanit,S<sup>2</sup> & Thawornwiriyaatrakul,W<sup>3</sup>

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**ABSTRACT**

How to develop the community based tourism in the rural China been discussed among the scholars and experts. Xishuangbanna Dai Autonomous Prefecture (XSBN) as one of the first tourism destinations in China yearly contributed over 60% to the local GDP. The Dai minority group, as the largest aboriginal group located in XSBN, their way of life, traditional culture, housing style, etc. is the unique and valuable tourism resources for attracting the tourists, for the better development of which, local government invite the tourism company to manage the Dai community-based tourism since the 1980s. However, after 30 years of developing, conflicts between local residents and tourism company occurred. The aim of this paper is trying to discover the development of ‘community + company’ model in XSBN Dai community, understand its impact and provide related suggestions for the better sustainable tourism development. Systematic literature review, with participatory observation and in-depth interview are applied. The findings indicated the conflict between ‘tourism company’ and local residents are mainly focus on the inequality of sharing the benefit, and the less discourse right in the decision making section for the local residents. The related suggestions specific for the conflicts are created based on the in-depth interview and focus group discussion, empower the local residents, bring local government involved to be an arbitrator to control the internal and external stakeholders, tourism company offer financial support for maintaining the tangible and intangible Dai culture resources, etc. Dai community based tourism as the unique and valuable tourism resource in XSBN should be focused and pay more attention for balancing the relations and maintain the sustainable development direction.

Keywords: Community based tourism, tourism management, ‘community + company’ mode, sustainable tourism development, Xishuangbanna Dai Autonomous Prefecture.



[11]

**GLOBALISATION, TOURISM AND LOCAL ARTISANS: A STUDY OF TRANSFORMATION OF APPLIQUÉ CRAFT INDUSTRY IN ODISHA, INDIA**

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***ABSTRACT***

A vastly growing body of literature exists showcasing the importance of tourism aspects of growth for the developing and underdeveloped countries . However there remains dearth of empirical literature particularly on tourism oriented ancillary industries in transforming the lives of local people. By citing a case study of artisanal industry in India , this paper aims to discuss the transformation of the lives of local artisanal community and their long rooted traditional craft. Traditionally the craft makers make craft objects to cater to religious needs of their local deity. Today most of their crafts are made for the growing numbers of tourists and urban consumers. Local artisans are increasingly adopting innovative marketing strategies and looking for specialisation in their traditional product categories aiming to attract tourists, seeking souvenir shopping near their craft village. This article also looks at the role of the state and other mediating institutions in craft promotion through its tourism development initiatives.

Keywords: Tourism, Globalisation, appliqué crafts, artisans, Odisha.

[12]

**TOURISM, MODERNITY, AND SPIRIT OF PLACE: A CASE STUDY OF  
RELIGIOUS HERITAGE SITES IN LAMPHUN, THAILAND**

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**ABSTRACT**

‘Spirit of the place’ has been an essential factor that all religious site managers need to take into consideration, particularly when the majority of visitors are worshipers. While tourism has become an integral part of the regional development plan, sacred sites have increasingly been used as tourism resources in tourism promotional campaigns. Alteration and modification of religious space is inevitable. Facilities for visitors including increasingly found at religious heritage sites, but would that be a sustainable development and management of communal sacred spaces? This research draws on the religious city of Lamphun, Thailand, as a case study. Lamphun has been widely known as a religious town since the early times and it now still contains a number of significant religious features and intangible heritage, such as the Buddha relic shrines and associated traditions and festivals. The research addresses the question “To what extent has tourism and modernity affected ‘spirit of place’ of religious heritage sites and how does such sites play a role as tourist attractions?” The research is based on qualitative methods of observation, in-depth interviews and questionnaire survey at significant religious sites in Lamphun. Research findings may contribute to the debates over the balance between conservation and development for sustainable tourism development at religious heritage sites. Some modification of religious sites and sacred space referred to in this study illustrates different ways local communities and local authorities respond to the advent of tourism according to the beliefs they are adhered to and how site managers determine the future of their communities and communal religious compounds.

Keywords: Religious tourism, cultural tourism, spirit of the place, self-discipline.

[13]

**ALGAE VILLAGE: AGROEDUTOURISM MARINE COASTAL COMMUNITIES  
TO IMPROVE THE WELFARE OF USING TECHNOLOGY**

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**ABSTRACT**

UNWTO (2013) states the tourism sector contributed accounted for 40% of gross domestic product in developing countries. Maritime tourism in practice involves coastal communities as a target of development. Sabenan (2007) adds that high-risk venture that led to the fishing communities living in the harsh natural atmosphere that is always uncertainty in running the business. One that can be developed in empowering coastal communities is through agroedutourism. On the other hand, the Food and Agriculture Organization (FAO) said Indonesia's seaweed production of *E. cottonii* in 2013 topped the list of the world is as much as 8.3 million tons. Lots of seaweed culture in Indonesia can be developed not only as land cultivation, but also as a tourism destination. It is certainly a very interesting backed by Indonesia's natural condition. Algae village are marine tourism to introduce all the things about the algae that exist in Indonesia. Alga village contains a wide range of education on algae, both microalgae and macro algae. Visitors can interact with coastal communities (farmers seaweed), harvesting seaweed, visit micro alga collection, visit the seaweed processing house, enjoy the beauty of the beach and sea, as well as culinary tours processed algae. The development agroedutourism mainly on seaweed farming sector is expected to increase the income of coastal communities, especially seaweed cultivators. The idea of the author is given in this paper is empowerment through the development of coastal communities agroedutourism seaweed cultivation. The method used in writing the paper is literature.

Keywords: Agroedutourism, cultivation of algae, alga village, coastal communities.

[14]

## **IMPEDIMENTS TO THE GROWTH OF HOSPITALITY SECTOR: A STUDY IN SOUTH INDIA**

Suprabha K. R

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Surathkal, Mangaluru, Karnataka, India*

### **ABSTRACT**

“Hospitality is almost impossible to teach. It's all about hiring the right people”. - Danny Meyer

Hospitality is all about offering warmth to someone who looks for help at a strange or unfriendly place. It refers to the process of receiving and entertaining a guest with goodwill. In general, the hospitality industry is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry (Weilbaker, 2002). When we talk about the “Hospitality Industry”, we are referring to the companies or organizations which provide food and/or drink and/or accommodation to people who are away from home (Chathoth, Olsen, 2003). The concept of hospitality business started when people started traveling away on business and they needed a place away from home which could cater to all their needs. Today hospitality has evolved from the basic food and accommodation industry and taken a very important position in almost all businesses. In fact, it has become a huge industry and drives economies across the globe. The scope of hospitality/ service industry today is far more than one could have ever imagined a few years back. The study investigates the trends, constraints and opportunities faced by the hospitality sector in selected districts of the three southern states of India namely Karnataka, Kerala, and Tamil Nadu in light of the enormous changes taking place in the economy. Principal Component analysis, OLS regression and non-parametric tests are applied to analyse the conditions and growth of the hospitality sector. The value of the brand to the consumers, the growth in emerging markets, the importance of consumers facing technology and the sourcing development and retention of human capital will be the key to sustained growth. The paper explores in detail these key trends, which impact both the hospitality industry as well as other sector which makes viable travel experience.

Keywords: Hospitality, tourism, skill gap, infrastructure.

[15]

## **CORPORATE CULTURE AND THE CHANGING OF TOURISM IN MAEHONGSON**

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### ***ABSTRACT***

Nowadays structure changing such as political structure from the top to the bottom has a strong impact on changing of Maehongson culture. It is because of the policy and strategy of the powerful people who are usually from other provinces and cultures. Their cultures, which are some similar but most are so different, are usually brought to apply in Maehongson. Education, immigrant from Myanmar, moving for study or work in big city such as Chiangmai, Bangkok, marriage and modern technology are other causes that affect the traditional and way of life in Maehongson. Taking standard corporate culture into daily life or receiving news and information without any consideration may interfere and fade away Maehongson cultural capital and tourism which has long history and at the moment has strong tradition. In summary, taking modern corporate culture both managing and staff selecting are very important in order to manage people who work in Maehongson. If they use the strategy in the good deed for example setting the seminar to train staff to have an understanding on Maehongson culture, people and their way of life including their language, believe, cloths or their community relationship, it will be a positive changing for Maehongson. Otherwise, the negative effect will be shown up. The management should not be Top-Down strategy. The integrated policy from rural people, Maehongson people, should be considered to reach the real requirement of them.

Keywords: Corporate culture, changing on Maehongson tourism.

[16]

## CRITICAL ANALYSIS, TESTING AND DEVELOPING RELEVANT KNOWLEDGE MANAGEMENT MODEL FOR TOURISM INDUSTRY

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### **ABSTRACT**

Knowledge management is a program or system designed to create, capture, share and leverage information to organize knowledge in a way that produces sustainable comparative advantage for an enterprise. KM application is still at infancy stage in tourism industry compare to other fields of business. Tourism industry is becoming more knowledge intensive with the advent of technology, expansion & change in the nature of services, based on free interaction between its staff and clients. Therefore, the service quality is reliant on tour operator staffs' tacit and explicit knowledge of how to meet client needs and expectations. The pertinence of KM for tourism industry lies in the fact that their customers are geographically dispersed, culturally different and linguistically varied, thus, to maintain consistency in quality standards a well-tested KM model is required. Before the implementation process of KM model, it is highly important to conduct PDCA (Plan, Do, Check, Act) for analyzing, selecting, testing and finally developing relevant KM model exclusively for tourism industry. The study will be based on survey that involved 200 employees from one of the reputed travelling company in India. Gathered data will be analyzed thoroughly through descriptive statistics methods such as percentage, mean etc., suitable statistical and correlation coefficient tests may be utilize for investigating the correlation, while considering level of significance ( $\alpha=0.05$ ) for all statistical tests. This model might prove to provide sustainable comparative advantage to the tourism enterprises, consequently to prove the validity of the upcoming model more tests and investigations will be required.

Keywords: Knowledge management, tourism industry, KM Model, sustainable comparative advantage.

[17]

## STATIC TO DYNAMIC: THE EVOLUTION OF THEME PARK PRICING

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### **ABSTRACT**

While techniques of Revenue or Yield Management are common in the tourism-related hotel, car hire, and airline industries, the theme park industry has given Revenue Management relatively little attention, even as a number of other leisure-based industries (sporting events, ski resorts, golf courses, cruise ships, etc.) have adopted such techniques. This general lack of attention extends to the academic literature, where only a few scholars (Heo and Lee, 2009; Milman and Kaak, 2013; Phillips, 2005) have considered the application of revenue-optimizing demand-based pricing and inventory management to the theme park industry. This paper builds on the small existing foundation in the literature to update the discussion of the feasibility of such techniques, and to offer evidence that the industry is slowly changing its attitude and creeping toward adoption, with special attention paid to The Walt Disney Company, the largest theme park operator in the world by attendance (TEA/AECOM, 2015). We also examine what factors have prevented the theme park industry from adopting Revenue Management techniques as eagerly as other leisure industries. An analysis of pricing strategy data collected from 371 theme parks in North America, Europe, and Asia is included to illustrate the state of pricing practices in the global industry.

Keywords: Theme parks, revenue management, pricing.

[18]

## **THE INFLUENCE OF A GREEN IMAGE AND CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY IN THE HOTEL INDUSTRY**

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### **ABSTRACT**

Nowadays, tourism is one of the largest sectors in the world and has contributed to world economic growth. Malaysia, in recent times, has become one of the most visited countries in Southeast Asia. An increase of tourist arrivals (both domestic and international visitors) causes an increase in the number of accommodation that is available each year, and places the hotel industry as one of the most popular segments in the tourism industry. Since environmental awareness has been increasing across the world, a green image is seen to be an important aspect to be explored in the hotel industry in current times. Thus, the aim of this study is to examine the influence of a green image towards customer satisfaction and customer loyalty among a hotel's guests in the Malaysian hotel industry. This study involved 265 of respondents who were selected using simple random sampling. The descriptive analysis was done using SPSS software while AMOS software was applied to develop Structural Equation Modeling. The results show that a green image has a positive relationship with customer loyalty through customer satisfaction.

Keywords: Green image, customer satisfaction, customer loyalty, hotel industry.



[19]

## THE EFFECTS OF NEGATIVE EMOTION ON SERVICE SABOTAGE

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### **ABSTRACT**

The everyday work place is charged with emotion, some are positive and some are negative. The hospitality work environment is particularly emotional-charged due to the nature of the service job. Emotion has played a central role in research and theory concerning service sabotage (Lee and Ok, 2014). Service sabotage is service employees' misbehavior that is intentionally designed to negatively affect service (Harris and Ogbonna, 2006). Harris and Ogbonna (2002) reported that more than 85% of customer-contact employees reported having engaged in some forms of service sabotage, and 100% of the frontline employees reported service sabotage occurs every day in the workplace. Based on Hobfoll's COR theory (1989), Lee and Ok (2014) hypothesized that emotional labor is a major source of service sabotage. However, they did not discuss the source and type of emotional labor affects service sabotage. To fill the gap, the purpose of this study is to investigate the source and type of negative emotion in the service workplace and how this negative emotion triggers employees to engage in service sabotage behavior. Specifically, this study examines how situational variables (the presence of difficult customer, organizational display rules) and individual variables (emotive dissonance and emotive effort) affect negative emotion and thereafter, triggers service sabotage. A self-administered questionnaire was used to collect data and 308 hospitality employees. The results of moderated mediation, regression analyses supported all the hypotheses in this study. The implications of the findings and future research directions were discussed.

Keywords: Negative emotion, service sabotage, hospitality industry, emotional labor.

[20]

**INTERNATIONAL TOURISTS SPENDING IN NORTHERN THAILAND:  
MULTILEVEL LINEAR REGRESSION BASED HIERARCHICAL DATA**

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**ABSTRACT**

This paper applies the multilevel linear regression (MLM) model to investigate factors that affect international tourists' spending per day when travelling in the northern region of Thailand. Four hundred questionnaires were collected by a convenience sampling method in 9 provinces of northern Thailand (Chiang Mai, Chiang Rai, Lamphun, Lampang, Uttaradit, Pitsanulok, Sukhothai, Kampaeng Phet and Nakonsawan) from October, 2015 to December, 2015. The results represent the mixed affected model which contains significant fixed effect explanatory variables (age, intention of revisit, and the attitude to reuse domestic land transportation) and random variance components, including individual income. In addition, the MLM can explain that the overall international tourists' spending per day in the region level (level 1) statistically depends on the individual income in the province level (level 2).

Keyword: Multilevel linear regression model, international tourists' spending per day, tourism management.

[21]

**DO EMOTIONAL LABORERS REAP THE BENEFITS OF HOT SPRINGS?:  
EFFECTS OF STRESS REACTIONS ON COPING BEHAVIORS**

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***ABSTRACT***

Japan has over 3,000 hot spring resorts. Hot springs are regarded as a popular healing resource, and many Japanese enjoy visiting hot springs to reap its various benefits. Previous research showed that hot springs can reduce the effects of stress, and if they can eliminate stress at least temporarily, their use could be recommended as a coping mechanism for business professionals. The present study investigated the frequency with which workers in emotionally demanding professions visit hot springs and analyzed the relationship between their stress reactions and frequency of hot spring visits. Emotionally demanding professions require workers to be able to manage their own emotions, which can be stressful. Data were collected via web-based research. Two-way ANOVA indicated a main effect of enthusiasm, i.e., enthusiasts visit hot springs more often. A significant interaction was also observed between enthusiasm and stress reactions. Post-hoc comparisons (Bonferroni-adjusted) showed that people who enduring high stress reactions visit hot springs significantly less frequently than low-stressed people in enthusiasts group. These results suggest that high stress reactions would reduce people's adoption of coping behaviors such as visiting hot springs even among the enthusiasts. Therefore, those who endure a certain amount of stress should be proactive in enjoying the effects of hot springs before they become too tired to engage in such leisure activities. From the perspective of healing stress, business workers are encouraged to use hot springs as a primary prevention resource.

Keywords: Hot springs, stress reactions, emotional labor, coping behaviors.

[22]

**DINING AT GAS STATIONS: WHY CUSTOMERS ARE SUDDENLY CHOOSING  
TO DINE AT CONVENIENCE STORES INSTEAD OF QUICK SERVICE  
RESTAURANTS?**

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***ABSTRACT***

In the past few years, convenience stores and gas stations in the United States have witnessed a big change in terms of the type and quality of food they carry. In fact, certain gas stations have become very creative with their menu offerings in terms of variety, food quality, presentation, and pricing, which made them very competitive against conventional quick service restaurants. While, the consumers are having more dining options to choose from, food service providers and researchers have many unanswered questions regarding this shift in consumer preference of purchasing their meals at convenience stores and gas stations as alternatives to quick service restaurants. Therefore, the objective of this research paper is to assess differences in the customers' perception of food quality, service, ambiance, and convenience at quick service restaurant and convenience stores at gas stations as well as the motives behind this shift towards purchasing food at gas stations.

Keywords: Quick service restaurants, convenience stores, quick service, customer satisfaction, behavioral intention, convenience, food quality, service quality, ambiance, United States of America.

[23]

**PHUTAI ETHNIC TEXTILE INTERPRETATION AND THE ADAPTIVE USING OF  
MEKONG MICE TRAVELERS**

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***ABSTRACT***

This article “Phutai Ethnic Textile Interpretation and the adaptive using of MICE Travelers” is a part of research plan “Adaptive Using Local Textiles Guidelines for Creative Cultural Heritage Tourism Development”, and a research plan of “Mekong Ethnic Groups Tourism Development, Based on the Authenticity, to Support ASEAN Tourism Plan”. The objectives are 1) studied and analyzed the context of Phutai ethnic textile interpretation and the adaptive using of Mekong MICE travelers; 2) to proposed the concept of Phutai Ethnic adaptive using guideline for ethnic textile interpretation. Related literature was reviewed: ethnic textile, interpretation, adaptive using, and MICE travelers. Field research, interviews, and surveying was extracted. The guideline of Phutai Ethnic textile adaptive using of Mekong MICE travelers was proposed.

Keywords: Phutai, ethnic textile, interpretation, adaptive using, MICE travelers.

[24]

## **THE EFFECT OF TURKISH CUISINE ON CHINESE TOURISTS'S REVISIT INTENTIONS AND SATISFACTION**

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### **ABSTRACT**

Local cuisine and culinary culture of a country are considered as the most important attractive factors that motivate tourists to visit a country. Regardless of the aim of the visit, eating and drinking are compulsory activities for tourists during their visits to any destination. In some cases, the cuisine of a destination could affect negatively the tourists' decision to visit or re-visit that destination; especially when there's a big difference in cuisine and food culture such as between Turkey and China. China is one of the biggest tourist generator countries in the world with 82 million outbound tourists in 2012. Although China is one of the biggest tourist generator countries in the world, very few Chinese tourists are visiting Turkey (%0.54). Out of one thousand tourists in Turkey only 5 are Chinese. The aim of this study is to investigate Chinese tourists' satisfaction with the Turkish cuisine and to find out if they face some difficulties with Turkish food during their stay in Turkey. Also the effect of the Turkish cousin on their decision to revisit Turkey or not, is going to be searched. The results of this study may create an important source for marketing policies and developing strategies of the Chinese tourists. At the same time the findings of this study will provide an important information for tourism enterprises that will cooperate with this market segment. This study will target the Chinese tourists both as participators and visitors in exhibitions in Turkey between May-December 2016. A survey will be conducted by the researcher face-to-face with the sample at the fairs

Keywords: Turkish cuisine, Chinese cuisine, Chinese tourists, food choice.

[25]

**SCANNING THE PROGRESSIVE TRENDS AND NUANCED DIMENSIONS OF  
CUSTOMER RETENTION STRATEGIES IN INDIAN TRAVEL INSURANCE  
INDUSTRY**

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**ABSTRACT**

Travel Insurance as an ancillary service is emerging as the buzz word in the outbound tourism sector. It is being realized as a dire need, keeping in view the uncertainties associated with modern day travel. The paradigm change in the travel industry shall be captured in this work as the accent is increasingly laid on people centric business approaches wherein the policyholder is at the focal point. The present work probes the regulations in place in the current perspective in the travel insurance business to protect the interests of both insurers and the insured which also focus on customer retention. Presently, the travel insurance market, with an immense pool of transactions and huge customer size faces lot of challenges, particularly the policyholders' grievances. Across all corporate entities there is a drastic improvement in the customer service culture, albeit it leaves much to be desired. Settling of claims at a fast pace is the sure shot to customer retention. A perceptible development has risen in the Indian insurance industry during the last few decades with the emergence of the institution of Ombudsman set up by the Insurance Regulatory and Development Authority (IRDA). The 'Insurance Ombudsman' is engaged to receive and consider complaints from any tourist who has grievance against a travel insurance product of a company; to handle issues at appropriate time such as claim settlement to be operated in a transparent mode and initiation of user friendly process for the customers while filing complaints related to travel insurance. This study focuses on customer grievance redressal mechanisms in vogue as regards rendering travel insurance schemes and services with the scrutiny by the insurance ombudsman at the time of dispute, as a customer retention strategy. In fact, recently, travel insurance industry has seen a remarkable growth both in the number of policies as well as the premium incomes of travel insurance. The intensity of this growth has brought to fore large number of consumer complaints and grievances. Therefore, it may be construed that each travel insurance company has to devise an in-house department exclusively for customer grievance redressal to accentuate customer retention. This explorative work in a qualitative mode makes a critical analysis on the contemporary practices and propositions.

Keywords: Insurance ombudsman, customer grievance Redressal, retention strategies, complaints and grievances, travel insurance.

[26]

## **PROMOTING TOURISM AWARENESS THROUGH ELEMENTARY SOCIAL SCIENCES ATTAINMENTS**

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### **ABSTRACT**

Due to the overall changes in curriculum of elementary school system, this study aims to look at the objectives of the curriculum of social science classes which has been renovated in the perspective of gaining tourism awareness in Turkey. The main aim is seeking for an answer to the question of “what are the objectives of social science classes with social science disciplines in terms of gaining tourism awareness?” Document analysis method has been used in this study and it aims to demonstrate scientifically how tourism awareness might be effective in training elementary students in accordance with the needs of 21st century. Also, by means of conclusions and interpretations it aims to pave the way for other related studies. When the attainments are analyzed, we can say that they are successful especially on the attainments of the historical and cultural tourism awareness. On the other hand, it is understood that there are some serious shortcomings for the attainments in the other sub-disciplines of tourism. It has also been found that there are some shortcomings in creating the behavior of students in order to gain full awareness of tourism. In order to internalize the attainments related to developing tourism awareness on students, the program should be configured to be held more visits to historical and touristic places nearby. Therefore, the number of target behaviours prepared in this manner should be increased in the curriculum.

Keywords: Social studies, social sciences, attainments, tourism awareness.



[27]

## COMMUNITY PARTICIPATION AND COMMITMENT AMONG HOMESTAY OPERATORS IN MALAYSIA

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### **ABSTRACT**

Tourism is said to be a development tool that can help improve economic development and increase social benefits in rural areas by offering tourist destinations and other ancillary services such as accommodation, the sale of handicrafts, creation of restaurants and food stalls offering tourist services. Rural tourism, involving local community participation in the planning, development and control known as community-based tourism has been essentially promoted by the government. The aim of this study is to explore the community participation and their commitment towards the development and management of homestay program in Malaysia. 346 respondents consisting of homestay operators were surveyed throughout Malaysia. The level of commitment was moderately high among them and majority of the respondents were voluntarily participated in homestay program to gain additional income. The study concluded that rural community were interested to involve in tourism programs which benefited them, yet they lack of management, promotion and leadership skills.

Keywords: Community participation, commitment, community based tourism, rural tourism, homestay.

[28]

**THE MEDIATOR INFLUENCE OF CUSTOMER SATISFACTION IN SERVICE  
QUALITY ON LOYALTY IN MALAYSIA LUXURY HOTELS**

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**ABSTRACT**

The integration of loyalty with other service marketing variables like service quality and customer satisfaction received little emphasis from researcher. Accepted construct from researchers conclude that overall satisfaction with the quality of service does lead to consumer loyalty. Studies showed that customer satisfaction is important to the marketers because it shows a significant correlation with repeat sales, positive words of mouth and customer loyalty. Some studies also indicated that customer satisfaction act as a mediator between service quality and loyalty. The current study was set to investigate the influence of customer satisfaction on service quality in regards to customer loyalty in Malaysia luxury hotels setting. The study was designed to uncover the mediator effect of customer satisfaction using Mediator Model. Four sets of OLS regressions were conducted on two customer satisfaction variables (satisfaction with the service offered and satisfaction with the facilities offered) and two loyalty variables (intention to return and intention to recommend). All of the analyses indicated that customer satisfaction only partially mediates service quality on loyalty. It showed that service quality indeed had a direct effect on loyalty.

Keywords: Customer satisfaction, mediator, service quality, loyalty, luxury hotels.

[29]

**FROM LIFESTYLE CONCEPT TO CONSTRUCTING RECREATION CONFLICTS  
AND COPING BEHAVIORS MODEL, AN EMPIRICAL STUDY OF TAIWAN AND  
FOREIGN TOURISTS**

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**ABSTRACT**

The number of overseas visitors has gradually increased; therefore, both overseas and domestic visitors have more opportunities to interact with each other while they are doing recreational activities; besides, feelings of conflict would be also caused due to their different lifestyles. Thus, improper planning of recreational resources may cause many problems, and recreational conflict will be the most obvious one, such as crowded with people, lowering recreational experiences, and destroying recreational resources. The study is based on the theory of recreational conflict to explore the relationship among goal interference theory for recreation, recreational conflict, and coping behavior for overseas and domestic visitors; then, to build up a recreational conflict model for related management units' reference to improve recreational quality in Sun Moon Lake. Structured questionnaires were used. 792 copies of questionnaires were valid (241 Taiwanese, 248 Chinese, and 240 Americans and Europeans). The results of study show that (1) goal interference for recreation has a significantly negative effect on recreational conflict, (2) recreational conflict has a significantly positive effect on coping behavior, and (3) both overseas and domestic visitors have significant differences on dealing with “goal interference for recreation and recreational conflict” and “recreational conflict and coping behavior”. As for the feelings of goal interference for recreation toward recreational conflict, visitors from China have the highest agreement, following by visitors from America and European countries, and then Taiwan; as for the feelings of recreational conflict toward coping behavior, visitors from America and European countries have the highest agreement, following by visitors from Taiwan, and then China.

Keywords: Goal interference on recreation, recreation conflicts, coping behaviors.

[30]

**THE COMPARISON OF THAI TOURISTS BEHAVIORS IN CHOOSING THAI  
BOARDING POINT SERVICES : CASE STUDY OF THAI- LAO BRIDGE,  
NONGKHAI AND NAKORN PANOM**

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**ABSTRACT**

This study aims are (1) to investigate Thai tourists' behaviour of choosing border services in Nongkhai and Nakhon Phanom provinces (2) to study border services qualification in Nongkhai and Nakhon Phanom provinces (3) to compare the Thai tourists' goals of choosing border services in Nongkhai Border (NB) and Nakhon Phanom Border (NPB) and (4) to compare qualification of border services between Nongkhai Border (NB) and Nakhon Phanom Border (NPB). The questionnaire was used as a main research instrument. It was used to collect the data on the perception of the 770 samples. The samples are all Thai tourists and use border services from both Nongkhai Border (385) and Nakhon Phanom Border (385). The convenience sampling was used a main method of data analysis. The collected data was analysed by using statistical package. Frequency, Percentage, Mean, Standard Deviation, and ANOVA (i.e. t-test, F-test) were also used to analyse the collected data. The results show that the Nakhon Phanom Border (NPB), most of the samples were 202 female tourists (52.47%), aged between 31 – 40 years. The samples were 155 tourists (40.26%), and the samples who had Bachelor Degree were 186 (48.31%). They approximately gained 25, 001 Bath for monthly income. The 117 samples (30.39%) out of 297 samples (77.14%) were students. The reason the border service at Nakhon Phanom Border (NPB) was for the trading purpose, showing 132 samples (34.29%). The tourists perceived the service as moderate, representing 3.27 in percentage and 0.16 in standard deviation. For the income, it showed that there are some factors such as objective factor responsive factor , trust , knowing each other and warranty. The results show that the Nongkhai Border (NB), most of the samples were 194 female tourists (50.40%), aged between 31 – 40 years. The samples were 187 tourists (48.60%), and the samples who had Bachelor Degree were 195 (50.60%). They approximately gained above 25, 001 Bath for monthly income. The 316 samples (82.10%) out of 297 samples. The 113 samples (29.40%) were traders. The reason the border service at Nongkhai Border (NB) was for the travelling purpose, showing 155 samples (40.30%). The tourists perceived the service as high. In this regard, it showed that there are some factors such as objective factor warranty trust , responsive factor , knowing each other. It is suggested that the tourists who had different ages, education background, monthly income, and different purposes in travelling showed no difference at 0.05 in statistical difference in border service use in Nakhon Phanom Border. However, the factors i.e. age and occupation within the same group showed statistical difference at 0.05 in border service use in Nakhon Phanom Border. For Nongkhai Border, the tourists who had different ages, education background, monthly income, and different purposes in travelling showed no difference at 0.05 in statistical difference in border service use in Nongkhai Border. However, the factors i.e. age and occupation within the same group showed statistical difference at 0.05 in border service use in Nongkhai Border.

Keywords: Nongkhai Border (NB), Nakhon Phanom Border (NPB).

[31]

**DO PSYCHOGRAPHICS INFLUENCE BEHAVIOR INTENTION? A CASE OF  
MAINLAND LEISURE CHINESE TOURISTS IN TAIWAN**

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**ABSTRACT**

Behavioral intention is commonly examined the relationship with post-trip variables. This study attempts to examine the structural relationship between major pre-trip variables (cultural values, personality, and motivation) and behavioral intention Mainland Chinese tourists were the study subjects as they are now the largest inbound source market for Taiwan. The Structural Equation Model (SEM) based on Partial Least Square (PLS) was utilized to test the research hypotheses and identify the structural relationships among the identified variables. This method was preferred due the complexity of the model as well as the partial exploratory nature of the hypothesized paths. The major findings of the study include: (1) three Chinese cultural values (face, conformity and collectivism) relevant to behavioral intention are confirmed; (2) Chinese cultural values have direct effects on personality and travel motivation; (4) extroversion, agreeableness, consciousness and neuroticism personality traits have direct effects on travel motivation; (4) extroversion personality trait and travel motivation have direct effects on behavioral intention;(5) travel motivation has a mediating effect between cultural values and behavioral intention and between four personality traits (extroversion, agreeableness, consciousness and neuroticism) and behavioral intention; (6) twelve out of 18 direct paths are supported and predictive accuracy R<sup>2</sup> values for personality traits of extroversion, agreeableness, consciousness, neuroticism and intellect, travel motivation and behavioral intention are .116, .175, .234, .068, .587 and .545, respectively. The findings of the study are expected to provide some insights to the current knowledge. Theoretical contributions, practical implications and limitations of the study are discussed accordingly.

Keywords: Cultural values, personality, travel motivation, behavioral intention, Mainland Chinese tourists.

[32]

**TOWARDS SERVICE DELIGHT IN A PREMIUM CASUAL DINING  
RESTAURANT CHAIN IN THE UK**

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**ABSTRACT**

The purpose of the study is to further research in service delight in the premium casual dining sector and to further understand the role of customer expectations. The research investigated service delivery in a case study casual dining restaurant chain using mystery diners' responses to a custom designed questionnaire. Constructivist grounded theory (CGT) is used with NVivo qualitative data analysis software to identify and understand aspects of service delivery that might lead to service delight. The study has developed a new dynamic model of customer expectations that indicates that customer expectations may be modified during the service experience. The good or bad aspects of service delivery that lead to delightful, disgusting and satisfactory feelings in the customer are detailed. The research presents managers of premium casual dining restaurants aspects to consider when improving the quality of service delivery and customer satisfaction across a broad range of job roles starting from the booking experience through the greeting, ordering, serving, eating, paying and leaving experiences, as well as the drinks experience and when the customer making special requests. The Dynamic Expectations Model indicates the importance not only of customer expectations prior to the service experience but also of the importance of the service experience in reshaping customer expectations during the dining experience.

Keywords: Customer service quality, delight, employees, grounded theory, hospitality, premium dining.

[33]

**A STUDY OF EXPERIENTIAL QUALITY, AFFECTIVE COMMITMENT, ZOO  
IMAGE, NOVELTY-SEEKING, EXPERIENTIAL SATISFACTION AND REVISIT  
INTENTIONS**

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***ABSTRACT***

This study aims at examining the interrelationships among experiential quality, affective commitment, image, novelty-seeking, experiential satisfaction and revisit intentions perceived by zoo visitors. The data used in this study were based on a sample of 694 visitors who completed visiting Beijing Zoo, indicating that the proposed model fits the data. The result of this study will assist zoo management in developing and implementing market-orientated service strategies to increase experiential quality and affective commitment, and enhance the image, novelty-seeking and experiential satisfaction of zoo visitors in order to enable visitors to generate favorable intentions to revisit the zoo again.

Keywords: Experiential quality, experiential satisfaction, revisit intentions.

[34]

**TRAVEL BEHAVIOR OF FOREIGN TOURISTS USING PUBLIC  
TRANSPORTATION IN THAILAND BY USING MULTILEVEL STRUCTURAL  
EQUATION MODELING**

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**ABSTRACT**

The purpose of this research is to provide a theoretic framework regarding foreign tourists using public land transportation in the north of Thailand. It focuses on the need of foreign tourists to employ roadway and railway transportation as a medium for travelling. Based on previous literature, two latent variables consisting of economic variables and public land transportation variables are connected; they both would have an impact on the need of foreign tourists visiting the north of Thailand. Survey research was conducted to collect the data from foreign tourists of two multilevel areas: upper/lower areas and region. A total of 400 responses were analyzed by using multilevel structural equation modeling analysis (MSEM). The results of this research indicated that they are a high relationship between the economic variables and public land transportation variables for foreign visitors who wanted to visit whole areas in the north of Thailand, whereas there is low relationship between the economic variables and public land transportation variables for those foreign visitors who wanted to visit between upper north and lower north of Thailand. This research suggests that all involved parties promoting tourism industry in the north of Thailand should focus on both economic factors and public land transportation factors. However, they should be concerned that economic factors are more related to public land transportation factors for tourists who want to travel the whole region, whereas economic factors are less related to public land transportation factors for tourists who want to travel between of sub region (between the upper north and the lower north of Thailand)

Keywords: Public transportation, foreign tourists, north of Thailand, multilevel structure, equation modeling (MSEM).



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## PREDICTORS OF SUSTAINABLE TOURISM PERCEPTIONS

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### **ABSTRACT**

This study examines the perception of the residents of the province of Cavite on how the quality of tourism resources and intensity of tourism activity affect the tourism impacts. The study also assessed whether differences exist among the provincial districts. The sample comprised 721 respondents from the seven districts of the province. Descriptive statistics revealed that the Province of Cavite's tourism resources, intensity of tourism activities, and tourism impacts are perceived as moderate, low, and evident respectively. Regression showed that the human, capital, and cultural resources and the hotel and restaurant activities affect the perception on both positive and negative tourism impacts. The land transportation activities and natural resources contribute to the perception of negative tourism impacts, while the attraction industry activities offset the perception on negative tourism impacts. The findings imply that some tourism resources and activities need to be developed more, while others need to be mitigated for a more sustainable tourism industry. A model for sustainable tourism development for the province of Cavite was developed.

Keywords: Sustainable tourism, tourism development, tourism resources, tourism activity, tourism impacts.

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## **TOURIST PERCEPTIONS OF TOURISM AND ITS IMPLICATIONS FOR SUSTAINABLE TOURISM PLANNING**

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### **ABSTRACT**

Tourism, theoretically, is perceived as either important for rural sustainability or major cause in host community impacts. Practically, tourism is also increasingly important as a cause for urbanization in many rural areas, particularly in developing countries including Thailand. Therefore, there are highly dynamic and interactive studies on the interaction between tourism and destination development. Tourism is not only to generate local economic, but also to change physical landscape of the area. Tourism has transformed an area into a tourist destination. However, overdevelopment of tourism industry can be resulted in no longer attract people to come. Therefore, understanding what tourists perceive as tourism attractiveness of the destination is important for guiding appropriate development. Regardless of taking sustainable tourism development concept into tourism planning consideration, ignoring to understanding the holistic concept of tourism system can lead to the process of the perceived impacts of tourism on host communities. This is a conceptual paper attempts at developing a destination attractiveness framework using tourist perceptions for sustainable tourism planning in rural Thailand. Specifically, the examination emphasizes tourist perceptions towards the diversity of attractiveness of Mae Klang Laung Community, a tourist destination in Northern Thailand. The conceptual framework is developed from existing theoretical and empirical research in the field of tourism studies. The paper has contributed to develop desired planning for sustainable tourism development in rural Thailand.

Keywords: Tourist perception, tourist destination development, tourism planning, sustainability, Thailand.

[37]

## REVIEWING THE ENVIRONMENTAL IMPACTS OF ECOTOURISM AND PROVISION OF A SUSTAINABLE ECOTOURISM MODEL

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### **ABSTRACT**

In this research we have reviewed ecotourism and its environmental impacts and presented a sustainable ecotourism model. Ecotourism is a form of visiting the nature. The travelers are encouraged to see the sceneries and natural attractions. Visiting the nature normally is associated with disturbing the nature and causing damages. That is why nowadays experts emphasize on ecotourism which is often based on sustainable development and this means to preserve the living environment of natural areas. To meet this, some definitions such as "tolerance capacity" have to be reviewed.

The results of our study reveals that by applying an "entrance fee" the natural areas based on tolerance capacity we may both gain further economic income and at the same time contribute to preservation of environment and prevention of damages to these destinations.

### Cultural transformations

Among the potential positive impacts of ecotourism are sustainable financial income, improvement of the services, empowerment and cultural exchange. The negative consequences may be high costs or prices, the natural areas control by the foreigners and economic deficit.

In order to develop and expand ecotourism some other strategies including proper planning for the development of tourism infrastructures, absorbing the public and private sectors investment, application of entrance fee to the natural resorts areas to preserve the flora and fauna as well as establishment and improvement of the relevant infrastructures are also suggested.

Keywords: Ecotourism, environment, sustainable development.

[38]

**THE FACTOR ANALYSIS AFFECTING ON SUSTAINABLE TOURISM  
DEVELOPMENT AT NONG HAN LAKE, THAILAND**

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**ABSTRACT**

Nong Han is the lake covers an area of 125.2 km<sup>2</sup> and is the largest natural lake in northeast Thailand. The main river feeding the lake is the Nam Pung, which originates in the Phu Phan Mountains south of the lake. The outflow of the lake is the Huai Nam Khan to the southeast, which mouths into the Mekong. This place is an eco-tourism attraction with high potential, which has a tendency to develop as a tourism asset of high quality conform to an eco-tourism attraction standard of the bureau of Tourism Service Development, Thailand. The factor analysis of sustainable tourism development that is contributes to the strategic planning and blueprint of tourism destination development and enhances the value of holistic community economics. It is necessary to study in depth in order to know the essence of the indicators of sustainable tourism development. The main research objective is shown using qualitative data analysis (QDA) computer software and exploratory factor analysis (EFA) based on critical variables and collected qualitative data from local residents by purposive sampling technique. The findings reported that a data analyst has a messy set of 21 variables, which run a factor analysis to see the variables can be reduced to a smaller set of variables which have eigenvalues >1, that have 6 retained factors or indicators on sustainable tourism development at Nong Han Lake - that is, F1: Training and Knowledge transfer, F2: Economics management, F3: Environment and Conservative Resources, F4: Community Participation, F5: Impact Assessment, and F6: Mentoring and Coaching.

Keywords: Sustainable tourism, factor analysis, tourism development, eco-tourism, natural resources, Nong Han Lake.

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## **POKDARWIS AND COMMUNITY-BASED TOURISM: NOTES ON SUSTAINABILITY**

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### ***ABSTRACT***

This paper discusses community-based tourism which becomes one of the flagship programs of the Government of Yogyakarta Special Province, Indonesia, a province known as a tourist as well as an education center. The government has seriously formed Pokdarwis (Kelompok Sadar Wisata – Tourism Aware Group), in various villages in Yogyakarta, a local concept refers to communities who aware and manage tourism place and activities in their own village. The paper aims to evaluate this program, focusing on the sustainability aspect of the tourism business managed by Pokdarwis. The evaluation based on empirical qualitative research, using method as suggested by Quinn Patton, in four tourism villages in Yogyakarta, namely Palgading Tourism Village, Nglambor Beach Tourism, Kembang Arum Tourism Village, and Giriloyo Batik Tourism Village. This study found that some Pokdarwis was initiated by local community, sometimes assisted by university students who were doing community service courses. Some others Pokdarwis was top-down initiated by the government. This study found that generally the first model more sustained than the second one. Its sustainability is due to several factors, namely: the great potential tourist attraction, the ownership sense of community, the broader involvement among community member, and the transparency in the allocation of resources and revenues.

Keywords: Pokdarwis, community-based tourism, Yogyakarta, sustainability.

[40]

**AN EVALUATION OF SUSTAINABILITY IN THE UNITED STATE LODGING  
INDUSTRY**

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***ABSTRACT***

Green hotel certification practices in the hotel industry is a growing area of interest to hotel management and guests. The objectives of green hotel certification practices are to conduct business in an environmentally and ecologically friendly manner (sustainability) while at the same time enhancing profitability. This study investigate sustainability usage in the United States Lodging Industry. Results indicated that attitudes towards sustainability programs showed the highest level of statistical significance. Therefore, the results of this study support an attitude-based explanation for why managers might use sustainability programs. Although the result displayed favorable attitudes towards the used of green hotel certification programs, participants in the study showed low levels of participation in hotel green certification programs in the United States Lodging Industry.

Keywords: Sustainability, green hotel certification, attitude, subjective norm, behavioral control, intention.

[41]

## A SYSTEM DYNAMICS APPROACH TO DETERMINING CARRYING CAPACITY

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### **ABSTRACT**

Carrying capacity is a framework often used to attain the goal of sustainable tourism. However, current methods to determining carrying capacity have its flaws as it fails to integrate different components that need to be considered in the achievement of sustainable tourism. Moreover, due to the dynamic behavior of tourist attractions and human subjectivity towards setting limits, there is a necessity for carrying capacity to be viewed from a systems dynamics perspective. This study intends to fill in the lapses pointed out through identifying and integrating the relationships between social, ecological, and economic factors that influence the carrying capacity of a tourism system as a whole. Causal loop diagrams and stock and flow diagrams were constructed to model the area of study chosen – the Hinagdanan Cave, an ecotourism attraction in the province of Bohol, Philippines. Simulation results determined the limiting factor of the cave system which is the “crowd level perception” factor that pertains to the congestion levels inside the cave as perceived by the tourists. A corresponding number of 27 persons within the cave is deemed to be the carrying capacity. The determination of carrying capacity, calculated with the incorporation of different components in a tourism system, is made possible given that the model is tailored to the specificity of the area to be studied.

Keywords: Carrying capacity, sustainable tourism, system dynamics.

[42]

## **EFFECTS OF CHEFS' PERSONAL CHARACTERISTICS, NORMS AND VALUES ON GREEN GASTRONOMY BEHAVIOUR**

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### ***ABSTRACT***

This paper investigates the personal characteristics of chefs that influence the ethical evaluation and judgments of chefs in their green gastronomy behavior. In addition, this study examines the norms and values of chefs' community, industry and organization. The underpinning theory of this study is mainly supported by the Hunt-Vitell General Theory of Marketing Ethics with the integration of Theory of Planned Behaviour (TPB). A sample of 221 respondents were collected among Chef de Partie, Sous Chefs, Executive Sous Chefs and Executive Chefs of four and five star hotels in the Klang Valley and Penang areas. Data analysis was conducted using PLS-SEM technique. The results indicate both personal characteristics and norms and values of chefs have significant effects on green gastronomy behaviour. However, findings also show that norms and values appear to have a more prominent significant influence compared to chefs' personal characteristics. This study has enhance the understanding of the prevalence of sustainable practices in the hospitality industry, particularly in the gastronomy field. Furthermore, it affirms the suitability of the Hunt-Vitell model in observing the green gastronomy behaviour among chefs

Keywords: Personal characteristics, norms and values, Hunt-Vitell, green gastronomy behaviour, chefs.



# **VIRTUAL PRESENTATIONS**



[43]

**DEVELOPING SMARTER WORKFORCE WHILE REDUCING EMPLOYEE  
TURNOVER IN SRI LANKAN HOTEL INDUSTRY**

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**ABSTRACT**

Hospitality industry is a highly guest-service oriented business where, encounters between employees and guest determine the success of the industry. Though, Being a service business, hospitality industry capitalizes heavily on its human resources in order to achieve its competitive advantages, employee turnover is an endemic issue in commercial hospitality in Sri Lanka. Regardless of the significant number of studies on employee turnover, it remains a vague issue and requires further research since hospitality sector needs smarter workforce to keep tourism benefits in country. This paper attempts to review the significant factors of employee turnover which hinders the success of developing smarter workforce and its possible effects on commercial hospitality in the country. The study was done in four selected hotels (two countryside resorts and two beach resorts) in Sri Lanka. Service employees and hotel management teams were studied through in-depth interviews. Important findings were concluded in relation to the employee intention and behavior, human resource practices in commercial hospitality and organizational culture and background. Implications of the findings have been discussed in relation to the development of human resources through effective recruitment and selection, training and development of human resources, performance management, compensation, interpersonal relationship and mutual understanding between employer and employee in commercial hospitality. .

Keywords: Human resources, employee turnover, commercial hospitality, smarter workforce, Sri Lanka.

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## **THE TRANS-PACIFIC PARTNERSHIP AGREEMENT: WHAT IT MEANS FOR THE TOURISM INDUSTRY**

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### **ABSTRACT**

The Trans-Pacific Partnership Agreement (TPPA) creates a free trade area accounting for nearly 40 per cent of global GDP and a third of global trade. The agreement was announced by Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the United States and Vietnam (the TPP States) on 5 October 2015. On 4 February 2016, the TPP States signed the TPPA in Auckland, New Zealand. Once it enters into force, the TPPA has the potential to transform trade and investment flows in the Asia-Pacific region. This transformation would undoubtedly have a significant impact in the tourism industry as well. This paper will analyze the TPPA through the lens of its effects for the tourism industry. It will further analogize to other agreements, such as bilateral investment agreements between two countries, and their effect on tourism. In interpreting the TPPA and assessing its effects, the paper will look at a number of arbitration decisions involving the tourism industry.

Keywords: Trans-Pacific Partnership Agreement, tourism, Asia-Pacific, investment.

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**TOURIST DESTINATION BETWEEN SUSTAINABILITY AND  
COMPETITIVENESS: CASE STUDY AGADIR DESTINATION**

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**ABSTRACT**

Nowadays the country leaders are more likely to see the power and the strong contribution of tourism in the economic development of the countries. View this strength several new concepts have been attached to tourism, among them "sustainable development". Currently the sustainable development strategy has become more exacting for tourism destinations. View the international competition, which has become increasingly rugged, the competitiveness is as one of the primary factors causing the concern of the managers and contractors of tourist destinations. The correlation between the two concepts sustainability and competitiveness is complex especially in the tourism sector, since the main problem is how to create and explain this correlation. The main goal of this work is to explain how to ensure strong competitiveness of tourist destinations on the basis of a sustainable development policy. That's why we have opted for an empirical study, in Agadir destination-Morocco. This study is based on a quantitative study via a questionnaire which was administered in 40 hotels in the destination. As well as a qualitative study using an interview guide administered at the Regional Tourism Delegation (DRT), and the Regional Tourism Council (CRT). The purpose of the study is to focus on the vision of the business leaders and policy-makers in the tourism sector in Agadir destination, on the relevance of the sustainable tourism strategy in term of competitiveness.

Keywords: Competitiveness, sustainable development, tourism, destination management, tourist destination.

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**RANKING FOUR AND FIVE STAR HOTELS BASED ON CUSTOMER  
SATISFACTION WITH TEXT MINING ALGORITHMS: A SURVEY RESEARCH  
ON BANGKOK HOTELS**

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***ABSTRACT***

Nowadays, Tourism is one of economics' Foundation of each country and it's injected money to GNP of each country directly hence having a good environment is a mandatory plan for upgrading mentioned industry. One of aspect of tourism is related to hospitality and hotels which means how we can provide best services and hospitalities for visitor and tourist. In the latest decades there are many researches in this case that show which factor in hospitality is important and which one isn't important and how can we improve hospitality. The big concern of each tourist is choosing right hotel that it's started since they make first decision to have a trip to abroad so they face many hotels with many facilities also after reading related comment for each hotel they can't make a right decision in this regard. In this research our goal is to show which hotel is good and why and provide an efficient and trustful ranking for hotels at the specific district with text mining algorithm which is helped people to have best and right choice in their trip. Text mining algorithm can find hidden pattern in each text and help us to find best point for each hotel and make a suggestion system for each case especially in hospitality.

Keywords: Hospitality, hotel, text mining , algorithm.

