

# **Social Sciences, Business, Technology and Management (SBTM-2016)**



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**Seoul, South Korea**

**December 17-18, 2016**



**Akademika Nusa Internasional**  
**Association of Social Sciences and Humanities**  
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# ***CONFERENCE BOOK OF ABSTRACT PROCEEDINGS***

## ***ANISSH***

Akademika Nusa Internasional Association of Social Sciences & Humanities

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# **Book of Abstracts Proceedings**

**3rd International conference on Social Sciences, Business,  
Technology and Managemen (SBTM)**

Seoul, South Korea  
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Proceedings of the International conference on Social Sciences, Business, Technology and Management (SBTM)

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***3rd International Conference on  
Social Sciences, Business, Technology and Management  
(SBTM)***

**Venue: Western CO-OP residence 77-2 euljiro 5(o)-ga Jung-gu seoul**

**Conference Theme:** Provision of unified communication platform for researchers in a wide area of topics from all fields related to Social Sciences, Business, Economics and Management Studies

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## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies

## CONFERENCE CHAIR MESSAGE

### **Dr. Sukri Palutturi**

“International Conference of Akademika Nusa Internasional Association of Social Sciences and Humanities” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences and applied sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let’s get over all sorts of discrimination and take a look at the wider picture. Let’s work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: [conference.chair@anissh.com](mailto:conference.chair@anissh.com)

## CONFERENCE SECHDULE

**ANISSH-2016**

**Venue: Western CO-OP residence 77-2 euljiro 5(o)-ga Jung-gu seoul**

**Time: Registration & Kit Distribution (8:30 - 9:30 am)**

**Day: Saturday**

**Date: December 17, 2016**

**Venue: Room 1**

09:30 am - 9:40 am	Introduction of Participants
09:40 am - 09:50 am	Inauguration and Opening address
09:50 am - 10:00 am	Grand Networking Session

**Tea/Coffee Break (10:00 am- 10:30 am)**

**DAY 01 Saturday (December 17, 2016)**

**First Presentation Session (10:30 am - 01:00 pm)**

**Venue: Room 1**

**Session Moderator: Dr. Sukri Plautturi**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Social and Community Studies</b>		
Ssu-Yu Lin	Elderly Health Care in Taiwan A Case study of a nursing home in Hualian	SBTM-126-ANI114
Yanwei Zeng	The Effect of an Inter-generational Program on elderly People and Kindergarten	SBTM-126-ANI115
Mei-Ying	Lu Hostel Development in the East Taiwan Area	SBTM-126-ANI116
Shao-Chi Hsu	A Study of the Tourism Industry in Hualian Taiwan	SBTM-126-ANI117
Emmy Min	A Case of the Virtual Interaction in an Online Masters Progra	SBTM-126-ANI127

**Lunch Break: (01:00-02:00pm)**

**DAY 01 Saturday (December 17, 2016)**

**Second Presentation Session (02:00 am - 03:15 pm)**

**Venue: Room 1**

**Session Moderator: Dr. Sukri Palutturi**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Social and Community Studies</b>		
Badamsuren Yadamjav	The Research on Language Vitality	SBTM-126-ANI133
Noor Raihan Ab Hamid	An Exploratory Study on Muslim Consumer Preferences of Travel Destinations	SBTM-126-ANI134
<b>Track B: Business and Management Studies</b>		
Ya-Ching Chou	A Development Strategy for the Leisure Industry in Taiwan	SBTM-126-ANI118
Hiroyuki Matsuoka	An Analysis of Japanese Industrial Structure Using Input-Output Tables	SBTM-126-ANI139
<b>Track C: Culture and Global Studies</b>		
Pi-Chi Chou	The Perspective of Indigenous Culture A case study of the Truku tribe in east Taiwan	SBTM-126-ANI119

**(Ending Note 03:15 to 04:00 pm)**

## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** SBTM-126-ANI107A

Ishola Temitope Popoola  
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Islam Ihab Abdelmoneim Hassan Elkassas  
Mansoura University, Egypt



## **Conference Day 02 (December 18, 2016)**

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself.



*International conference on Social Sciences, Business,  
Technology and Management(SBTM) Seoul, South Korea*  
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***TRACK A***

***SOCIAL AND COMMUNITY STUDIES***

## **Elderly Health Care in Taiwan A Case study of a Nursing Home in Hualian**

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**Keywords:** Health Care, Nursing Home, Elderly People, Leisure Activity

With the increase in the ageing population comes an increase in the needs for long term care. To enhance the quality of life of elderly people, leisure activities are paramount. It is through appropriate leisure activities that elderly people can improve their physical well being and their quality of life. This study aims to understand the works of carers and of leisure activities in a home for the elderly. We used a qualitative research method. We acted as participant observers in a nursing home in Hualian, and collected relevant data. By using SWOT analysis we evaluated advantages, disadvantages, opportunities, and hazards in the elderly health care industry. We noted that long term care is increasing in Taiwan. To improve the efficacy of the caring work, and to maintain in elderly people self respect and dignity and a joy in life, regular leisure pursuits involving physical activity are essential.

## The Effect of an Inter-generational Program on Elderly People and Kindergarten

<sup>1</sup>Wen-Ching Kuo, <sup>2</sup> Su-Fang Wu, <sup>3</sup> Tza-Yau Chen, <sup>4\*</sup> Yanwei Zeng

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**Keywords:** Ageing Society, Interpersonal Relationship, Family, Inter-Generational Program

For some decades, due to the low birth rate and developments in society, the family system in Taiwan has changed. Most families now are core-families consisting only of children and parents. This has caused a gap to be felt between the elderly and the younger generations. This study aimed to explore the effect on inter-generational interaction through a program operated in a kindergarten. We participated in the program and observed the interactions between elderly people and the children from kindergarten. We interviewed eight elderly people from a nursing home who participated in this program. The results showed: 1) The elderly people rarely have the opportunity to meet young people in nursing homes for the elderly, unless they participate in community activities. 2) Elderly people have a great interest in walking on stilts, because it is a game they played in childhood. 3) The appreciate talking to young people, especially with little children. We suggested for the promotion of intergenerational programs in the care of elderly people: 1) Elderly nursing homes should be involved in community activities. 2) A special site for this should be selected by conservation agencies. 3) The intergenerational program should take into account the experiences of the elderly, and integrate activities familiar to the elderly.

## **Hostel Development in the East Taiwan Area**

<sup>1\*</sup>Mei-Ying Lu, <sup>2</sup> Su-Fang Wu, <sup>3</sup> Pi-Chi Chou

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**Keywords:** Leisure Activities, Hostel, SWOT, B&B

As society has developed, stresses are increasing day by day. Feeling under this pressure, people are turning more and more towards leisure activities. The government is encouraging citizens to attend outdoor activities, and calling upon entrepreneurs to invest in the leisure industry, and to attract foreign tourists to visit Taiwan. People in the tourism business are facing harder competition due to the well established B&B in this area. The purpose of this study is to assess the situation of the local tourism industry, and to consider how to improve the competitive situation. We interviewed four B&B managers in Hualian. After SWOT analysis we concluded that each local B&B should develop its own individual characteristics and style. They should also offer service of higher quality. The government should pay more attention to developing this area to attract a larger number of tourists.

## **A Study of the Tourism Industry in Hualian Taiwan**

<sup>1\*</sup>Shao-Chi Hsu, <sup>2</sup> Su-Fang Wu, <sup>3</sup> Mei-Ying Lu

<sup>1</sup>Institute of Leisure Business Administration Tajen University, Taiwan <sup>2</sup>Department  
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**Keywords:** Industry, Satisfaction, Tourism, Culture

Hualian is an area with magnificent views and a varied eco-friendly landscape in Taiwan. It is well renowned in the international press, and also has the potential for developing businesses with low carbon emission. An important issue is how to improve the local economy and the tourism industry in the right way. This study reviews relevant reports about the celebrated sightseeing area Li-Yu Lake in Hualian. We used a SWOT analysis to explore references and make the following conclusion. To ensure that Li-Yu Lake is an essential area for sightseers in Hualian, the local government should coordinate the culture of festival activities, and give clear publicity to the events. Second: managing the tourism industry should use media and events to increase the popularity of the locale, and should build a well placed attractive tourist reception centre with opportunities for both sedentary and challenging mobile activities. Third: Efficient management and maintenance of this facility should improve tourist satisfaction. The development of the tourism industry should be improved by cooperation between government and entrepreneurs.

## A Case of the Virtual Interaction in an Online Masters Program

\*Emmy Min

University of Southern California, USA

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**Keywords:** Strengths, Challenges, Synchronous Classrooms

This session discusses a case of an online Masters program and the influence of virtual synchronous interaction on teaching and learning of the content. The presenter reviews the features of the online platform and discourse, followed by the strengths, challenges and the feedback shared by the students and faculty. Online teaching and learning has gained popularity in recent years, but little is known about its design and how it is related to both the students and teachers experiences. This session will discuss a blended approach to asynchronous and synchronous communication by examining a case of a American Tier 1 universitys online Masters program in Teaching. The presenter will review the features of the online platform followed by the strengths, challenges and the feedback shared by the students and faculty. The presentation will first examine the key features of the platform. By watching the sample clip of the virtual classroom, the audience will gain knowledge about how it is taught synchronously. The features of the synchronous classrooms such as incorporating presentation files, the use of breakout rooms and the simultaneous use of live chats will be shown. Followed by the demonstration of synchronous communication is the discussion of the asynchronous communication of the class content. Showing the examples of forums and classroom virtual walls, the audience will see how the asynchronous communication is also incorporated. Followed by the presentation of the key features of the classroom, the presenter will also address the key strengths of the blended design, the discourse patterns in different parts of the online classroom and possible implications for practice.

## **The Research on Language Vitality**

<sup>1\*</sup> Badamsuren Yadamjav, <sup>2</sup> Bulgantsetseg Munkhbat

<sup>1</sup>National University of Mongolia, Mongolia <sup>2</sup>Mongolian State University of  
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**Keywords:** Minority Language, Language Vitality, Language Protection and Language Endangerment

The purpose of the research work is to study the current situation of Mongolian dialects, the minority languages of nations and ethnic groups, who are living in Mongolian territory, within the framework of the language saving policy, and to define their language vitality and endangerment based on some of the international criteria. In this research, we commonly used some kinds of sociolinguistics methodologies such as sociological survey, collecting and developing the materials, investigative and statistical method, comparing and contrasting logical method, correlation method, analytic and synthetic method, induction and deduction. In this study, to define Mongolian dialects/languages vitality, the author used the following six criteria on language vitality and endangerment such as Language Vitality and Endangerment/Language Vitality Assessment (UNESCO 2003), UNESCO Framework (UNESCO 2009), Ethnologue Vitality Categories (Lewis 2009), Language Vitality and Endangerment by Michael Kraus (2007); Fishmans Graded Intergenerational Disruption Scale (GIDS 1991), Expanded GIDS by Paul Lewis and Simons (EGIDS 2010) used more commonly and frequently in international level. Finally, our research was made on eighteen Mongolian dialects such as khotong, darkhad, khalkh, kazakh, bayad, uzemchin and torquud. As a result of the research, according to the above mentioned six criteria, most of the Mongolian dialects included in the categories such as dont heritage their languages to the next generation, severely endangered, critically endangered, definitely endangered or extinct. During the research, we observed that several factors such as demography, politics, geography, social and economic situation, psychology, population movement, the government policy on language and others are influencing to extinct the minority languages of the nations and ethnic groups. Eventually, it is necessary to study, save, revitalize and document the dialects and inherit to the next generation.



## **An Exploratory Study on Muslim Consumer Preferences of Travel Destinations**

\*Noor Raihan Ab hamid  
Unitar International University, Malaysia  
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**Keywords:** Consumer Preferences, Travel , Destination, Attributes, Muslims

Due to an increase in the number of Muslim travelers world-wide, both the academia and industry players have begun to show interests in understanding traveling behaviour of the market segment. The paper aims to explore the reasons of traveling to international destinations among Muslim consumers. Additionally, this research seeks to investigate how these travelers make selection of their travel destinations. Many studies in the past have empirically investigated the attributes that influence consumers selection of travel destinations. However, the understanding of specific reasons explaining why a destination is preferred, from a Muslim travelers perspective is limited. Focus groups were conducted in three states of Malaysia to gain deeper insights of the subject being studied. The findings of this study suggest that leisure travelers prefer several attributes of the destinations. We developed research propositions which may be useful for future empirical studies. We discuss the implications for managers as well as the limitations of study and future directions of research.



*International conference on Social Sciences, Business,  
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***TRACK B***

***BUSINESS AND MANAGEMENT STUDIES***

## **A Development Strategy for the Leisure Industry in Taiwan**

<sup>1\*</sup>Ya-Ching Chou, <sup>2</sup> Su-Fang Wu, <sup>3</sup> Ssu-Yu Lin

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**Keywords:** Tourism, Leisure Activity, Industry, Strategy

As a result of advances in technology and the increase in GDP, more and more Taiwanese citizens are spending time in leisure activities. The tourism industry is changing its business style to harmonise with developments in the regional economies, and restructuring of industry and local businesses. This study aims to ascertain how to improve local tourist industries, by focussing on how to attract more tourists and to increase revenues from tourism as a leisure activity. We used the Mata method, and reviewed the material. The solution we proposed was for local landowners and stakeholders to respond to changes in the structure of the industry and to build tourism centres where the customer is at the centre of concern. In this way most advantage will be gained. For a viable enhancement of the leisure industry, the infrastructure must be improved. We suggest the government spares no effort to improve the quality of tourism and eco-friendly leisure activities.

## An Analysis of Japanese Industrial Structure Using Input-Output Tables

\* Hiroyuki Matsuoka

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**Keywords:** Input-Out Table, Index of the Power of Dispersion, Index of the Sensitivity of Dispersion, Production Inducement, Consumption, Investment, Export

The Input-Output Tables are widely recognized for the usefulness and importance in the analysis of industrial structure and for economic forecasting. They are developed by Dr. Leontief, a U.S. Nobel laureate economist. Using 2011 Input-Out Tables of Japan (most recent version, 2015 publication) compiled by the Ministry of Internal Affairs and Communications of Japan, this research discussed the relationship between "index of power of dispersion" and "index of sensitivity of dispersion" of each industry. Furthermore, it calculated production inducement by consumption, investment, and export, ripple effect to added value, and ripple effect to employment. Particularly an adjustment work related to the number of section was necessary when calculating ripple effect to the employment. That is because industrial classification is different from each other, the table of total employee number according to production activity section and the Basic Transaction Table. Furthermore, this research focuses on 13 industries with processing the data, therefore, we can see all tables from a coherent viewpoint and easily understand industrial structure. Fact finding is that both influence degree on other industries and response degree from other industries are the biggest in the case of "Manufacturing industry" compared to other industries. Moreover, in production inducement by export, "Manufacturing industry" produces most amount of production. About ripple effect to employment, consumption for "Services" produces the most employment and "Construction" and "Manufacturing" have the biggest value in investment and export respectively. This research reached the conclusion that "Manufacturing" industry is extremely crucial in respect of overall production in Japan and in particular, consumption for "Services" should be emphasized for Japans employment policy.



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***TRACK C***

***CULTURE AND GLOBAL STUDIES***

## **The Perspective of Indigenous Culture A Case Study of the Truku Tribe in East Taiwan**

<sup>1\*</sup> Pi-Chi Chou, <sup>2</sup>Su-Fang Wu, <sup>3</sup>Ya-Ching Chou

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**Keywords:**Tribe, Tourism, Culture, Festival, Ritual

The Truku tribe is an effective factor in the development of tribal culture and the Seejoq language in Hualian. In the area of cultural recovery and ethnic identity, the Truku tribe is still in a situation of criticism and reflection. Researchers have studied the rituals and religion of the Truku tribe, and their relationship with the world of ancestral spirits. They have looked for possibly ways of integrating rituals, religion, and theology. We used qualitative research method. We interviewed six senior Trukus. They asserted that the best way to ensure the greatest advantage and opportunities for tribal culture was to give the initiative to the local officials. The visibility of the unique rituals and religion or the Trukus can be raised by the peoples participation. By these means the business viability of the tribe and the development of the camp may be enhanced. The tribe should return to its roots and avoid political influences. Peoples focus should be on a spirit of generosity and giving, and demonstrating their ancestral culture, so that people may understand the world of the spirit.

## ***UP COMING EVENTS***

You can find the details regarding our upcoming events by following below:

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# Vision

Our vision is to establish sustainable research and academic hub for future generations.



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