Book of Abstracts

5th International Conference on Hospitality and Tourism Management 2017

(ICOHT 2017)

17–18 October, 2017

Colombo, Sri Lanka

Committee of the ICOHT - 2017

The International Institute of Knowledge Management (TIIKM)

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Official website of the conference

www.tourismconference.co


Edited by Ms. Udayangani Premarathne, The International Institute of Knowledge Management, Sri Lanka


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MESSAGE FROM THE CONFERENCE CO-CHAIR ICOHT 2017

Considering the level of participation from hundreds of scholars from over 35 countries at the first four annual conferences, it is easy to anticipate that the fifth International Conference on Hospitality & Tourism Management (ICOHT 2017) will be a greater success. I am honored to be invited by The International Institute of Knowledge Management to be the Conference Chair. I look forward to welcoming a rich harvest of both ground-breaking research papers and evidence-based case studies.

For effective management of all related aspects of hospitality and tourism, it is essential to learn from the best practices around the world in finding practical solutions to ever-evolving challenges. Innovative approaches should be taken in planning, developing, marketing, and leading hospitality businesses and tourism. As we advocate that the industry and the academia should collaborate in seeking practical and innovative solutions, papers jointly written by industry leaders and academics are sought for this conference.

Dr. Chandana (Chandi) Jayawardena,
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KEYNOTE SPEECH
DESTINATION MANAGEMENT ORGANISATIONS AND THE DIGITAL LANDSCAPE

R. Veal

New Mind, Tellus, United Kingdom

"The last few years have seen some significant changes in how travellers plan and book their holidays online. Millennials are soon to become the #1 consumer segment and with that comes a shift from possessions to experiences as the coveted status symbol. Planning a holiday is now a truly multi-device activity with a corresponding surge in consumption of travel content before booking takes place.

All the above is having a marked impact on the visitor journey and Destinations need to work smarter in order to compete for attention in a crowded market place.

All is not lost however and, as much as technology throws up challenges, it also offers solutions. New Mind is the leading supplier of digital technology to destinations across Europe and MD, Richard Veal will define the essential components of true e-Tourism Solutions and show how they are being used by progressive Destination Management Organisations to achieve success."
ORAL PRESENTATIONS
ABSTRACT

Transportation is a critical element of tourism. The development and dispersion of tourism activities are significantly contributed by the development of transportation. Yet, transportation itself as a tourist attraction has been a neglected topic. Focusing on this issue, this study aims to examine traveler behaviors at transportation-related sites in Japan. To achieve its objective, this study adopted a datamining approach. In this study, train fans’ blog contents were used as the database. The testudo.com website was purposefully selected because it provides the biggest and most diverse train blog platform in Japan (https://www.tetsudo.com/blog/). Preliminarily, 28 blogs were conveniently selected and inductively analyzed to produce a list of 12 activities undertaken by train fans at the sites. Next, a total of 684 blogs written on one Sunday in August 2016 (the end of the Silver Week in Japan) were collected. Approximately 10% of them (n = 70) were randomly extracted and deductively assessed by three analysts to reveal the frequency of each of the train fans’ activities. The outcome revealed that the most popular activity that Japanese train fans do onsite is to take picture, followed by boarding the trains, and explaining about the trains. This result infers that Japanese train fans are mostly motivated by external/extrinsic forces. It suggests that train companies and other businesses may invest in developing and promoting their appeals to attract more domestic visitors and tourists.

Keywords: extrinsic motivation, user generated content, content analysis, open resources
ECOTOURISM DEVELOPMENT AND ISSUES AROUND THE LOCAL COMMUNITY: THE INCOME GENERATION PERSPECTIVE

M.B. Ali¹, M. Quaddus² and T. Shanka³

¹,²,³ School of Marketing, Curtin University, Australia

ABSTRACT

Ecotourism is one of the main economic drivers for the local community. Many developing countries have been implementing ecotourism projects for improving the local livelihood. However, the findings of existing studies are fragmented and they can be applied in the specific circumstances. Ecotourism can generate income and development for the local community through exchange relationship of the ecotourism actors. This study has conducted to examine this argument. In this study, we have used structured questionnaire highlighting the constructs such as ecotourism attraction, ecotourism development motivation, exchange relationship, perceived benefits, perceived costs, and income generating activities. We have considered 379 field survey data for analysis that were collected from the local community of an ecotourism site in Bangladesh. PLS-based structural equation modelling technique has been used to analyse the survey data. Results reveal significant relationships among the constructs as hypothesized, thus all six hypothesized relationships are accepted. Based on the findings of this study, we have developed a model which explains the exchange relationship and its antecedents and outcomes. This model enlightens the social exchange theory which is considered an important theoretical implication of the current study. The findings can be applicable to design the ecotourism development plans and policies in the study area. Furthermore, the findings can be considered to be applicable to other developing countries with the similar socio-economic background.

Keywords: ecotourism, local community, exchange relationship, income generation activities, and social exchange theory
MOTIVATIONS, SPENDING, EXPERIENCE EVALUATION AND IMPACT: A COMPARISON OF VACATION RENTAL AND COMMERCIAL LODGING USERS

P. Tierney

San Francisco State University, United States

ABSTRACT

One relatively new option for tourist lodging is a non-commercial residence with a fee, also known as “vacation rentals.” Vacation rentals (VR), where tourists rent a room or entire house from a private individual for a short term stay, are booming, especially at online booking sites, such as AirBNB. Why are visitors seeking VRs and what has been their experience, compared to traditional commercial lodging, such as hotels and motels? How do they impact the destination? However, little research on vacation rental users has been published. Geron (2013) suggested travelers staying in VRs desire to stay with a local, in a neighborhood and with a local who can give tips on the area. Legrand, Meier and Sloan (2015) found VR travelers were motivated primarily to save money. Additional research on users of vacation rentals is needed. In this study attendees of a large music festival in San Francisco, California, who stayed in VRs or commercial lodging in San Francisco were surveyed. Those respondents who rented a VR were sent a follow-up survey. Findings compare VR users and those who stayed in commercial lodging on their demographics, motivations, trip characteristics, feelings of safety, spending in the city, influence of the availability of the VR on visiting and their evaluation of the experience. Additional research is needed to determine if these results are similar in other locations and for other types of travelers.
DIMA HASAO TOURISM: PROBLEMS AND PROSPECTS – TOWARDS CREATING A BRAND IDENTITY

K. Daulagupu

North Cachar Hills Autonomous Council, Haflong, India

ABSTRACT

Dima Hasao is an autonomous district in the state of Assam, governed by the Sixth Schedule to the Constitution of India. This hilly area has a tremendous tourism potential because of its vast natural and rich cultural heritage, advantageous geographical location and its well connectivity with highways and railways. Haflong, its headquarters is the lone hill station and Thumjang is the highest peak in the state of Assam. This district has a variety of attractions from touristic point of view: Jatinga for its mysterious Birds’ Harakiri, Maibang as the ancient seat of Dimasa Kingdom, Umrongso as the blue water resort and roosting hub of millions of Amur Falcons, Hojai Dobongling and Khobak for its megalithic/neo-lithic structures and many other places with waterfalls and rivers for its pristine beauty and green landscape. This district is ideal for eco-tourism, wilderness tourism and cultural tourism. However, despite the tremendous tourism potential, tourism is yet to be sufficiently developed in Dima Hasao. This paper aims to determine the problems and prospects of tourism development in this district, to pave the way for creating Dima Hasao Tourism as a Brand Identity. This research is based on the SWOT analysis as well as on a number of meetings and interactions held with the key stakeholders like government officials, academics, hotel and restaurant owners, NGOs, tour operators and local community representatives. Direct Questionnaire Survey was also conducted on a sample of 50 respondents (tourists, hotel and restaurant owners, tour operators, NGOs and local community representatives) during August-September 2017, to ascertain and determine the problems and prospects of tourism development from their perspectives, with a view to integrating and assimilating their ideas and opinions in the process of tourism planning in Dima Hasao.

Keywords: Dima Hasao tourism, eco-tourism, wilderness tourism, cultural tourism, brand identity
MORE ACTIVITIES BRING MORE ENJOYMENT? HOW THE AMOUNT OF ACTIVITIES INFLUENCE CONSUMERS’ SATISFACTION IN EXPERIENTIAL MARKETING

C.H. Lin¹ and M. Chen²

¹,² Department of Business Administration, National Central University, Taiwan

ABSTRACT

Experiential marketing has been a popular topic during last 25 years in marketing management. Marketers use experiential marketing as an innovative approach to fulfill consumers’ expectation and bring consumers unforgettable memories. However, whether the amount of activities in experiential marketing would influence consumers’ satisfaction is not well documented. The results of two studies show that when the product provides high level of customization, consumers whose consumption purposes are buying for themselves (buying gifts for others) would have higher satisfaction with more (less) activities in consumption experience, but no significant difference when the level of customization was low. In addition, for consumers whose personality were external control, more (less) activities in consumption experience would make them feel more satisfied when they (don’t) have a helper in consumption experience. For consumers whose personality were internal control, there were no significant difference in all conditions. The outcome of the present research can be used by marketers to gain in-depth understanding of customer experiences and develop effective marketing strategies.
A STUDY ON INDIAN CONSUMER BEHAVIOUR TOWARDS TOURISM

S. Chincholkar

Faculty of Marketing, Vivekan and Education Society’s Institute of Management Studies and Research, Mumbai, India
Symbiosis International University, Pune, India

ABSTRACT

Tourism industry is growing rapidly across the globe and same is applicable for Indian market. According to India Brand Equity Foundation’s latest report (2017) in India tourism accounts for 7.5% of its Gross domestic product (GDP) and it is the 3rd largest earner for foreign exchange.

Indian consumers started spending money on travel and tourism, according to one latest report by Google India and Boston consultancy group (2017), India’s travel market is expected to touch $48 billion by 2020. So, in this dynamic environment it is necessary to understand a very important component of tourism market known as consumer. It is very important for marketers to understand changing Indian consumer buying behaviour towards tourism to design impactful marketing strategies. On similar though this research has been designed.

Purpose – The objective of this research paper is to find out the overall Indian consumer behavior towards tourism. This paper is trying to find out which factors are important during selection of a particular tourism destination for holiday purpose.

Design/methodology/approach – Major factors impacting a consumer during selecting a tourism location have been identified by literature review and based on that questionnaire has been designed giving more focus on holiday or leisure or pleasure trips. After that data has been collected using online survey method and data analysis has been done using SPSS.

Findings – The empirical findings of this research show that most of the Indian consumers prefer to plan their trips themselves and prefer to go with family. Among Indian consumers hill station is most preferred location for a holiday or pleasure trip. While deciding about a tourist location Indian consumers consider security and safety most important followed by amenities available there, budget and weather conditions. Family and friends suggests and various activities available on destination also have moderate impact of consumer choice.

Practical implications – Factors identified by this research can help tourism companies and tourism departments to design their marketing strategies and to develop tourism destination to grab attention of more and more Indian tourists.

Originality/Value – This paper will add value to the current literature specifically related to holiday or leisure tourism.

Keywords: consumer behaviour, influencing factors, tourism marketing, pleasure trips
THE SIGNIFICANCE OF RURAL TOURISM DEVELOPMENT TO THE HOST COMMUNITY OF OLUMIRIN WATERFALLS, NIGERIA

O.C. Oduntan¹ and D. Aremu²

¹Department of Hospitality and Tourism, Federal University of Agriculture, Nigeria
²Centre for Sustainable Development, University of Ibadan, Nigeria

ABSTRACT

Tourism development is expected to contribute positively to the wellbeing of local communities. This study presents the perspectives of locals on the development of tourism in Olumirin waterfalls (Nigeria) and its impact on their wellbeing using Millennium Ecosystem Assessments’ (MEA) dimensions of wellbeing. Most tourism studies have focused on survey research to examine residents’ perception and levels of satisfaction; there is a need to allow local communities express their experiences of tourism using open-ended emergent learning process while the researcher places the content of the findings under the elements of wellbeing as identified by MEA. This paper examined the cultural significance and perspective of the local community about tourism development. The findings of the research revealed that MEA dimensions of wellbeing can be used to identify the significance of rural tourism to the local communities.

Keywords: rural tourism, Olumirin waterfall, wellbeing
STRATEGIC ASSET ALLOCATION: THE CASE OF TOURISM EQUITIES

Z. Umar

Zayed University, Abu Dhabi, UAE

ABSTRACT

This paper employs a multi-asset allocation framework to analyze the short-term and long-term desirability of listed tourism stocks in an investor’s portfolio. We employ tourism equity indices encompassing various countries. The asset-menu of the investor comprises traditional financial asset classes (stocks, bonds, bills) and tourism stocks. We calculate the welfare losses due to ignoring the demand for tourism equities for various levels of risk aversion. In addition, we calculate the portfolio weights across various levels of risk aversion. Our results show that tourism equities are a desirable addition to the portfolio of traditional financial asset classes for both short run and long run investors.

Keywords: tourism finance, portfolio choice, myopic demand, intertemporal hedging demand
DIASPORA TOURISM AS THE FUTURE OF SUSTAINABLE CULTURAL TOURISM: A CASE OF THE LEBANESE DIASPORA IN LONDON

A. Abdallah

Stenden University Qatar, Qatar

ABSTRACT

The effect of diasporas on society have been studied from various angles, including politics, law, economy, community, and culture. However, diasporas are rarely examined through the interaction between culture and tourism. The focal point here is how migrants forming cultural clusters attract tourists from their individual cultural groups to visit their local destinations. The significance of such findings can be best demonstrated through specific case studies, in which the relationship between diasporas, culture, and tourism are considered in relation to specific societies or groups of individuals. Since the link between culture, tourism and the Lebanese diaspora has witnessed little or no research, it has been selected as the main topic through which the findings are verified.

The paper analyses the Lebanese diaspora in London from a cultural prospective in relation to tourism, and expands on existent literature regarding the Lebanese diaspora. Culture is examined from a hospitality prospective, as hospitality plays a key role in the constitution of the Lebanese diaspora. Cultural hospitality as a modern tool of sustainable tourism attraction is deliberated upon throughout the paper. For the Lebanese, in particular, hospitality constitutes a key element of their identities, applied through various cultural traditions and beliefs. Hospitality as a cultural tradition, combined with Lebanese migration, is a focal point of discussion for this research.

Keywords: diaspora, migration, tourism, UK, Lebanese, cultural, sustainable
IMPLICATIONS OF EVER INCREASING SPIRITUAL TOURISM FOR SRI LANKA

V. Wanigasekera

NSBM Green University, Sri Lanka

ABSTRACT

Internationally, millions of people are travelling out of their homes seeking peace and happiness according to available (Bowler, 2014). This number is likely to increase with the modern society being hit by plagues such as anxieties, stress, worries, anger, hatred, fear etc., (Stone, 2017) which in Buddhist Theravada tradition and Christianity explain as suffering and original sin respectively.

People travel out of their homes seeking, inner peace, happiness or tranquility. They go to various locations across the world and engage themselves in yoga, meditation and also participate in discourses.

There is misunderstanding between Spiritual Tourism and Pilgrim Tourism. In fact some of the conferences held on Spiritual tourism in the recent mistook the definitions and most speakers were representing comparative religions.

Today the spiritual arena has shifted from Asia to the West. The spirituality is moving away from religions to more experiential understanding. The Gurus like Ekhart Tolle, Tony Parsons, Adyashanti, Rupert Spira, Richard Sylvester are fast reaching out to millions of tourists while travelling within the West.

The study will reveal the difference between the spiritual tourism and pilgrim tourism and the reasons for visible growth of spiritual tourism in the future.
SOCIO-ECONOMIC IMPLICATIONS OF ECOTOURISM DEVELOPMENT IN TARA BA STATE, NIGERIA

E. Gonap, A. Ukayi, M. Kanati and B. Umaru

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**ABSTRACT**

Assessing the perceived tourism destination image of a place provides an important diagnostic insight into how tourists perceive the destination which is a very important marketing research tool for planning, development and promotion of her tourism industry. The tourism destination in Taraba State, Nigeria has witnessed tremendous attraction over the years from both domestic and international tourists. This research basically assess the socio-economic implications of ecotourism development particularly as regards to resorts spots in the state such as the Gashaka Gunti National Park, the Rufu Rock and Water Falls, the Marmara Crocodile Pond and the scenic Mambilla Plateau. However, their socio-economic impacts were assess based on the level of international patronage and the level of integration of the people toward ecotourism development in the state. Data were collected by a combination of questionnaires, direct field observation and interview. Random sampling technique was adopted to verify the validity of the data collected in the field. Although findings reveal that between 2010 – 2016 there was a great variation in international patronage between the four resorts and also low level of awareness was another setback toward ecotourism development in the state. Nevertheless, ecotourism potentials in Taraba State has the capacity for job creation, poverty reduction, economic growth and general transformation of the entire state if all the stakeholders such as the government and private individual and the general public are committed toward the boosting and development of this laudable industry.

Keywords: ecotourism, socio-economic, destination, development
INTANGIBLE CULTURAL HERITAGE TOURISM OF ANDHRA AND TELANGANA IN INDIA

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ABSTRACT

The paper is an attempt towards understanding the importance of the Intangible cultural heritage is embodied in those practices, expressions, knowledge, and skills, as well as in associated objects and cultural spaces, that communities and individuals recognise as part of their cultural heritage. Transmitted through generations and constantly recreated, it provides humanity with a sense of identity and continuity. In this study, prime consideration is given to those examples of intangible cultural heritage which promote mutual respect among communities, groups and individuals as well as the principles of responsible and sustainable development.

This paper suggests that shared national memory, as intangible heritage of tangible heritage, is of crucial significance in encouraging Andhra Pradesh and Telangana of Indian nationals to reaffirm their ethnic and cultural affinities with Two Telugu States of India during heritage tourism experiences in Chowmahalla Palace and Chandragiri Fort. Through mutual understanding, both can build on their shared interest in intangible cultural heritage, in close consultation with local communities which are the ultimate bearers of mankind’s intangible cultural legacy.

Keywords: intangible culture, heritage, tourism
ABSTRACT

Tourism is counted as a key engine for growth behind Sri Lanka’s economic development. With the discourse of tourism adopting a strong focus on sustainability, this offers an excellent opportunity to reconcile the interests of the tourism industry and the needs an opportunities for community development. The primary purpose of this study is to identify key benefits of community inclusive tourism to the local tourism industry and outline challenges faced by rural communities in consequent to non-sustainable tourism development activities. Community inclusive tourism has great potential and a role to play in showing sustainability of tourism in the country. Non-Governmental Organizations (NGOs) are well positioned to support in building these gaps while respecting the interests and benefits of all actors included. The findings build on discussions with community leaders and rural community groups from selected coastal areas in the North and Eastern provinces of Sri Lanka whilst highlighting the importance of safeguarding economic social and cultural rights of rural communities at the onset and progress of tourism development initiatives. The secondary focus of the paper outlines the strategic position non-governmental organizations can potentially occupy in liaising with rural communities at the ground level and the private sector in ensuring community inclusion specific to sustainable tourism development. Global travel trends depict a strong inclination towards ethical tourism and tourists are increasingly becoming socially conscious and vigilant of possible ethical risks involved in their consumption of goods and services. Rural communities are aware and are in support of the fact that tourism will remain as a pillar pivotal in fortifying the Sri Lankan economy. The boost in sustainable tourism in Sri Lanka paves way for collaborations with NGOs as Oxfam in Sri Lanka to bridge the gap of a supplementary stakeholder in providing a technical advisory and monitoring role in supporting private sector compliance with human rights due diligence requirements. NGOs have the capacity to facilitate a common platform in raising concerns highlighting ground-level realities and community recommendations on meaningful and equitable community engagement to ensure that benefits trickle down to the community via a broader and grounded practice of sustainable tourism.

Keywords: sustainable tourism, role of NGOs, community inclusion, equitable community engagement
EXPLORING THE FACTORS THAT INFLUENCE STAKEHOLDER’S INTENTION TO PARTICIPATE IN THE IMPLEMENTATION OF GREEN HOTEL PRACTICES IN CHINA

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ABSTRACT

Environmental concerns have been escalated over decades. Agenda 21 as an action plan of sustainable development spread the idea of sustainability all over the world. In hospitality and tourism industry, there are numerous research studies valued the implementation of green hotel practices could contribute to sustainable development. In China, the government has put efforts to promote green practices in hotel industry since 2003. Unfortunately, hotels in China are not only less likely to meet with the recommendations for implementing green practices, but they also have extremely low rate of participation. The current situation in green hotel development in China is unpleasant which does not meet government’s expectation. Green hotel as an effective way to contribute to sustainable industry development could not succeed without stakeholders’ participation and supports. This research with a mixed method design attempted to explain the formation of stakeholders’ intention to participate in implementation of green hotel practices by hiring the Theory of Planned Behavior (TPB) and extending TPB to be a modified model with improved predictive power, especially in context of China. A survey with 534 participants was administered to conduct confirmed factor analysis, regression and correlation. The findings showed the results that TPB componential variables were all significantly positively associated with intention. Structuring equation modeling (SEM) confirmed the new modified TPB in this research was appropriate and significant with a good fit to the data and an improved predictive power for intention. Besides, in-depth interview and focus group were used to explore stakeholders’ perspectives on green hotel in Chinese context. Future strategies to enhance green intention, implications and suggestions were also discussed in this research.

Keywords: hospitality and tourism, green hotel, Chinese context, stakeholders, TPB, stakeholder theory
ABSTRACT

Design and planning of the facilities in hotels can lead to the physical exclusion of the tourists with differential abilities. The differently abled users also have the motivation to travel and experience tourism which is impeded due to challenges that they face in experiencing hotel accommodation. Considering it there is necessary of an inclusive barrier free hotel designs to encourage tourism that is accessible for all. The research aims to analyze the existing facilities in hotel designs in India, experienced by users with differential abilities for approachability, mobility, and access to all services in varied categories of hotels. The research implies mixed methods with quantitative analysis from the user perspective and qualitative analysis of the hotel managers and staff on the concept of ‘barrier free tourism’. The results of the findings conclude that barrier free tourism is an emerging concept in India and not all hotels follow universal design standards on accessibility. While the Ministry of Tourism, India has taken initiatives by making the hotels accessible for different abilities in 4 and 5-star category hotels, the research recommends upon extending the facilities to the existing budget hotels so as to create affordable and inclusive hotel design. A new paradigm for inclusive hotel design and planning can encourage local and international tourists to experience the rich culture and heritage of India.

Keywords: barrier free, accessible, inclusive
GREEN PRACTICES OF THE DEPARTMENT OF TOURISM (DOT) ACCREDITED HOTELS IN BAGUIO CITY

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ABSTRACT

"Going green" is pursuing knowledge and practices that can lead to more environmentally friendly and ecologically responsible decisions and lifestyles, which can help protect the environment and sustain its natural resources for current and future generations. (Going green web guide, 2017)

Green Hotels are environmentally-friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste—while saving money—to help save the environment.

The study aimed to find out the green practices that the hotels in Baguio City, a highly urbanized city in northern Luzon of the Philippines are using in their establishments which help in conserving the scarce resources in the community.

Results show that the accredited hotels in Baguio City are implementing green practices in the areas such as for management area-100 percent of the hotel employees are dedicated to improving the property’s environmental performance mainly because it is their main responsibility to the establishment they are working with and to the community they are working however results show that the management of hotels do not have existing plan for raising awareness of environmental friendly practices for employees to be knowledgeable about this practices.

For energy conservation, results shows that 100 percent of the respondents’ maintenance and operations staffs are trained on conservation and procedures. 62.5 percent maximizes the natural light, the hotels have great locations wherein they could open the curtains in order for the sunlight to help brighten the area, 87.5 percent of the establishments use electricity saving equipment, 41.67 percent have motor sensor that controls the lighting system of the establishment, 95.83 percent of the establishment uses LED light bulbs because LED light bulbs help conserve energy and are readily available in the market, 33.33 percent are using solar energy, these establishments are big enough and can afford to buy solar panels for their establishments however 66.67 percent do not use solar energy for it is costly for the hotel to buy solar panels.

For water efficiency conservation, results show that 100 percent of the respondents track their water consumption on a monthly basis so they will be able to know if they spend much water in a month since the payment for water of bills are done every end of the month, 100 percent of the establishments quickly repair the leaks, the appearance of the establishment is important for the convenience of the guests and for them not to complain. The establishments help also in conserving water that is why
they repair the leaks quickly, 12.5 percent use infrared sensor water taps/urinals while 58.33 percent do not use infrared sensor water taps or urinals for it is very expensive that is why most of the establishments use the old fashioned water taps, 83.33 percent do not use low flow toilet which shows that they were not able to control the water because they use the automatic flusher which contains per Liter of water, 25 percent are using low flow faucets that enable the establishment to control the water the guests use while 75 percent of the respondents do not have faucets which are low flow because guests complain when the water is flowing low.

Forsolid waste management—nowadays, it is a must to segregate waste to help the concern parties in the welfare of the environment. “The Plastic & Styrofoam – Free Baguio Ordinance,” Ordinance No. 35 of 2017, bans the use, sale and distribution of plastic bags and Styrofoam containers on food establishments, thus this includes government offices, agencies, and public schools. “Baguio City Paper Bag Ordinance,” Ordinance No. 26 series of 2007 contains the widespread use of paper bags and biodegradable containers in the city. The establishments do segregate waste so that garbage collector will collect their garbage failure to do so results to uncollected garbage. The ordinances being practices in the City helps in the decrease of waste and proper segregation.

The results of this study is recommended to be used as a basis for an advocacy program for hotels to be green in the City of Baguio.
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PROBLEMS AND CHALLENGES ENCOUNTERED BY IN-PREMISE RESTAURANT MANAGERS OF TUGUEGARAO CITY

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ABSTRACT

The rapid development of the restaurant industry in Tuguegarao City often depends closely with the employees training, turnover rate, and unpredictability of distinct challenges faced by the restaurant managers. Therefore it is necessary that they must implement strategies and develop set of solutions in order to facilitate the improvement of these problems. Indeed the overall success of the restaurant industry lies in the sound and outstanding management of the restaurant managers. The study sought to find out the problems and challenges encountered by in-premise restaurant managers of Tuguegarao City and develop an intervention plan to address the identified problems and challenges.

The research approach, design and method that were used in the study was the descriptive design using survey method. In this descriptive survey, the researchers floated questionnaires to the selected in-premise restaurant managers of Tuguegarao City. The study was conducted from February to June 2017. It investigated the extent of the most pressing problems in terms of human resource in the aspects of employees work values, compensation, performance and competency and seminars and trainings. The researchers concluded that the in-premise restaurant managers share common problems and challenges in terms of employees’ work values, performance and competency as well as trainings and seminars. Moreover, some variables contribute to the most pressing problems and challenges which pinpoint areas of intervention for each in-premise restaurants.

Keywords: in-premise restaurant, problems and challenges, intervention plan, work values, compensation, performance, competency, seminars and trainings
EVALUATION OF LASALLIAN ASSOCIATION OF TOURISM AND HOSPITALITY EDUCATION (LATHE) PROGRAMS ON FACULTY DEVELOPMENT

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ABSTRACT

This paper presents an evaluation of the faculty development programs organized by the Lasallian Association of Tourism and Hospitality Education (LATHE) as an inter-organizational network existing under De La Salle Philippines (DLSP). It utilized a descriptive-relational design, supplemented by unstructured interview, to capture and analyze the data. The results reveal that age and sex are not significant in terms of the members’ need and preference towards faculty development programs. On the other hand, the institutions of origin and length of industry and academe experiences have bearing on the members’ need and preference towards faculty development programs. To bridge the gap, guidelines for the planning of future faculty development programs for LATHE are developed.

Keywords: faculty development, inter-organizational networks, tourism and hospitality, Lasallian associations, evaluation
FEAR OF MISSING OUT (FOMO): AN EXPLORATORY STUDY IN THE ECOTOURISM CONTEXT

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ABSTRACT

Fear of Missing out (FoMO) refers to a personality trait in which individuals have experience a “pervasive apprehension that others might be having rewarding experiences from which one is absent” (Przybylski, Murayama, DeHaan, & Gladwell, 2013, p. 1841). Prior research suggests that FoMO as a personality trait that cuts across consumption categories (Burak, 2014). Prior research also supports the argument that ‘individuals can experience FoMO in virtually all aspects of life’ (Herman, 2008). Given this, in this exploratory study, we attempt to examine the impact of FoMO in the leisure tourism context.

A systematic review of extant literature reveals that FoMO is grossly under researched in the domain of tourism. This finding is surprising given that FoMO as an idea has been extensively discussed in the popular press including The New York Times (see, Holson, 2015; Safronova, 2015), Forbes (Polewaczyk, 2013), at the global level and Times of India (Kumar, 2017), which is India’s largest circulated English daily.

Given this gap, the current study, the first of its kind to the best of our knowledge extends FoMO to ecotourism context. More importantly, the current study adds to the emerging literature on FoMO, by showing that it plays a central role in destination marketing.

Given the exploratory nature of the study, an in depth interview was conducted with eleven respondents at Gangtok, Sikkim, a popular tourism destination in the north-eastern part of India. Located in the Eastern Himalayan range, Gangtok is a popular Buddhist pilgrimage site. Gangtok is the capitol of Sikkim and is the epicenter of Sikkim tourism. In terms of tourist season, summer & spring seasons are the most popular. Tourism provides direct and indirect employment to majority of the residents of Gangtok.

In recent years, Ecotourism had gained popularity in this region which includes range of activities such as trekking, mountaineering, river rafting and other nature oriented activities. It was estimated that Sikkim receives 351,000 to 500,000 tourists annually.

The Nathu La Pass located on the 563 km Old Silk Route (OSR), is an offshoot of the historic “Silk Road”. It is about 50 km from Gangtok and is a major tourist attraction. In the winter, the pass is blocked by heavy snowfall. Even during the summer, the temperature is never known to exceed 15 °C (59 °F). Nathu La has several sinking zones and is prone to landslides. To preserve the fragile environment of Nathu La on the Indian side, the Government of India regulates the flow of tourists.
Given the bio diversity and the presence of many lakes on the way to Nathu La Pass, it is one of the most sought after destinations by tourists visiting Gangtok during summer months. Since the flow of tourists is regulated by the Indian Government, only a small fraction of the tourists ‘aspiring’ to visit Nathu La actually get to ‘permit to visit’, thus creating a feeling of “Fear of Missing Out” (FoMO) amongst tourists who visit Gangtok, Sikkim during summer months.

Given the exploratory nature of the study, eleven in depth interviews were conducted with tourists visiting Gangtok during the summer of 2017 as well as couple of tour operators. Two types of tourists were interviewed viz., those who were part of a “package tour” and those who were “independent” tourists’.
CONFLICT-RESOLUTION BETWEEN TRIBES AND GOVERNMENT IN HERITAGE SITES

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ABSTRACT

Kerala has always been considered to be blessed with its natural flora and fauna. However, since UNESCO listed Agasthyamalai, Periyar and Annamalai region of Western Ghats as heritage sites, the tourism revenue had a steady increase. Due to the increase of travelers to these regions, there has been an increase in call for protecting these natural resources and pressure due to these requirements are leading to conservation conflicts. Government of Kerala and neighboring states have designed separate budget and designed new departments for protecting these natural resources, which are creating more tension due to their sudden and immediate policy implementation. There is a steady increase in the number of conservation conflicts reported in media in recent times and which has also various negative impacts on the biodiversity, human subsistence and tribal living condition. In this particular case study, strategies adopted and resolving issues without negatively impacting the environment would be explored and analyzed.

For an effective conflict management, it is important that there is a consensus between the effected stakeholders and the aim and objectives are transparent with some compromised to be made at some stages as well. In this study it was found that, the conservationist shouldn’t have prejudiced while implementing the policies otherwise, the outcomes are going to be non-durable.

Stakeholder involvement and repercussions of policies should be looked in much in detail taking into consideration the social context. The present research conducted a survey among the tribal residents of the above mentioned heritage sites in regards to the conflicts and their view points in regards to the new government policy implemented.

Keywords: UNESCO heritage sites, residents, policy-community conflicts, Western Ghats
PUBLIC-PRIVATE PARTNERSHIP: LOOKING FOR A GOOD PRACTICE TO PROMOTE SUSTAINABLE TOURISM DEVELOPMENT IN GULF OF PAPAGAYO

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ABSTRACT

Over last years, the uncontrolled development of large luxury hotel-resorts in Gulf of Papagayo in Guanacaste (Costa Rica) has deeply contributed to damage the natural and social resources of the region. It has produced important drawbacks to the agriculture and cattle rearing activities of nearby communities, generating hate feelings and social struggles against luxury hotel chains. This also is because Guanacaste is one of the poorest provinces of Costa Rica and its extreme socio-economic condition has not improved thanks to the huge growth of the luxury tourism. Given such scenario, this article first discusses the importance of promoting private-public partnerships (PPPs) in tourism destinations like Guanacaste. The development of PPPs can, indeed, foster practices enabling to include the local communities in sustainable tourism projects and, in turn, improve its living conditions too. Second, this study offers an evidence of key phases that characterize the achievement of a PPP in Costa Rica. In particular, it analyses the partnership case that involves the ESCP Europe as an academic partner, the Costa Rica Technical Office for Cooperation Development, as a public partner, and RIU hotel-resort as a private partner. This work extends research on PPPs for sustainable development shedding light on specific challenges that characterize the process of arrangement of partnerships in developing countries, still weakly studied in the literature. Furthermore, this paper offers practical implications coming from the implementation of PPPs in Central America, suggesting the importance of considering the local community as an important receptor of PPP strategy.

Keywords: public-private partnerships, sustainable development, Costa Rica
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THE ANALYSIS OF RESPONSIBLE TOURISM PHOTOGRAPHY AND ITS INFLUENCE ON DESTINATION IMAGE IN SRI LANKA

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ABSTRACT

Visual culture and photography are interconnected aspects in modern tourism and destination image. They influence perceptions of places, people, cultural activities and attractions associated with the destination in the tourist’s mind. In the highly competitive global tourism industry, destination image is a major factor in attracting tourists and gaining competitive advantage. The communication of destination identity, authenticity, uniqueness, and diversity are considered important for destinations to remain competitive, and are significant for relatively unknown destinations to raise awareness and promote the destination to international audiences (Hsu & Song 2014). Destination marketing and image building has become a challenge in Sri Lanka, particularly as tourism destinations around the world strive to promote themselves in more competitive, creative and innovative ways. Current tourism promotion in Sri Lanka is limited to a certain frame and a specific area based on beaches, scenic, heritage and wildlife, which needs to be changed by using novel concepts and methods of tourism marketing. Within this context, this research focuses on responsible tourism photography and its influence on destination image in Sri Lanka. The main purpose of the study is to explore and understand responsible photography, identify its attributes, and to recognize the ways in which tour operators in Sri Lanka and the UK promote Sri Lanka tourism through photographs. This research followed a visual methodology and content analysis by employing a mixed method approach. This research concludes that responsible photography is a method of visually communicating authenticity, diversity and the compactness in the destination, while highlighting the experiences with people, environment, culture, and the bond between the traveller and the community. Suggestions are made to enhance responsible photographic representation by emphasizing authenticity and the distinctive experiences that travellers can gain in order to improve the global image of the country as a tourist destination.

Keywords: responsible tourism photography, destination image, authenticity
POSTER PRESENTATION
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DOES LEADERSHIP AFFECT A STATE’S TOURISM PERFORMANCE? THE CASE OF MADHYA PRADESH TOURISM

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ABSTRACT

This case deals with a state in India- Madhya Pradesh (M.P.)- and its tourism. Based mostly on secondary data, it ponders on the role of a person heading the tourism corporation in influencing the tourism prospects of a destination, along with other factors. There are many factors which lead to the selection of a destination by a tourist-domestic or foreign. Some of the factors discussed, partly based on the author’s experience, include basic infrastructure, connectivity, things to do and the way they are marketed. These can include religion, as exemplified by a huge spiritual gathering in the summer of 2016 at Ujjain in M.P.

This case is a useful vehicle for discussing tourism marketing, and the prospects of a specific state. Some of the issues are typical of emerging markets, while others are universal.

Keywords: tourism, India, emerging markets, destination marketing, Madhya Pradesh
VIRTUAL PRESENTATIONS
TOURISM DEVELOPMENT DOES IT HELP OR HURT SIDS: THE CASE OF ARUBA

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ABSTRACT

Tourism is the lifeblood of many small island independent states and those that are categorized as small non independent jurisdictions (SNIs) such as Aruba. The question this paper proposes to address is whether and how tourism helps or hinder island development. Research has been conducted on the economic effects of tourism in a global context, however our approach is to look at its effect in one destination, Aruba, and contextualize this research by situating it among other Caribbean islands. The rationale is that tourism is of more significance to the Caribbean in terms of economic dependence and tourism intensity. Croes (2011) notes that the Caribbean attracts more tourists per head than any other region and therefore is substantially important to economic development of this region. Yet despite its impact on the economy in terms of foreign exchange, investments and employment there are considerable and pervasive externalities which should be considered in conceptualizing the totality of tourism’s effect on economic and social development. In this paper we will consider Amartia Sen’s (2000) definition of development as freedom and situate it in that context, rather than subject this paper to simply an econometrician analysis which while important does not fully capture what development means.

Keywords: economic development, externalities, freedom, unfreedom
STUDENT’S PERFORMANCE IN OJT IN THE HOSPITALITY INDUSTRY: AN IMPLICATION TO THE PROGRAM

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ABSTRACT

This study was designed to determine the “Student’s Performance in OJT in the Hospitality Industry: An Implication to the Program” focused on the 4th year students of Trinity University of Asia from the College of Hospitality and Tourism Management who conducted their on the job training (OJT) locally and abroad.

There are 116 students enrolled in the College of Hospitality and Tourism Management (CHTM) both Bachelor of Science in Hotel and Restaurant Management and Bachelor of Science in Tourism Management.

The main research instruments were the questionnaires. The questionnaire intended for the students who undergo On the Job Training is composed of three (3) parts. Part I consisted of demographic profile such as age, gender, hospitality industry and allowance. Part II looked into the skills required among the students. Part III focused on level of performance of the students.

The salient findings of the study are as follows:

Majority of the respondents are those with the age bracket 21-23 years old. Majority of the respondents are males and majority of the respondents according to their course are HRM students. Majority of the OJT students did not receive an allowance from employer.

In terms of Written Skills, the one that has the highest mean score is “Able to concise report on each specific task given”.

In terms of Technical Skills, the one that has highest mean score is “Can manage different tasks effectively and efficiency”.

In terms of Leadership Skills, the one that has the highest mean score is “Able to serve as a good example to co-workers in performing duties”.

In terms of Management Skills, the one that has the highest mean score is “Able to go to work in time”.

In terms of Communication Skills, the one that has the highest mean score is “Able to create clearer lines of communication with co-workers by fostering trust, respect and understanding”.
In terms of Human Relation Skills, the one that has the highest mean score is “Able to empathize to co-workers and customers if needed”.

Technical Skills has the highest mean scores

There is no significant difference in the performance of the respondents grouped according to their age

Keywords: hospitality industry, written skills, technical skills, human relation skills, leadership skills, communication skills, management skills
CONCEPTUAL PAPER ON IMPACT OF MEANINGFUL WORK TO SINGAPORE'S GENERATION Y HOTELS EMPLOYEES

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ABSTRACT

The hospitality industry has always been a key focus for Singapore’s government as being one of the key contributors towards its gross domestic product and a major employer of the workforce. However, the hospitality industry has always been plagued with high turnover, arising from negative perceptions such as long hours work, inadequate career development opportunities and excessive job demands. Furthermore, the growing influence of generation Y employees, who come with different mind-set towards work and motivated by separate set of needs and wants, has added on new challenges for employers to attract and retain talents. Scholars agreed that the key for employers to win in this “talent-war” is none other than to thoroughly understand the motivation of the employees and job seekers, particularly generation Y employees, which numerous industry surveys and literatures highlighted meaningful work as the key factor in attracting and retaining them with an employer. It is widely agreed that meaningful work draws positive relationships with outcomes such as improvement to working attitude, better employee engagement, improved sense of self-esteem and self-efficacy as well as reduction in burnout. Building onto earlier conceptual papers by Chacko et al., (2012) and Solnet & Hood (2008), this conceptual paper aims to provide a fresh examination on the characteristics and behaviours of generation Y employees as well as suggesting an improved organisational approach of attraction and retention, that will include element of positive psychology, in the form of meaningful work.

Keywords: meaningful work, employee engagement, generation y
ABSTRACT

“Andahelena” waterfall and Divankara cave are situated 6km east of Elpitiya town, in the village of Pituwala (in the Elpitiya Divisional Secretariat, Galle District, Sri Lanka). The waterfall is located within 4774 hectares of jungle known as the BeraliyaMukalana (Beraliya Jungle). The research problem was how to attract domestic and foreign visitors to “Andahelena” waterfall. The overall objective was to identify the potential for promoting Pituwala site among both domestic and foreign visitors. The specific objectives were to recognize the deficits and issues encountered by the visitors at the site. The research was based on both primary sources including filed observations, interviews and structured questionnaires while secondary sources used including reports, magazines, websites, etc. The site and its boundary were explored and the visitor related facilities also were observed to identify the current situation of the site. The sample consisted of 60 domestic visitors and 20 foreign visitors who were randomly selected at the site during weekends. Visitors were interviewed with structured questionnaires to recognize their perception, knowledge and comments regarding the site. The site is highly attracted by domestic visitors more than foreign visitors. Most of the foreigners are from Asian countries like India, Pakistan and Thailand. Majority of the domestic visitors are not entirely aware of the historical value of the site and still they are not provided proper guidance within the site. Visitor related services and infrastructure facilities also are not in a satisfied level. Information knowledge on the site and its consequences are not being updated accurately. Another major problem is suicide rate rapidly increasing around this site. There should be a proper site management plan for the ability to introduce this site as a well-known tourist attraction place. Visitors should be given an opportunity to examine the site with accurate and updated information which should be contributed by the site, Department of Archaeology, travel and tourism related companies, and the community within the area.

Keywords: Pituwala site, Asian countries, information knowledge, visitors