

MBSHR-2017

**International conference on
Management, Business
Social and Humanities Research**

Volume 02, Issue 04

Hong Kong

April 13-14, 2017

CONFERENCE BOOK OF ABSTRACT PROCEEDINGS

ANISSH

Akademika Nusa Internasional Association of Social Sciences & Humanities

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Book of Abstracts Proceedings

**7th International Conference on Management, Business, Social and Humanities
Research (MBSHR)**

Hong Kong
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Proceedings of the International Conference on Management, Business, Social and Humanities Research (MBSHR)

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***7th International Conference on Management, Business,
Social and Humanities Research (MBSHR)***

Venue: The Charterhouse Causeway Bay Hong Kong

**Conference Theme: Promoting Research and Developmental
Activities Through Knowledge Sharing.**

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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

CONFERENCE SECHDULE

ANISSH-2017

Venue: The Charterhouse Causeway Bay Hong Kong

Time: Registration & Kit Distribution (08:30 -09:30 am)

Day: Thursday

Date: April 13, 2017

Venue: Room 1

09:30 am 09:40 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- 10:30 am)

DAY 01 Saturday (March 18, 2017)

First Presentation Session (10:30 am - 11:30 am)

Venue: Room 1

Session Chair: Dr Sakuri Plauttri

Presenter Name	Manuscript Title	Paper ID
Track A: Social and Community Studies		
Kanokkarn Kaewnuch	bManagerial Guidelines to Increase Service Capacity in the Tourism Accommodation Sector in a Developing Country	MBSHR-047-ANI101
Jorge Arnanz	Accreditation in Tourism and Hospitality Undergraduate Education in The ASEAN Context: The Case of Thailand from the Tedqual Perspective	MBSHR-047-ANI102

Lunch Break: (11:30-12:30pm)

Ending Note: (12:30 - 01:30 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: MBSHR-047-ANI104A

Nadine Nodzinski

Praticien hospitalier C.H Meaux

Official ID: MBSHR-047-ANI105A

Jae Young Lee

School of Business, Yonsei University (Rep of Korea)

Conference Day 02 (April 14, 2017)

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



*7th International Conference on Management, Business, Social
and Humanities Research (MBSHR)*

Hong Kong

ISBN: 978-602-6427-60-1

TRACK A

SOCIAL AND COMMUNITY STUDIES

Managerial Guidelines to Increase Service Capacity in the Tourism Accommodation Sector in A Developing Country

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National Institute of Development Administration, Thailand

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Keywords: Tourist, Accommodation, Standard Deviation

The research aimed 1) to study tourists expectations and satisfaction regarding accommodation services in a developing country, i.e., Thailand 2) to propose managerial guidelines to increase service capacity in the tourism accommodation sector in a remote area in a developing country that depends on the tourism industry for a large share of the national income. A questionnaire was developed and distributed to 400 tourists to explore their expectations and satisfaction level in terms of the accommodation services they have experienced in a remote area. Mean, standard deviation, T-Test and F-Test were used to analyze the collected data. In-depth interviews were conducted with managers and staff in charge of managing and providing services in the accommodation. The study showed that tourists have low expectations, but high levels of satisfaction towards the five aspects of service quality in the tourism accommodation sector in a remote area. Thus, guidelines were developed to increase service capacity for accommodations, located in a remote area in Thailand and to enhance tourists experience to achieve the highest satisfaction levels. Five measures are described below. First, emphasize accountability and trustworthiness. For tourists benefits, legal measures should be set to control and manage accommodations that cannot correctly comply with the agreements or terms and conditions of advertisements or promotions. Second, focus on responding to tourists demands and their curiosity, staff should always accurately serve their needs. Also, inform and provide short and clear explanations to tourists when any changes occur after finalizing agreements with the tourist. Moreover, the service procedure should be convenient, fast, and simple. Third, increase tourists confidence towards accommodation services and staff by pursuing the following manners: honesty, well-mannered, gentle and friendly services with service-minded attitude. Fourth, because sympathy is another key success, encourage staff to show concern, kindness and willingness to help and treat tourists equally. Finally, highlight the tangible assets such as providing a clean and attractive environment, both inside and outside of the accommodation. Increasing the accommodations sense of visibility through both offline and online advertisement and media is important.

Accreditation in Tourism and Hospitality Undergraduate Education in the Asean context: the case of Thailand from the TedQual perspective.

^{1*} Jorge Arnazi , ²Kanokkarn Kaewnuch

^{1,2}National Institute of Development Administration Thailand

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Keywords: Tourism and Hospitality, Education, Accreditation, TedQual, ASEAN.

One of the most important developments in tourism and hospitality education in the last decades has been the implementation of institutional and programmatic international accreditation systems to support and ensure the competitiveness and excellence levels of the education centres and the study paths they offer. Institutions in the ASEAN region can (and should) opt for these international accreditations if they aim to take profit of the various advantages they offer, but how prepared are its centres nowadays to obtain these types of certifications? In order to answer this question, the aim of this paper is to examine and critically analyse the present situation of tourism and hospitality undergraduate programs in Thailand, as an example of the ASEAN context. To carry out this evaluation, a questionnaire was directed to executive staff at the institutions offering undergraduate international programs in Thailand, and to the alumni of those institutions, based on the guidelines of the UNWTO TedQual certification. The findings of this research show that despite the overall positive result (from the perspective of both the alumni and the university staff) there are some aspects which are subject to improvements in order to enhance the performance of the programs and their possibilities of being certified with international accreditations in tourism and hospitality.

UP COMING EVENTS

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

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Our Vision

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

Hong Kong
(MBSHR-April-2017)

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