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ORAL PRESENTATIONS

Tourism Management

Paper Session 01

8th December 2013

10.30-12.30p.m.

1	Tourism Management Practices And SME Performance: Empirical Evidence From Malaysia	Kalsitinoor Set Frank W. Agbola Amir Mahmood
2	A Gap Analysis on perspectives of Managers and Guests with regards to Guestrooms of four star Hotels in Cochin, Kerala	NareshNayak P Narayan B. Prabhu M
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7	Tourism In Less Visited Conservation Areas In Kenya: Re-Thinking The Way Forward	BonfaceOdiaraKihima

Tourism Management Practices and SME Performance: Empirical Evidence from Malaysia

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Since the globalisation phenomenon, tourism has emerged as one of the fastest growing sectors of economies in the developed and developing world. The global transition to tourism focused policies and the emergence of new destinations have engendered a renewed interest among policy makers and researchers in firm performance in the tourism industry. This paper empirically investigates the causal linkages between tourism small and medium enterprises' (TSMEs) management practices and its performance in Malaysia. A total of 346 tourism entrepreneurs were surveyed and the causal linkages between management practices and firm performance were examined using path analysis in AMOS 18 statistical package. The findings suggest that managerial decision-making is shaped by socio-economic and demographic characteristics of the managers. Empirical results indicate that the key management practices of business planning, business alliances, motivation and government support are key drivers of TSME performance in Malaysia. We conclude that these key success factors of TSMEs can be further enhanced through the implementation of a more focused and structured government tourism policy in order to boost TSME performance in Malaysia.

Keywords: Tourism SMEs, management practices, firm performance, Malaysia

A Gap Analysis on perspectives of Managers and Guests with regards to Guestrooms of four star Hotels in Cochin, Kerala

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In the 21st century the hotels need not have large business centers to save on space and electricity. Modern technologies can be adopted in the room to reduce consumption of water, electricity and other resources. In the present era, guests have become more conscious about how they select their rooms. Building and maintaining **servicequality** is one means of retaining customers and thus establishing competitive advantage in the hotel industry. The article aims to find out existence of gaps or their lack between the expected and perceived hotel **servicequality**. The authors undertake an attempt

to identify the main reasons for the discrepancy between customers' expectations and their perception of the **servicequality** in the four star hotel rooms in Kerala and show the most urgent tasks facing proactive managers to improve the **quality** of **services** they offer. This study should help managers to enhance their understanding of customers' expectations of **servicequality** and show how to identify the priorities of **servicequality** improvement in the hotel sector.

Keywords: Service quality, Hospitality management, Gap analysis,

“Train Me Expert” – An Optimised It Solution to Bridge the Training Gap in Sri Lankan Star Hotels

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²*Informatics Institute of Technology, Sri Lanka*

The increase in the tourist trade due to the tourism boom have opened the eyes of the hoteliers to upgrade the quality of their services to their customers and one key factor that influences in meeting up the required service quality is training of the employees. This research analyses the problems in relation to training and identifies the significant factors affecting the effectiveness of training in Sri Lankan Star Hotels such as individual factors, organizational factors and training program factors through a comprehensive literature review and industrial survey, and investigates its impact on the creation of a training gap.

Based on the findings the conceptual framework was formed to guide the hoteliers to stream line the training process in order to build the training gap. This is supported by an IT solution – “Train Me Expert” which is a training management system. It facilitates the framework to be practically implemented and practiced and supports the effectiveness of training by focusing on individual training need. These solutions strive to increase the training effectiveness and were highly rated by the evaluators of the project for introducing techniques to "win" the client's favour and gain the competitive advantage by increasing the service quality.

Key words: Training effectiveness, Training process, Training gap, Star hotels

How the Organizational Structure and Strategic Decisions influence the Relational Dynamic Capability in a Hotel Case Study in Brazil.

Dr. June Alisson Westarb Cruz¹, Roberta da Rocha Rosa Martins², Dr. Tomas Sparano Martins³
Dr. Heitor Takashi Kato⁴

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This study's objective was to propose a model that integrates three concepts: strategic decisions, organizational structure and relational dynamic capability in a Brazilian Hotel Chain. We used content analysis to verify how the model would work. According to our analysis, the relationships established by a hotel to search and acquire resources are not only determined by a strategic choice, but also by the existing organizational structure. The hotel chain determines the relationships its hotels must establish according to its strategic orientation, thus the resources gained from these relationships are based on a strategic decision. A hotel can also establish its own relationships, but they are regulated in a hierarchical process by the head office of the Chain, thus these resources are very much determined by the organization structure.

Keywords: Strategic Decisions. Organizational Structure. Dynamic capabilities.

Hotel Competitive Advantage and Strategic Positioning: a multiple case study in the South of Brazil.

Dr. Heitor Takashi Kato¹, Dr. Tomas Sparano Martins², Dr. June Alisson Westarb Cruz³,
Roberta da Rocha Rosa Martins⁴

^{1, 2, 3, 4} *Business School, Pontificia Universidade Católica do Paraná (PUCPR), Brazil*

This study's objective was to evaluate the influence of strategic positioning, through dynamic capabilities, on a hotel's competitive advantage. We conducted a multiple case study in three hotels that have different strategic orientation, based on their categories: a luxury hotel, a midscale hotel and a low cost-low fare hotel. We found out that strategic positioning by itself has no influence on the competitive advantage, because there are external influencing factors such as the general economy. However, the hotel's strategy determines how it is going to build and transform its resource base, thus influencing indirectly the competitive advantage, that is evaluated through a technical and market fit.

Keywords: Strategic Positioning. Competitive Advantage. Dynamic capabilities.

Strategic Choice, Relational Dynamic Capability and Evolutionary Fit in the Brazilian Hotel Chain.

Dr .Tomas Sparano Martins¹, Dr.Heitor Takashi Kato ², Dr.June Alisson Westarb Cruz ³,
Roberta da Rocha Rosa Martins⁴

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This study's objective was to propose a strategic management model for the Brazilian hospitality industry that integrates three concepts: strategic choice, relational dynamic capability and evolutionary fit. In order to develop the model, the research was divided into four stages: literature review; a descriptive analysis of the Brazilian hotel industry; a survey with 108 hotels; and a case study in a Brazilian Hotel Chain. The first concept in the model, strategic choice, is based on Miles and Snow's typology, that is integrated to the relational dynamic capability concept (from Teece, Pisano and Shuen), and to the evolutionary fit concept proposed by Helfat et. al (2007). The relational capability was evaluated through relationships that the hotels establish with their partners. According to the analysis, not all relationships are capable of providing reconfiguration effects in the hotel's resource base, only those that have three characteristics: path dependence, learning and integration. These three characteristics give dynamism to a capability, without one of them, the relationship is just a mere static resource. And being a static resource it is not able to generate competitive advantage.

Keywords: Organizational strategy. Relational Dynamic capabilities. Competitive Advantage.

Tourism in Less Visited Conservation Areas in Kenya: Re-Thinking the Way Forward

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Since the creation of Yellowstone National Park, tourism and national parks are closely linked. However, Kenya as many other tourism destinations is characterized by a geographical concentration of tourists in a few selected conservation areas. Analysis is therefore made of the potential presented by less visited parks and reserves, notably those in the Western Kenya Tourism Circuit. Apart from savanna-based tourism known for the *big five*, can forests and mountains emerge as new tourism destinations in Kenya? What strategies need to be put in place to exploit their potential? The study finds out that there is a great potential in *renewing* the development of tourism in Kenya via 'new' forms of tourism. Though carried out

in Western Kenya, the results of this study are largely applied to tourism development at a national scale and are used to enrich of the (eco) tourism theory. The methodology applied was the use of questionnaires targeting tourists, local communities as well as park managers. Therefore, Kenya needs to propose new products and destinations, revisit and re-interpret the existing products, extend the product to take pressure off the existing attractions and keep close contact with tourists' tastes when coming up with community based tourism initiatives.

Keywords: ecotourism, nature, renewal

Country Studies

Paper Session 02

8th December 2013

2.00-3.30p.m.

1	Challenges and opportunities for Hospitality and Tourism Sector of Pakistan	Muhammad Kamran Shaziallyas
2	Tourism: An Opportunity To Expand National Economy (A Case Study of Sultanate of Oman)	Sandeep Ojha Abdullah Awadh Abdullah Al Maalam
3	Agro-technology Parks: Malaysian experience in agro-tourism	Masri Bin Muhamad
4	“Heritage is not for Sale “Commercialization of Sri Lankan Heritage with Post Modern Tourism Development	K. AnupamaDamunupola
5	Subaquatic tourism in a Marine Protected Area (MPA) in the Azores	Maria Dionísio Rita Grilo Anunciação Ventura Ana Costa
6	The Future Of Mountain Tourism In The Context Of Climate Change	SašaMilijić Mila Pucar Igor Marić

Challenges and opportunities for Hospitality and Tourism Sector of Pakistan

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Tourism activities can be regarded as a mechanism of generating the employment as well as income in both formal and informal sectors. This people oriented business of hotel and tourism industry have for long been interrelated due to their interdependent nature. Pakistan, just like any other tourist place in the world, is a big market for tourism because it offers not only beauty of nature but also variety and diversity in cultures. In fact hospitality and tourism is the most profitable and entrepreneurial business, especially for people living in the mountain areas as it creates new job opportunities and reduces the unemployment level for them. However, unfortunately, tourists' visit to Pakistan is decreasing tremendously with ups and downs each Year, especially after 9/11 terrorist attack at World trade center New York. This paper is an effort to identify the current challenges being faced by this industry and explore the factors necessary for promotion of this industry in future, especially Northern Areas (mountainous region) of Pakistan. There are different root causes of this decline i.e. lack of government interest, political instability, terrorism, economic instability, natural disasters, lack of government to promote this industry etc. Effect of all these factors on current status of tourism sector of Pakistan will be discussed in this study.

Keywords: Tourism, Pakistan, Hospitality Industry

Tourism: An Opportunity To Expand National Economy (A Case Study of Sultanate of Oman)

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Oman economy is one of the fast growing economies in the world. The contribution of the tourism sector in the economy is also not worthy. So the government must give more focus on the promotion for this sector this will lead to increase its contribution towards Omani economy. The Main objective of this research was to find out the impact of tourism sector towards the GDP of the country Oman, along with how can we increase this impact and generate more income from the tourism sector. The study reflects some insight on how to work further in the direction of making tourism sector a backbone of the economic system of Oman. I use statistical package for social science (SPSS) software to analysis the data. Two variables have taken, number of tourists visit Oman and real GDP, where number of tourists has considered as independent variable and real GDP as dependant variable. Regression analysis will be

used to test relation between tourism sector and GDP in Oman. The study concluded that contribution of tourism sector towards Oman's economy is praiseworthy and worth noticing.

Keywords: Economy, Tourism, GDP

Agro-technology Parks: Malaysian experience in agro-tourism

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Tourism industry is the second largest contributor to the Gross Domestic Product (GDP) of Malaysia. In 2011, about 24.7 million tourists visited the country resulting in an estimated USD20 billion earning. Agro-tourism sub-sector contributed to about 4% to the industry. The Malaysian Agricultural Research and Development Institute (MARDI), a premier agricultural and governmental research organisation, has embarked in the agro-tourism industry through the development and promotion of Agro-technology Parks. These parks were developed with the concept of technology and innovation showcasing. Their development and operations are based on five major components namely technology, innovation, conservation, education and recreation (TICER). Two Agro-technology Parks have been developed and successfully attracted about 400,000 visitors a year. With this concept, the Agro-technology Parks has the competitive advantage as compared to other destinations. It is not only a tourism attraction but also the showcase for agricultural technology transfer to the target groups.

Keywords: Agro-tourism, Agro-technology Parks and technology showcasing

“Heritage is not for Sale “Commercialization of Sri Lankan Heritage with Post Modern Tourism Development

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Sri Lanka tourism industry boom immediately after eradicating terrorism and welcomed more than one million tourists' in year 2012. With the increasingly growing demand, the present government also identified tourism as an important source of income, employment, wealth and overall as a development strategy. Hence a new five year's tourism strategy for Sri Lanka is formulated under the Ministry of Economic Development for the period from Year 2011 to 2016 with the hope of achieving 2.5 million International tourists by year 2016. This paper examines the impacts of the postmodern tourism development programs with special reference to recently introduced Sri Lankan Tourism development

strategy. Over recent years, we have experienced the illegal takeover of public beaches, forests and mountain areas and culturally valuable sites for the construction of hotels, resorts, and other commercial tourism facilities. Also massive influxes of tourists to a relatively small area have a huge impact and putting all living communities' habitats under enormous pressure. Further illicit activities of tourism-related businesses cause huge negative impacts to the society, culture and nature. This paper aims to raise awareness of the importance of sustainable tourism development planning. Impacts of Eco Tourism development projects in Sinharaja Rainforest premises, North Eastern province tourism development, and commercialized ritualistic activities of down south, are highlighted from this research. First-hand information and secondary data also used for this research.

Keywords: Tourism Development, Commercialization, Natural and Cultural Heritage, Sustainable Planning

Subaquatic tourism in a Marine Protected Area (MPA) in the Azores

Maria Dionísio¹; Rita Grilo²; Anunciação Ventura³; Ana Costa⁴.

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The Azores is a remote archipelago in the North-Atlantic. The islands are of great nature conservation and scientific interest. The archipelago's natural and cultural interest provides good opportunities for keeping the current tendency of nature related tourism development. In order to preserve natural patrimony, Azores government set up a net of protected areas, known as "Natural Island Parks". São Miguel island Park includes the MPA of Caloura - Ilhéu de Vila Franca do Campo, an area with a great affluence of Scuba-divers. Diving is a nature-based activity included in ecotourism. In order to analyze this use of the MPA, two different enquires were built, one for scuba-diver tourists and another for tour-operators. Questions about motivation, performance, importance and satisfaction, were meant to draw the conceptual framework behind this type of use in the considered MPA. Results show that scuba-diver tourists in the area are mostly European men averaging 35 years old, with a degree, and a monthly income over 2500€. Their certification is usually Advanced Open Water Diver. They were classified as structured ecotourists since their choice of vacation's destination is not only with the sole purpose of nature, but also to get involved with other activities and adventure tourism.

Keywords: Ecotourism; Marine Protected Area (MPA); Tourist-diver/operator Profile.

THE FUTURE OF MOUNTAIN TOURISM IN THE CONTEXT OF CLIMATE CHANGE

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The paper presents investigation into prospects of sustainable development of mountain tourism in the EU and Serbia in the context of climate change. The mountain tourism is one of the fastest-growing market segments in tourism, as evident from the data showing that today in Europe over 50% of income from inland tourism comes from mountain regions. The activation of tourism development in mountain regions has resulted in the development of complex and, by offer, highly attractive tourist centers. Until today, over 600 mountain centers have been developed in European mountain regions, out of which 70% in Alpine countries, which are visited by 60 to 80 million tourists each year. The development of mountain tourism must be planned integrally, with a special view of economic constraints regarding financial support, ecological and natural constraints, as well as climate change. Climate change will also affect all types of tourism, mostly mountain tourism. In this process, economic, energy and ecological aspects will take into account both vulnerable mountain ecosystems and needs of mountain communities and the possibilities for adaptation of tourism, whereby this impact will change with higher elevation. This paper considers the following issues: direct consequences which climate change can have on the development of winter tourism with possibility of diversifying the tourism offer and increase in number of mountain centers with dominantly summer offer; increase in importance of high-altitude mountain centers in EU countries and Serbia, with commitment to the sustainable development of tourism.

Keywords: development of tourism, mountain regions, climate change

Tourism Environment

Paper Session 03

8th December 2013

4.00-5.30p.m.

1	Tourism and Partnerships in the Marine National Park of Fernando de Noronha - Brazil	Deborah Estima Maria A. Ventura AndreiaRabinovici Filomena Martins
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Tourism and Partnerships in the Marine National Park of Fernando de Noronha – Brazil

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Protected areas are created with the aim of promoting environmental protection and the preservation of biodiversity, keeping up with the growing need to maintain the sustainability of the planet. In Brazil, the increasing number of such areas is patent, namely that of Parks, where tourism is one of several activities compatible with the management of such spaces. However, the establishment of these areas doesn't necessarily ensure their efficacy, and therefore public-private partnerships come about. In our work, we analyze the existence and importance of partnerships linked to the sustainability of tourism in the Marine National Park of Fernando de Noronha. With that in mind, we conducted interviews and made in loco observations during 2012, so as to assess how such partnerships take place and their importance to the sustainability of tourism. We found that there is a solid network of organizations and businesses that work together in the management and planning of tourism in the Park, bringing about a more sustainable activity. This cooperation results in research, laws, monitoring, infrastructure, services, promotion, awareness programs, environmental education, amongst other things that reinforce the efficacy of management in the protected area.

Keywords: tourism sustainability; public-private partnerships; protected areas

Relation between Contemporary High-Tech Architecture and Tourism Apstrakt

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The present stage in the development of new technologies and their application to buildings intended for tourism are recognized worldwide. Major events on the global scene have launched many architectural projects, which have indeed become icons and landmarks of many world places thanks to the development of technology. The most famous world architects have become international stars, initiating changes and bringing new ideas that have an impact on the face of the city, on the economic and social development, as well as visiting a large number of tourists. Nowadays, it is possible to build an object that is absolutely independent of micro-climatic conditions of location. The positions of the investors, fighting in a strong competition for prestige, gain a strategically important position in the policies of many developed countries. Economic, social and environmental consequences of major sporting events are very important and cannot be ignored. On the other hand, the development of new technologies has a positive effect on the building performances; especially when in question are the rational energy use and the implementation of renewable energy sources. The profession often is faced with negative consequences of its actions. How to find the answers for many problems brought on by overconsumption of all resources and have an effect on sustainable development are eternal questions, not only for the architectural profession.

Keywords: High-tech Architecture, Sustainable Development, Sustainable Tourism

Gravity models of tourism flows

Clive Morley

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Gravity models and panel data modelling of tourism flows are receiving renewed attention, after decades of general neglect. Such models have quite different underpinnings from conventional demand models derived from micro-economic theory. They operate at a different level of data and with different theoretical bases. These differences have important consequences for the interpretation of the results and their policy and managerial implications. This review compares and contrasts the two model forms, clarifying the distinguishing features and the estimation requirements of each.

Keywords: demand, gravity models, tourism flows

Awareness Status of Sightseeing Bus Entrepreneurs: A Case Study in Rural Areas of Thailand

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The main objective of this study is to observe the awareness of entrepreneurs of sightseeing bus services as used by Thai travelers for private group tours and field trips through four considerations including 1) provision of convenient and safe buses; 2) provision of services satisfying customers; 3) provision of experienced and well-behaved bus drivers; and 4) provision of bus services under travel safety. The study was carried out through interviewing 25 bus companies and found that factors which were raised the highest priority by entrepreneurs (counted as 100% of a sample group) are provision of bus drivers having a valid license matching the vehicle type according to law and provision of regular bus cleaning service. While a factor related to provision of auto massage seats for relaxation was overlooked by all respondents. Moreover, researcher team classified factors into 5 groups from A to E (highest awareness - lowest awareness) using clustering analysis that could be easier to develop policy interventions in appropriate with awareness of each entrepreneur group.

Keywords: sightseeing bus, bus company management, clustering analysis

Tourism Marketing

Paper Session 04

9th December 2013

10.30-12.30p.m.

1	A Conceptual Framework For Using Mobile Marketing In The Tourism Environment To Increase Tourist Satisfaction And Competitiveness Of Tourism Related Businesses.	Tasnim M Taufique ,Hossain
2	What Factors Are Related To The Analysis Of Customer Loyalty Toward Sightseeing Bus Services?	VatanavongsRatanavarahaSajjakajJomnonkwao
3	How Hotel Management Perceive the Relationship between Branding and Hotel Performance?	Khalid Magablih FuratMuheisen
4	Influence Of Advertising Media On Travel Planning Of Employees Working In I.T. Organizations In Bangalore, India	Narayan B. Prabhu M NareshNayak P
5	Investigating on Tourist Behavior through the Psychographic Aspects	SarjiAbduljalil BaharunRohaizat
6	Criteria in the selection of exchange partners by tour operators and local service suppliers in distribution chains of inclusive round-trips	Oystein Jensen
7	Customer Satisfaction On Hospitality Industry –With Reference To Service Provider	ZeenathZarina

A Conceptual Framework For Using Mobile Marketing In The Tourism Environment To Increase Tourist Satisfaction And Competitiveness Of Tourism Related Businesses.

Tasnim M Taufique, Hossain

Lecturer in Marketing

School of Business, North South University, Bangladesh

Technology is advancing very rapidly and we can see its impact on mobile telecommunication services as well. Third generation (3G) networks have already created an impact in the developing countries, and the fourth generation (4G) networks are being rolled out, while consumers are increasingly adapting advanced mobile phones and portable devices. Due to this phenomenon, different businesses and industries, specifically in regards to marketing activities, need to analyze innovative business models to keep up with this technological evolution. Tourism industry is one of those industries, which can find greater opportunities in terms of using mobile marketing to its benefit. Tourism marketing specially tourism related businesses in different destinations, face wider challenges than marketing of other types of products or services. This paper represents a conceptual framework for tourism businesses to create competitive advantage using different types of mobile marketing techniques. Furthermore, as mobile marketing is an important tool for database marketing, this paper has also addressed the use of data driven communication techniques to targeted group of tourists using tourist sim cards and international roaming services as the medium to increase tourist satisfaction.

Keywords: *Mobile Marketing, Tourism Marketing, Database Marketing.*

What Factors Are Related To The Analysis Of Customer Loyalty Toward Sightseeing Bus Services?

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The study aims to find factors affecting customer loyalty in the context of sightseeing bus services via the review of other business literatures such as banking, hotel, restaurant, and retail businesses, etc. The research outcomes could be useful for policymakers to develop interventions on standard of sightseeing bus services considering convenience and safety in response to customers' needs. According to the analysis results, 9 factors were found to be associated with customer loyalty, 7 of which represent a direct

relationship including switching cost, customer satisfaction, customer trust, commitment, perceived value, involvement and attractive of competitors. Another two are indirect factors comprising perceived service quality and customer expectation which have a potential to influence customer satisfaction that further affects customer loyalty.

Keywords: sightseeing bus, bus company management, customer loyalty

How Hotel Management Perceive the Relationship between Branding and Hotel Performance?

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The hospitality industry in Jordan has witnessed a visible growth during the past three decades. Marketing and branding is increasingly getting the attention of hospitality managers. Few dispute the value of branding to the hotel industry in creating guest loyalty and market value. The aim of this research is to comprehend how branding influences the performance of the hotel industry in the Kingdom. A survey was conducted among a purposive sample of hotel managers in four and five star hotels to examine how they perceive the relationship between branding and performance of their business firms. The study concluded that hotel managers positively evaluate the role of branding in enhancing customer satisfaction and determining the success and competitiveness of the hotel business in Jordan. Hotels adopt different branding strategies and tactics to attract more customers, maintain a competitive edge, and sustain their business.

Key word: Jordan, branding, hospitality.

Influence of Advertising Media on Travel Planning Of Employees Working In I.T. Organizations in Bangalore, India

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Travel planning is a multi-faceted decision process consisting of choosing a destination and grouping together tourism products and services (attractions, accommodations, and activities) closely related to the destination (Dellaert, Ettema, & Lindh, 1998; Jeng & Fesenmaier, 2002; Moutinho, 1987). Marketing campaigns are often used to increase the purchase intentions of a relevant target market by creating awareness, changing perceptions, or reinforcing previously held views. Consumers often consult a broad range of information from several different sources when planning their travel. This study tries to learn travel behavior of employees working in IT organizations in Bengaluru and the effect of various advertising media on their travel planning. The respondents chosen for study were employees working in the top 10 IT companies in Bangalore and were selected through self-selection sampling strategy.

Keywords: advertising media, travel planning, IT employees, Bangalore

Investigating on Tourist Behavior through the Psychographic Aspects

Sarji Abduljalil¹; Baharun Rohaizat²

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Tourism can be looked at from a variety of aspects e.g. economically, socially or even psychologically. Most of the attractive topics of tourism literature through the researcher's view are compassed by destination image. This study focuses on loyalty as a construct for behavioural intention. The core idea of this study is developed by forming the psychographic views based on the relationship between destination image and loyalty. Data were collected using convenience sampling via a self-administered questionnaire in a capital city of Malaysia, Kuala Lumpur through Iranian tourists. A total of 232 useable responses were collected and retained for analysis. The data were analysed using structural equation modelling. The causal relationships of the propounded model depicted that there were mediating effects through the latent variables and travel satisfaction is found to influence loyalty more than other antecedents.

Keywords: Tourist behavior, loyalty, psychographic

Criteria in the selection of exchange partners by tour operators and local service suppliers in distribution chains of inclusive round-trips

Oystein Jensen

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This paper explores and discusses main factors in the choice of exchange partners in distribution channels within the inclusive tourism industry. As it initially is based on an empirical study of European tour operators (buyers of service items) and local service suppliers (sellers) both involved in producing inclusive round-trip tours to Scandinavia, the paper purposes to reveal general aspects of the focus problems beyond the given context. Beside the use of tourism literature the paper relies on pre-concepts from marketing, management and economics. By employing a qualitative methodological approach the conceptual basis is further developed. The analysis produces different sets of factors of importance in the choice of exchange partners from the buyers' and the suppliers' points of view. Among the findings are the dominance of a long-term orientation to future exchange relationships of both the buyers and the sellers and the emphasis on confidence as a factor for reducing perceived uncertainty and risk. The paper discusses implication of the findings and suggests a set of general research question for further exploration.

Keywords: Choice of exchange partner, choice criteria, tourism distribution channels, tour operators, local service suppliers

Customer Satisfaction On Hospitality Industry –With Reference To Service Provider

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“Eating out” has become the trend of a typical family's week end program in Chennai these days. As they become a little bit more affluent a look out for places to go out and break away from the routine of every day eating at home has created a boom in the hospitality industry. To sustain this, the hospitality industry gives top most priority to customer satisfaction. But what matters is that the customer expectations and the industries' services should match. This is the reason why only a few flourish among the several that blooms. So this research highlights on the customer satisfaction on hospitality industry.

Keywords: Customer satisfaction, Hospitality industry, Service provider.

Sustainable Tourism

Paper Session 05

9th December 2013

2.00-4.00 p.m.

1	The role of traditional leaders in the promotion of cultural tourism in the South Coast of kwaZulu Natal: A case study of Umzumbe municipality	Erasmus Mnguni
2	Pilgrim satisfaction – A case study of Udupi Sri Krishna Temple	Anusha.Pai
3	Special Interest Tourism As A Catalyst To Social Cohesion In Fragmented Societies	ZilmiyahKamble Frederic Bouchon
4	Performance management of guided tours: matching organizational ends and means with participant expectations and experiences	Peter Demediuk Therese Demediuk Rolf Solli
5	Health and wellness Tourism – Indian Dimensions	YohannanTharakan

The role of traditional leaders in the promotion of cultural tourism in the South Coast of kwaZulu Natal: A case study of Umzumbe municipality

Dr Erasmus Mnguni

Department of Hospitality and Tourism, Durban University of Technology, South Africa

Post the 1994 South African democratic election, expectations of a better life for all were high from all the corners of the country and this included the poverty stricken rural areas. In a bid to help the situation in these areas, tourism was identified by the government as one of the mechanisms that could be used to fight this poverty. Traditional leaders were also incorporated into the government structures so that they could also play a meaningful role in the development of the country, particularly in the areas under their jurisdictions. This paper seeks to look at the role played by the traditional leaders in the promotion of cultural tourism in the areas under their chieftaincy post the 1994 democratic elections. Tourism, particularly cultural tourism, could play a big role in the creation of jobs in rural areas and due to their authoritative positions; traditional leaders could be instrumental in making this happen. It is hoped that the move to use natural resources such as cultural tourism, in this case, could help to place South Africa on a map as a world leader in achieving global economic dominance because cultural tourism has a potential to attract a lot of tourists.

Keywords: leadership, tourism, development, culture

Pilgrim satisfaction – A case study of Udipi Sri Krishna Temple

Anusha.Pai

Welcomgroup graduate school of hotel administration

Spiritual tourism is the fertile ground for exercising cultures and talents, festering special kinds of relations between the pilgrims and host population, between the tourist and the host environment. Visit to a sacred place as an act of religious devotion is an age-old tradition, followed by people all over the world. The flow of tourists to places of religious importance in India has increased in the last couple of decades tremendously with availability of modern means of travel, like the airplane, train and road transport, increase in accommodation facilities, globalization and growth of technology that provides vast information about all places and facilities. Apart from the spiritual aspect, looked at from the larger point of view, pilgrimage involves, excursions, traveling, access to local cuisine and buying the local memorabilia, almost everything a tourist does. It is important for tourism service providers to understand the diversity of their potential customers and attempt to cater to the needs of all population segments.

The objective of this research concerned a study of the pilgrim satisfaction at Udipi Sri Krishna Mutt to capture their perception, preferences and satisfaction with various services and facilities available in

Udupi and to measure the level of satisfaction with respect to transportation facilities in the temple town, Darshan/seva availability, accommodation, information and communication, Prasadam, availability of souvenirs and behavior of local vendors.

Keywords: Pilgrim satisfaction, prasadam, Tourist Information

Special Interest Tourism as a Catalyst to Social Cohesion in Fragmented Societies

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Plural societies often face the complex challenge of upholding and strengthening social cohesion. In some cases, multicultural diversity has led to ethnic conflicts and civil wars as in Sri Lanka, Bosnia and Lebanon and so on. The governance style and community involvement to uphold unity and national integration is essential. Tourism is perceived as an instrument of development and in its ability to promote peace. Some researchers have recommended in particular specialised forms of tourism for divided countries. Special interest tourism could also be dedicated catalyst to social cohesion in fragmented societies. However, research on this aspect is scarce and the validity of this aspect remains to be verified. The general aim of this conceptual paper is to assess the potential of Special Interest Tourism in its ability to lead to social cohesion in fragmented societies. The paper looks at fragmented societies in the context of the portrayal of special interest tourism policies. It looks at their ability to bring about national unity; social cohesion and its relation to tourism development for reconstruction. The governance mode and community involvement are also analysed in order to achieve the intended aim. The methodology uses content analysis based on literature, policies, secondary data, promotional and pictorial materials in relation with special interest tourism and social cohesion. Findings lend support to the notion and the validity of the relationship. It implies to develop taxonomy of Special Interest Tourism and social cohesion.

Keywords: special interest tourism, social cohesion, multicultural society, representations

Performance management of guided tours: matching organizational ends and means with participant expectations and experiences

Dr .Peter Demediuk¹, Dr. Therese Demediuk²,Rolf Solli³

³ Professor

Guiding and guided tours are a crucial but under-researched phenomenon that intersects with many domains such as economic development, tourism, planning, cultural heritage, social and institutional identity, and personal advancement. This paper takes a multidisciplinary approach in exploring the extent to which guided tours move beyond a one sensorial activity – ‘sightseeing by tourists’ – to include, as Adolfsson et al (2009, p. 17) put it, “ ... a broader range of senses, actors and activities”. Through case study research using participant observation and interviews for data collection and thematic analysis, the paper seeks to provide a framework for, and an analysis of, the question as to whether the performance management of a guided tour – in terms of ends (objectives and outcomes) and the means used (the program and activities) - works for the operator as well as the tourist. The findings suggest that operators often heavily emphasise the practice and communication of means without the same clarity and articulation in ends – and this compromises the intrinsic and economic value of the ventures from the perspective of both the tour company and the tourist.

Keywords:guided tours; performance management; ends and means

Health and wellness Tourism – Indian Dimensions

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The Indian system of medicine is considered as one of the oldest organized system dating back to 5000 BC, based on the spiritual confluence of five major religions – Hinduism, Sikhism, Christianity, Islam, Buddhism The health and wellness tourism services are extended to pilgrims and patients from thousands of years ago The lost traditions of yoga has been brought in to the studios, hotels and health resorts from the confines of ashrams and temples. The healing art of Acupuncture is also gaining acceptance Health and Wellness has always been an integral part of Indian lifestyle. But it would not be wrong to say that a more evolved and commercial approach towards their facet has been fairly recent in India. Health has become a major concern with the Professional and sedentary life style that lead to overweight, stress, cholesterol and tension.The wellness treatment in India incorporates alternate treatments, Ayurveda, Siddha, Yoga, Unani and Naturopathy, a combination of curative, preventive, and rejuvenation based on physical cleansing purification of soul, also involves religion in cure and care wellness practices in India, a natural solution to health – a gift to the world.

Keywords: Health and Wellness, Ayurveda, Unani, Naturopathy, Meditation,

Poster Presentations

Poster Session

1	Travel Motivations among Sport Tourists	Kurt A. Stahura Chris Brown
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Travel Motivations among Sport Tourists

Kurt A. Stahura¹, Chris Brown²

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¹ *University of Nevada, Las Vegas Singapore Campus, Singapore*

² *Kennesaw State University*

The term sport tourism has become increasingly common in the tourism industry over the past few years among scholars and practitioners alike. It is in fact, becoming a lucrative segment of the tourism business. Given the magnitude of economic impact of travel spending, emphasis has been placed on gathering travel expenditure data. Studies pertaining to these expenditure patterns help illustrate the size of each travel market, as well as identify the attributes influencing travel expenditure characteristics among market segments. With the significant growth in sport tourism, expenditures on recreational activities have also increased and expanded into non-traditional areas. To date, limited tourism studies have attempted to relate spending behaviors to travel related variables. The central purpose of this study was to identify the most influential travel motives utilizing Iso-Ahola's Motivations for Pleasure Travel. More specifically, we are incorporating the same template, tourism expenditures on travel related variables but applying it to active sport tourists who travel and participate in golf. This study can provide the tourism industry with valuable information that can be used to create specific market and sales strategies. In addition, understanding the impact of various expenditure patterns can be beneficial to consumers and destinations.

Keywords: sport, tourism, motivation

Virtual Presentations

Virtual Session

<http://www.youtube.com/user/ICRDSRILANKA>

1	Managing hotels' intellectual capital assets: Insights and opportunities from Service-Dominant Logic	Rachael Alsemgeest Samuel O'reilly-Schwass Mary Fitzpatrick Janet Davey Howard Davey.
2	A Exploring students' preferences. A higher education survey.	EvangelosVantzios Niklas Richter Karl Adell Adam Tynnerstrom
3	Challenges and opportunities for sustainable spatial development of tourism and natural heritage areas in Serbia	MarijaMaksin SašaMilijić Nikola Krunić

Managing hotels' intellectual capital assets: Insights and opportunities from Service-Dominant Logic

Rachael Alsemgeest¹, Samuel O'reilly-Schwass², Mary Fitzpatrick³, Janet Davey⁴, Howard Davey⁵

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³ *Department of Marketing, Waikato Management School, New Zealand*

⁴ *Dean's Office, Waikato Management School, New Zealand*

A critical challenge for hotel management today is the disclosure and management of their intellectual capital (IC) assets. IC assets offer hotel management a valuable means of creating a sustainable competitive advantage in today's crowded marketplace. However, a deeper understanding of the links between IC and competitive advantage is constrained by issues relating to the measurement, management, and marketing of IC in the hotel industry. This paper is based on the proposition that these issues can be addressed by applying marketing's Service-Dominant (S-D) Logic to examine the IC disclosure practices of publicly-listed hotels. S-D Logic's focus on interactions, collaboration, relationships, and networks highlights important shortcomings of the predominant tripartite models and measures of IC. Predicated on the co-creation of value within the holistic network of stakeholder relationships, S-D Logic provides a promising framework for better measuring and managing voluntary IC disclosures made by hotels in their annual reports. Applying S-D logic's constructions of 'value' within hotel networks, the authors developed an innovative instrument that uses content analysis for researching IC disclosures in annual reports. In this paper we present the results of the pilot implementation of this new instrument using a sample of annual reports from top publicly-listed Asian hotels.

Keywords: Hotels, Intellectual capital, S-D Logic

A Exploring students' preferences. A higher education survey.

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^{2, 3, 4} *University of Derby, Switzerland*

This paper aims to explore the relationship between motivation factors and students age and gender preferences regarding the selection of higher education institutes (HE). A quantitative survey approach was adopted for an international study of students and graduates. A range of questions about the motivation factors of students' choice regarding HE institutes analysed based on a survey including 168 respondents. Students and graduates follow a certain decision process to choose a higher education institute. Different motives stimulate students and graduates. The results showed that the proportion of males joining an open day is not significantly different from the proportion of females. Hypothesis 2 results illustrate that there is no significant difference among the mean scores concerning the HE

institute reputation with reference to the respondents' age groups. The findings are based on a survey set within the international framework and as such consequently the findings may be characterized as general. Differences on students' replies can be identified in the international context in relation to preferences, gender and age. These variations should aware HE institutes when attracting international students' attention.

Keywords Students, Education, International

Challenges and opportunities for sustainable spatial development of tourism and natural heritage areas in Serbia

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This paper analyzes the problems in the spatial development and management of tourism in nature heritage areas in Serbia. It refers to following questions: (a) do protected areas achieve the objectives defined for their protection, (b) are protection objectives and measures sustainable for local communities, (c) is the spatial development of tourism sustainable for protection of natural heritage and local community development? In the paper the cases of priority tourism destination in nature heritage areas (Stara Planina Nature Park and Kopaonik National Park) and the most attractive part of the Danube corridor (Djerdap National Park) are analyzed. Tourism development in nature heritage areas in Serbia faces several challenges: potential or manifested conflict between trends for nature conservation and for intensive tourism development; limitation arising from different factors – lack of compliance of laws, as well as of tourism sector planning with spatial and environmental planning; imbalances between tourist capacities and infrastructural facilities; depopulation of protected areas etc. Existing management arrangements for tourism destinations and nature heritage areas in Serbia did not provide effective protection of natural and cultural heritage, sustainable territorial development of tourism and local communities. Opportunities for solving the stated problems are discussed in the paper.

Keywords: The sustainable development of tourism, sustainable protection of nature heritage, management

