

# The Book of Abstract and Proceedings ICSER Conferences Series: Kiev 2019



**Editor: Prof. Dr. Mahmut Demir**



**ICSSER: 6<sup>th</sup> International Conference on Social Sciences and Education Research**



**TOURCON: 6<sup>th</sup> International Conference on Tourism: Theory, Current Issues and Research**



**ICONASH: 3<sup>rd</sup> International Conference on New Approaches in Social Sciences and Humanities**



**EDUREST: 2<sup>nd</sup> International Conference on Education Research and Technologies**

05-07 SEPTEMBER 2019  
Kiev, UKRAINE

# The Abstract and Proceedings Book of ICSER Conferences Series: Kiev 2019

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# The Abstract and Proceedings Book of ICSSER Conferences Series: Kiev 2019

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## Preface

ICSSER Conferences Series: Kiev 2019 include four international conferences in one (4in1) as ICSSER: 6<sup>th</sup> International Conference on Social Sciences and Education Research, TOURCON: 6<sup>th</sup> International Conference on Tourism: Theory, Current Issues and Research, ICONASH: 3<sup>rd</sup> International Conference on New Approaches in Social Sciences and Humanities, and EDUREST: 2<sup>nd</sup> International Conference on Education Research and Technologies are an academic and scientific organization which were held at President Hotel, in Kiev, Ukraine between 05-07 September 2019.

These conferences are intended to provide a platform for academics, students and researchers to gain substantial benefits and invaluable insights on pertinent issues related to the field of humanities, social sciences, education sciences, tourism and their sub-fields. This commendable effort, not only enhance the generation of new ideas, applications and solutions that could contribute to the advancement of social sciences and humanities, education, and tourism in many ways will also assist to bridge between the local and international researchers among the education and research.

On the behalf of organizing committee, I would like to thank scientific and academic committee and session chairs for all their assistance in sourcing reviewers and making timely decisions. We are extremely grateful to all the reviewers for giving up their time so generously and providing constructive feedback to authors. A special thanks to those who willingly took on extra reviews as we got close to the deadline.

Prof. Dr. Mahmut DEMİR

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6<sup>th</sup> International Conference on Social Sciences and Education Research



Abstracts and Proceedings



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**ICSSER: 6<sup>th</sup> International  
Conference on Social  
Sciences and Education  
Research**

## The effects of social media use on university students' following vocational innovations

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Applied Sciences, Helsinki,  
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**Keywords:**

*Social media, university  
students, vocational  
innovations*

**Abstract**

Social media is any website that allows social interaction. Information and communication technology in the World have changed rapidly over the past two decades with a key development being the emergence of social media. Some research report indicated that a significant increase in the use of social media in learning. Over half the educators who were interviewed agreed that social sharing encourages interaction, providing an environment that fosters learning (<https://www.simplilearn.com>). People share information on social media to support a cause they feel strongly about, to pass valuable information, to build image, to interact, to follow vocational innovations and to participate and feel involved in things happening in the world.

Social media also allowed students to work with new Technologies which can also have a positive impact on their lives by helping them be more empathetic. As previously mentioned, social media can help people find new Technologies and tools they share interests with. Facebook, for example, asks people to list who and what they are interested in right from the start. This makes it much easier to find common ground with other users. Social media affects the way whole organizations run and grow. It has become the primary means of getting the word out about the business. It has become very easy to get knowledge from renowned experts and professionals through the social media for students in universities.

This paper was carried out to determine the purpose of the effects of social media use on university students' following vocational innovations whether there are meaningful differences with regard to their gender, age, social media type, and school type. The sample of research is 277 students who are in Metropolia University of Applied Sciences and Helsinki University in Helsinki, Finland. Quantitative research methods were used and a descriptive model was utilized for this study. A questionnaire with 29 independent variables and 3 dependent variables in Likert type and 12 demographic variables which included in personal information and social media scale were used to collect data. In data analysis, SPSS 22.0 was preferred to solve the data by using factor analysis, correlation analysis, and regression analysis. The findings of the study indicated that students use social media more to discover with the vocational innovations they needed and social media tools and types use were found meaningful regarding gender, age, social media type and school type.

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## Effect of second wave feminism on gender representations in Turkish cinema

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**Keywords:**

*Gender, Turkish cinema, 2<sup>nd</sup>  
Wave feminism, female  
characters*

**Abstract**

Many films have been shot in Turkish cinema since 1914, the starting date. The number of films shot in many different genres is particularly high in the “Yeşilçam Period”. Today, many films continue to be filmed. The representation of gender roles is important in all these films. In the 1980s, the 2nd wave feminism became effective in Turkey. In most of the films shot before this period, it is seen that female characters are secondary and male characters are more prominent. In the 1980s, with the influence of the second wave of feminism, which was also effective in Turkish cinema, it is seen that female characters were at the forefront, that more realistic characters are reflected in terms of social representation and that the number of female directors has increased. Therefore, it is important to examine the impact of 2<sup>nd</sup> wave feminism on gender roles represented in cinema.

In this study, the effect of 2<sup>nd</sup> wave feminism on the representation of gender roles in Turkish films will be examined. For this purpose, a certain number of films will be selected among the films shot before the 1980s and among the films shot in 1980s when the second wave feminism was effective. These films will be examined by comparing the characters, the gender representations of female characters and the realist representations of the female characters. For this purpose, after examining the waves of feminism and the concept of gender and their effects on Turkish cinema; selected films will be compared and examined.

## Suggestions for marketing of Turkish football clubs as global brands

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**Keywords:**

*Marketing, Turkish football  
clubs, global brands*

**Abstract**

Football has been widely regarded as the most popular sport of the World. As football is that popular, clubs generate both brand image and reputation for their countries and cities. Whenever football clubs participate in significant competitions, worldwide football fans recall these football clubs like they recall brands which they see or hear in commercials. Football is also a massive sport financially. According to La Liga Official Page (2019), Spanish Football generates a total of €4.1 Billion in taxes and 185,000 jobs and a turnover equal to %1,37 of Spain's total GDP. Whether football clubs generate a profit or announce loose, as long as they are successful, they enable the country or city to gain a prestige, attraction and brand image.

Thus, marketing football clubs and converting them from local actors, to global brands might play an important role for brand images of both cities and countries. As Turkish football tries to climb up in the global football industry, participate in major competitions, analyzing Turkish football might be beneficial for this country.

This publication will analyze the marketing of Turkish football clubs as global brands in marketing strategy perspective with the aim of gaining worldwide attention and attraction with putting football clubs to the stage and make suggestions accordingly. Status and stats of major clubs and cities will be analyzed and suggestions will be made in this direction.

### History of Football

Football, which is currently the most popular sport in the world dates back to BC. A game called "Cuju" which is said to have been played in China for military training in the years BC and is claimed to be the oldest football like football game in history by many sources. The game Cuju is played with goalposts built from bamboo branches on both sides of the field and a round ball like in football. In Cuju, the aim is to score a goal and gain an advantage over the opponent. Years after Cuju, similar football games named as 'Kameri' in Japan, 'Episkiros' in Ancient Greece, 'Marn Grook' in Australia, 'Harpastum' in Rome, 'La Soule' in Normandy, 'Calcio' in Florence have been played for years (Cenikli et al., 2017). After the conquest of England by the Normans, the football game began to be played in England. However, in 1314, England King II. Edward banned football for the reasons that the game was too noisy, causing accidents & damages and not suitable for gentleman hood. Although such prohibitions went on for some time, football has not lost its place in the hearts of the public and has been played despite of these bans (Ongan and Demiroz, 2010).

On the other hand, Modern Football is based on the football played in some private schools in England in the 19th century. At first in 1848, at Cambridge University, a group of students drafted the first written

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football rules on how to play football. These rules, which consist of 11 rules in total, have been named as “Cambridge Football Rules” and lead the way of the beginning of modern football. The oldest club in the world, which is accepted by many sources, is the Sheffield Football Club. Sheffield FC was established in 1857 in the Sheffield city which is at the North of England (Football History). On October 26, 1863, the British Football Federation (FA) was established to manage football with the participation of some schools in London and football was initially played amateurishly and unorganized within the framework of the 14 rules drafted by this association. As a result of the rapid spread of football, around 25 countries in Europe established their own football federation before the outbreak of the First World War (Cenikli et al., 2017). The first official football competition was the FA Cup (Football Association / Federation Cup) in 1871. Then, in 1883, an international football tournament was organized with the participation of England, Ireland, Scotland and Wales. Professional football in England was legalized in 1885 and the concept of professional footballer started to be used. In 1888, with the participation of 12 teams, the English football league was established and the first steps to professional football were taken (Buraimo et al., 2006). Today, the league system in England football is divided into 9 leagues. Premier League consists of 20 teams, Championship, League One and League Two consists of 24 teams (Gerald, 2017).

### **History of Turkish Football**

Football has firstly entered to, then Ottoman Empire now Turkey, from English soldiers who have moved to Istanbul and Izmir for the purpose of trade. In 1901 Kadikoy Football Club has been founded. Then in 1903, Besiktas Jimnastik Kulubu has been founded. In 1905 Galatasaray and in 1907 Fenerbahce has been founded (Devecioglu, 2008, 4) respectively to form the historic “Big Three” of the Turkish football. Throughout the 20th century; mostly Istanbul teams have been dominant in Turkish football. Trabzonspor has dominated between 1975 and 1984 and Ankara and Izmir clubs were also playing in the top division.

Turkish Football Federation was established in 1923 and then Turkey has applied to FIFA and has been a member of FIFA since 21th May of 1923. FIFA member Turkey played the first international match three days after the declaration of the Republic. On 26 October 1923, the match against Romania at Istanbul Taksim Stadium was finished 2-2.

The acceptance of football professionalism in 1952 and the Turkish National Team’s participation in the World Cup in Switzerland for the first time in 1954 were important developments for football in Turkey.

There have only been five champions in Turkish Super League. These teams are big three of Istanbul; Besiktas, Fenerbahce and Galatasaray, alongside with Trabzonspor and Bursaspor.

Three champion Istanbul teams known as big three have combined 56 championships from 1956, the year that has been accepted as the beginning date of Turkish top division, to 2019. So out of possible 63 years, 56 championships have been won by big three Istanbul clubs. Trabzonspor has won the six championships out of remaining seven seasons and one season Bursaspor has been the champion.

So basically, Turkish Super League has been dominated by Galatasaray, Fenerbahce, Besiktas and Trabzonspor. These four clubs also finish the league in top four very frequently. In recent years, the fourth big club of Istanbul has emerged as Basaksehir FK has been competing for the championship in Super League. They have finished 2nd twice and 3rd once in last three years. Teams like Sivasspor, Genclerbirligi, Gaziantepspor, Kocaelispor and Samsunspor also had some years competing in top three in such a league which is totally dominated by four clubs.

Turkish football made it's biggest leap by the millennium. In 2000, Galatasaray has won UEFA Cup, which is the 2nd biggest cup of Europe for clubs and have beaten the Real Madrid to win the UEFA Super Cup, which is the match between the winners of Europe's number one cup and number two cup. Following year, most important players and manager of Galatasaray have moved to Italian league. Two years later, additively to Galatasaray's UEFA Cup winner squad, with the Turkish players of Besiktas, Fenerbahce and Trabzonspor; Turkey have placed 3rd in World Cup 2002. Two big accomplishments increased the brand image of Turkish football dramatically and Turkish football teams started to operate in a bigger scale. After Galatasaray's squad with excellent Turkish stars and some international superstars, Besiktas and Fenerbahce have also started to transfer international stars.

During 2000's and 2010's, the big three teams have transferred some worldwide reputable players. Galatasaray's signing of Didier Drogba and Wesley Sneijder, Fenerbahce's signing of Robin van Persie and Roberto Carlos, Besiktas' signing of Guti and Ricardo Quaresma are examples of signings that made these teams gain worldwide publicity during the transfer period. These effects have been overviewed in detail in following topics.

### **Current Structure of Turkish Football**

As written above, Turkish football is dominated by three Istanbul teams and has seen total of five champions throughout the league history. By 2010's, biggest change in Turkish football structure have been the increase in the allowed foreign players. With this rule change, teams of other cities than Istanbul, which are called 'Anatolian teams' started to make star transfers. Antalyaspor, a team which has never won a championship or even finished in top 3 of Turkish top division, has transferred Samuel Eto'o who is regarded as one of the best strikers of the World at that time. According to Transfermarkt (2019), his market value was 42 Million Dollars in 2011 and he was the starting striker of European Champions League winning team. He was transferred to Antalyaspor just four years later. Ankaragucu signed starter players of Slovakia national team in 2010, Trabzonspor has been signing former Chelsea players throughout the 2010's but most striking moves have been made by Basaksehir FK. They have signed worldwide known stars such as Emmanuel Adebayor, Gael Clichy, Arda Turan, Demba Ba and Robinho. This definitely increased the popularity of Istanbul Basaksehir FK. According to Google Trends (2019) results, Basaksehir football clubs interest over time score out of one hundred, which shows the google search popularity of the team, was between 1 and 31. However, with the beginning of Basaksehir's major transfers and chase for championship clubs interest over time scores have increased to 40 and 50 point margins and at two periods, Basaksehir FK has reached to 97 interest over time score worldwide, which means team has increased its worldwide recognition with major transfers and success in Turkish league.

However, some teams which tried the same and make some major transfer went down dramatically. Gaziantepspor, a team which can be regarded as the 6th to 8th most successful club of Turkish football history, is about go down to amateur leagues due to huge amount of debt. Orduspor, Kayseri Erciyesspor, Mersin Idman Yurdu are among the teams which tried to make some major transfers and went down to amateur league, couple of years after being in Turkish Super League.

So, the three-team dominant system continues in Turkish football with the pursuit of Basaksehir FK and Trabzonspor currently. But the gap between Anatolian clubs and big three have narrowed down as Anatolian clubs have also started to make major transfers, big stadiums have been constructed and more attendance from Anatolian cities to support their clubs.



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As nearly every team has at least one or two reputable players in their rosters, Turkish football league became much more popular. According to Google Trends (2019b), Turkish Super League was less popular than Portuguese Super League before 2009 but in recent years interest over time results of Turkish Super League have doubled the popularity of Portuguese Super League. In April 2019, popularity of Turkish Superleague was 88 whereas popularity of Portuguese Super League was 18.

In recent years Besiktas had some successful years in Europe, placing currently 25th in Europe's top clubs list (Uefa, 2019).

### **Suggestions for Turkish Football Teams to Increase Their Brand Images**

Football clubs can increase their brand images with some different methodologies. Success in major competitions is probably the best way to increase the brand image. Liverpool F.C. did not enjoy their best years between 2006 and 2016. After losing in the finals at the Champions League in 2017-18 season and then winning the cup following year, Liverpool's interest over time have increased from 10-20's between 2006 and 2016 to 100 in May 2019. This means Liverpool gained their popularity which they had 30 years ago, with their success. For less reputable clubs, success is even more important to increase their recognition. For big three clubs of Turkish football, major success in European Champions League might be an unrealistic goal but Europa Cup success can be a realistic goal for Turkish football clubs. Some sports teams brand image may even pass their cities brand image. According to Forbes (2018) Juventus is the 8th most valuable team of the world and they have hundred millions of fans in all over the world. However their city, Turin, is not regarded as a popular world city. Before Turkish team Akhisarspor, team of district of Manisa city, which is not even a big city, have qualified to Euro Cup probably none of their opponents have heard about the team of Manisa distinct.

Another factor that can increase the brand image of Turkish football clubs is major and worldwide transfers which is referred in previous topics. Galatasaray's Didier Drogba and Wesley Sneijder transfer at the same time, increased clubs brand image and publicity dramatically. These two players both brought reputation and success to Galatasaray. While a football fan was watching a World Cup or Euro Cup, Portugal National Team, which has been a successful team in recent years had two or three players playing for Besiktas. According to Fifa (2018) 3.3 Billion fans watched at least one minute of Fifa World Cup 2018. So basically, whenever a football fan is watching one of the most successful national teams of the World, Portugal, they also watch a player from Besiktas. Besiktas had; Ricardo Quaresma, Pepe, Manuel Fernandes, Hugo Almeida and Simao as important players from Portugal National Team in recent years. Thus, Besiktas started to be recalled more frequently due to having reputable players.

One another factor that can be used, which is not used by football clubs is celebrity endorsement. Couple of years ago, Galatasaray called Kobe Bryant to their stadium. Kobe Bryant is regarded as one of the best basketball players of all-times as he is the third leading scorer of NBA history by 2019 (Basketball-Reference, 2019) and inviting him to their stadium was a great celebrity endorsement move. Famous rapper Snopp Dogg was also wearing Galatasaray jersey on his Instagram posts. Other Turkish football clubs may intend to use worldwide known celebrities to increase their recognition and brand image.

Youth development is another factor that can help country football to gain reputation and brand image. In recent years, Turkish 2nd tier team Altinordu developed some successful players like Cengiz Under and Caglar Soyuncu who are playing at top leagues of Europe. Players of Galatasaray's famous UEFA Cup winner 2000 season squad were transferred to top European clubs and increased clubs brand image.

Having an attractive club logo and a slogan like “Come to Besiktas” which spread a lot in recent years, manufacturing fashionable clothes with clubs logo can also help Turkish football teams to known globally.

To conclude, Turkish football clubs can increase their global value, brand image and recognition with their success in competitive cups and leagues, transferring worldwide reputable players, using celebrity endorsement, youth development and utilizing promotion tools like logo, slogan and manufacturing some attractive clothes.

Leap of Anatolian teams transfer policies and their more aggressive attitudes towards big three Istanbul clubs have increased the competition level of Turkish Super League and as competition increases and scale of Anatolian teams on global scene started to increase, Turkish football will become a better global brand and this would probably affect the touristic image of Turkey and Turkish cities.

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## The role of the international economic organizations on regional economic development

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**Keywords:**

*International economic organizations, regional economic development, World Bank, the International Monetary Fund, World Trade Organization*

**Abstract**

Regional economic development is a process capable to improve its economic, political, and social welfare. It is aimed at helping regional communities reach their economic and social potential. Growing regional economies can increase their productivity and prosperity sustainably by attracting new investment, creating jobs and skills, having a good living standard for local people and contributing to the national economy. The three major international economic organizations are the World Bank, the International Monetary Fund (IMF), and the World Trade Organization (WTO) which are three common themes that have been attributed to success: collaboration, organization and transparency.

The World Bank Group (WBG) was established in 1946. The World Bank is an international financial institution that provides loans and grants to the governments of poorer countries for the purpose of pursuing capital projects. It functions as an international organization that fights poverty by offering developmental assistance to middle-income and low-income countries. It comprises two institutions: The International Bank for Reconstruction and Development (IBRD), and the International Development Association (IDA). It is an international development agency providing loans, advice, and other services to over 100 countries. It is owned and operated by its 180-member countries. Its funds are raised through world markets and contributions from member governments. As one of the activities, the World Bank also collects development indicators and other data about countries in the world.

The International Monetary Fund (IMF) is an international organization headquartered in Washington, D.C. of 189 countries, working to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world while periodically depending on World Bank for its resources. The IMF's primary purpose is to ensure the stability of the international monetary system and aims to promote global economic growth and financial stability, encourage international trade, and reduce poverty. It operates as a financial agency overseeing the international monetary system. The IMF's primary methods for achieving these goals are monitoring, capacity building, and lending

The World Trade Organization (WTO) is the only intergovernmental organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal of the WTO is to improve the welfare of the people of the Member Countries by ensuring that

trade flows as smoothly, predictably and freely as possible. The WTO officially commenced on 1 January 1995 under the Marrakesh Agreement, signed by 123 nations on 15 April 1994, replacing the General Agreement on Tariffs and Trade (GATT), which commenced in 1948. It is the largest international economic organization in the World. The main function of the organization is to help producers of goods and services, exporters, and importers protect and manage their businesses. Its main functions include administering WTO trade agreements, providing a forum for trade negotiations, handling trade disputes, monitoring national trade policies, providing technical assistance and training for developing countries, and ensuring cooperation with other international organizations.

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## Digital marketing as a different marketing tool: A conceptual review

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**Keywords:**

*Digital marketing, marketing  
tool, online marketing, social  
media*

**Abstract**

Digital marketing encompasses all marketing efforts and channels that use an electronic device or the internet. Businesses leverage digital tools or channels such as online search engines, social media, email, and business or marketing firms' websites to connect with all customers. Digital marketing is building awareness and promoting a brand or product online using all available digital channels. It is also defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time. Digital marketing is a fast, dynamic landscape and for marketers to keep ahead of their competition, boosting brand awareness and sales they need to keep up to date with current trends, technologies and strategies.

Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also including laptop, mobile phones, display advertising, and any other digital medium. "Online marketing or social media" and "digital marketing" are both terms that are often confused. However, the difference between digital marketing and social media or online marketing is that these are just one of the available channels of digital marketing. The term digital marketing refers to using digital channels, devices, and platforms to build or promote the marketing message. Digital marketing needs a plan which is a document sharing the details for all the planning for the digital marketing campaigns or actions. And depending on the goals of the digital marketing strategy, marketers can support a larger campaign.

Marketing has always been one of the most important functions of businesses. Recent studies and results have shown that digital marketing is steadily increasing their share in marketing tools. The world of digital marketing is changing at a phenomenal pace. But the digital marketing is highly dependent on the ever-evolving and fast-changing technology. As a result of the study, it has been concluded that digital marketing has crucial role and place in marketing methods. Marketers believe that it more effect on sales and marketing activities than other marketing tools.

## Learning centers in preschool classrooms: Children's perspective

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**Keywords:**

*Learning centers, preschool  
classrooms, children*

**Abstract**

Educational environments should be well-planned and well-organized for the educational programs to reach their goals. Especially organization of learning center has critical importance for effective programs. Learning centers can be defined as playgrounds which are separated by various materials and include different materials selected appropriate for the goals and objectives of daily activities. These centers are also designed to meet children's needs of free play. The child who chooses in which learning center she/he will play continues his activity in line with his interest and desire, and can move from one center to another when he finishes his study in one learning center. Learning centers give children opportunities to have different experiences, to establish natural relationships with each other in smaller groups, to solve problems during the play, to make decisions, to get responsibilities, to express themselves and to learn from each other.

Organization of learning centers according to the interests, needs, individual differences and needs of children makes teaching more effective. Changing the materials in the learning centers –when needed- and building temporary learning centers according to the activities attract children's attention and provide a permanent learning. Also, learning centers provide children with the opportunity of exploring, learning, creating, experiencing, problem solving and critical thinking.

Generally, it is suggested that a preschool classroom should have blocks, book, music, art, science, dramatic play, computer, and sand and water centers. Especially blocks, book, music and dramatic play centers must be in a preschool classroom. After organization of these centers, teacher can arrange other centers in a rotation based on interests and needs of children, the physical conditions of the classroom and the diversity of materials. At this point, being aware of the preferences of preschool children regarding learning centers may guide preschool teachers. Therefore, the aim of this study is to determine the preferences of preschool children regarding learning centers in preschool classrooms. The participants of the study consisted of 60 preschool children. The data was collected through a semi-structured interview protocol and analyzed by word repetition technique. The findings of the study discussed at the 6<sup>th</sup> International Conference on Social Sciences and Education Research.

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## Language and culture: English language as a threat to the local culture of Pakistan

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**Keywords:**

*Language, culture, threat,  
English, Pakistan*

**Abstract**

This research aims at exploring the impact of English language on the local culture of Pakistan. Lexicon-adoption is not only a linguistic phenomenon but it also inculcates the culture of that language. The carrier word carries its cultural background to the receiving culture and diffuses in the recipient culture that is the consequence of lexicon-adoption. Questionnaire was used as a tool for collecting data. The data validates this notion that English language has influenced the local culture of Pakistan and is acting as a source of westernization in Pakistan. English language is the carrier of western culture and it is not only the part of western culture but also the medium of western culture in Pakistan. Urdu is the national language of Pakistan and there are some English words which do not have their Urdu counterparts because of cultural disparity. The lexical items of English language are the product of accumulative cultural forces and when an English word moves to Urdu language then it takes all the cultural context with it and requires its cultural context for understanding the meanings. It amplifies that English language cannot be isolated from its cultural implications on the Pakistani society. English language is a threat to the local culture of Pakistan.

## Why do EFL students need grammar? EFL students' perception

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**Keywords:**

*EFL, EFL students, grammar,  
EFL students' perception*

**Abstract**

Teaching grammar in EFL classrooms has been a hot topic for long time. “The history of language teaching is essentially the history of the claims and counterclaims for and against the teaching of grammar” (Thornbury, 1999, p.14). There is no unanimous view on teaching grammar since researchers and scholars have either supported (e.g. Batstone, 1994; Larsen-Freeman 2001; Nassaji and Fotos, 2004) or rejected (e.g. Fotos & Ellis, 1991; Krashen, 1993; Truscott, 1998) grammar teaching in EFL classrooms. Those who advocate grammar teaching believe that grammar should be the main focus of language instruction because it is the most distinctive aspect of language and an integral part of any language. On the other hand, those who are against giving undue emphasis on grammar claim that grammar should be eliminated from language teaching because language should be acquired through natural exposure. The aim of this qualitative study is to explore what EFL students say about grammar teaching. The participants are sixty undergraduate EFL students whose major is English Language and Literature. The result shows that the students believe that they need to learn grammar since it is useful for them for various reasons. Therefore, this paper argues that the students' views need to be examined before deciding whether grammar is included or exclude in an EFL course.



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## Correct use of trigger icon animations in the user experience design

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**Keywords:**

*User Experience, Trigger Icon  
Animations, Interface Design*

**Abstract**

Nowadays, the success of a digital product requires a well-designed user experience design. No matter how descriptive the interfaces are, it is not possible for the work to be successful with poor user experience design. User experience design works in partnership with the user interface design. But sometimes this collaboration may not be enough and may cause users to not understand the interface design. This situation may cause the user to be dissatisfied with the design. At this point, animations that direct and trigger users play a major role in the user's orientation. At the same time, directing animations help the user to easily complete application usage processes. In the light of all these, the aim of this study is to examine the contribution of correct application designs which were prepared with correct and effective movements to the user experience.

## A critical review of the literature on why states consult IOs in security matters?

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### Keywords:

*International organizations,  
security, legitimacy,  
information transmission*

### Abstract

Realist theory of international relations suggests that states act unilaterally on security related issues. However, in reality we observe several countries consulting international organizations (IOs) when faced with security threats. It is this puzzle that this paper is addressing with a critical review of the accumulated knowledge on IO consulting of powerful states in security matters. I particularly focus on legitimacy, and strategic information transmission explanations of IO consulting on security issues and critically analyze the existing literature by showing strengths and weaknesses of their arguments.

### Introduction

Following the civil conflict in Syria, a resolution proposal in the UN and possible NATO intervention once again brought the issue about relevance of international organizations (IOs) in international politics. After being bombed several times “accidentally” by Syrian forces, Turkey brought the issue to the attention of the United Nations Security Council with the hope of gaining support for a buffer or no-fly zone along its border with Syria. Although Turkey has the military power to create a buffer zone in Northern Syria, why did Foreign Minister Ahmet Davutoglu bring the issue to the UN? This example points to a more generic puzzle in IR literature: “Why do even most powerful countries prefer to bring their coercive policies to the attention of IOs, while they have the power to act unilaterally?”

In another example, 29 out of 212 cases when U.S. used military force from 1948 to 1998, U.S. presidents obtained an authorization from an international institution. Among these cases, 12 out of 159 happened during the Cold War and 17 out of 53 happened during the post-Cold War era. Although U.S. became the only superpower after the Cold War, it is puzzling that it acted less unilaterally during that period (Fang, p. 313, 2008). It is puzzling because classical realist theory of IR would propose that “the strong do what it has power to do...”, therefore it is expected that strong countries would act unilaterally or together with their allies without consulting IOs. However, this was not the case during Cold War, and not yet the case during post-Cold War period. It is very common in international politics that when countries are faced with threats and decide to use coercive means, they bring the issue to IOs, most commonly the United Nations.

In this paper, we will make a summary of the literature on why states bring security issue to the attention of IOs while they have the power to act unilaterally. Before answering this question, we will summarize the literature which explains why states form international institutions at first place. Because understanding the explanations of institution formation is an important part of understanding why states use them when necessary. In doing so, we will mainly focus on a piece by Koremenos, Lipson and Snidal (2001), where they explain institution formation with a rational choice model. On the other hand, we will use Rathbun’s (2011) piece where he explains institution formation with existing level of trust among founding members of an institution. Then we will move to the main question of this literature review on using IOs in international security issues and there we will critically review Bjola’s (2005) article where he explains IOs use with gaining legitimacy through communicative action and Fang’s

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(2008) game theoretical model where he relates use of IOs to domestic politics. Finally, we will analyze Thompson's (2006) article where he proposes that states use IOs for strategic information transmission.

## Why do states form international institutions?

Koremenos, Lipson and Snidal (2001) define international institutions as "*explicit arrangements, negotiated among international actors, that prescribe, proscribe, and/or authorize behavior*" (p.762). And international institutions differ in their memberships, voting, and authorities. For them, these kinds of differences are not coincidental, rather institutional design is a function of rational-choices of states. Basic presumption of their analysis is that "*states use international institutions to further their own goals, and they design institutions accordingly*" (p. 762). Although constructivists critic this approach by claiming that international institutions have an independent role of spreading global norms and realists critic it since they see international institutions as a reflection of state power, the authors propose that international institutions matter as they are constructed and shaped by states to advance their goals.

The way the process works is that multiple participants rationally design new institutions or modify existing ones by using diplomacy and conferences to select institutional features to further their individual or collective goals (p. 766). While creating new institutions there are many questions and choices facing states from membership criteria to institutional capacity. The authors highlight five key dimensions that are quantitatively measurable for their analysis: Membership, scope, centralization, control and flexibility. It is these five key dimensions that states need to make rational choices about while forming international institutions. And they make these rational choices based on distribution problems, enforcement problems, number of actors and the asymmetries among them, and uncertainty about behavior, the state of the world, and others' preferences (p. 773).

Rational choice model of Koremenos, Lipson and Snidal make important contributions to our understanding of institution formation. Just like any other foreign policy choices, forming or reforming of international institutions is done according to strategic needs and calculations of states regardless of the size or regime type of the country. They highlight crucial determinants that states need to focus while making this strategic choice. However, one flaw in their explanation is that if the formation of international institutions is a rational choice that benefits states to reach their own end, why we do not see more institutions covering and regulating every aspect of international affairs. In other words, their model is missing one step before states decide to form an institution. Their model has an explanatory power on how the process of institution formation work but not what is necessary for states to form these institutions at first place.

The latter question is tried to be answered by Rathbun (2011), where he challenges the conventional wisdom that states create international institutions to solve problems of trust. Rationalist explanation of institution formation is based on the argument that "*strong institutions facilitate cooperation among individuals who might not otherwise trust one another...*" (p. 243). Therefore, it is distrust among states that leads to the creation of international institutions in order to create trust. Rathbun challenges this rationalist explanation and proposes that a certain degree of trust is necessary for formation of international institutions. He defines trust as "*...the belief that one's interests will not be harmed when one's fate is placed in the hands of others...*" (p.244). Limiting state discretion and transferring certain degree of policy control while forming an international institution necessitate trust at first place.

Based on this assumption, he differentiates between two types of trusts: strategic and generalized trust. Strategic trust is the kind of trust that is created through the formation of international institutions. This kind of trust emerges when "*actors have information that leads them to believe that specific others have*

*a self-interest in reciprocating cooperation rather than violating their trust*” (p.244). On the other hand, generalized trust is the general belief that others are trustworthy. It is not a function of strategic calculations, but an attribute of individuals. For him, it is this general trustworthiness that is necessary at first place for formation of international institutions. He finds empirical support to his proposition in creation of the League of Nations and the United Nations. He claims that it is this generalized trust, not an American strategy that explains U.S. multilateralism.

Rathbun brings up an important point that trust is necessary for any kind of cooperation to happen. Therefore, his theory has a stronger explanatory power than those who propose that institutions are built on distrust. However, his theory is lacking the explanation of how generalized trust emerges at first place and whether or not it exists in every country equally. If generalized trust exist then why some countries join more international institutions and comply with their regulations more than other. If countries have different level of generalized trust, then what accounts for this difference. If he explains formation of international institutions with existence of generalized trust, then it is necessary to explain how generalized trust is formed among states. Moreover, if countries forming an institution with already existing trust, then what is the function of international institutions, if not trust generation? If strong states have more generalized trust because of their superior position in the hierarchy, should we expect them to comply more with international institutions or less?

#### **Why do states consult IOs in security issues?**

This last question brings my review of literature to its main purpose of why and how strong states bring their security issues to the attention of international organizations. For Fang (2008), it is mainly the domestic politics that determine bringing the issue to IOs. He suggests that *“the endorsement of an international institution means something to domestic audiences and that state leaders could be compelled to seek support from such institutions because of domestic concerns”* (p. 304). Studies in international political economy show that because interest groups and constituencies are following the actions of their leaders in trade and environmental agreements, they have the tendency to act more cooperative. Fang tests validity of this theory in international security issues.

His model is based on signaling effect of international institutions in the presence of asymmetric information between leaders and voters. He has biased and unbiased leaders in the model where both of them benefit from policy outcome to stay in office but biased one has further private benefits from a particular policy. In a crisis both leaders have the option of acting unilaterally or consulting an international institution. His results suggest that although there is not a general pattern where one type of leader always consults IOs, there is a pattern that biased leader acts the same way as unbiased leader due to electoral concerns. However, the difference in behavior occurs after consulting to IOs. If biased leader’s private benefit is small, he acts the same as unbiased leader. But if the benefit is bigger, biased leader still takes the issue to IOs but can act different than what he is advised by the institution.

Fang’s game theoretical model yields unique results as he first time links domestic politics in consulting international institutions in security matters. It is very logical that just as the case in any other foreign policy decision, or any policy decision for that matter, governments are restricted by their constituencies. Therefore, we should expect that leaders take domestic concerns into consideration while deciding to bring a security issue to international organizations. However, in his model he only considers democratically elected leaders as he uses domestic concern as a synonymous to electoral concern. Then what accounts for decision of bringing a security issue to IOs in non-democratic countries remains unanswered. Perhaps, even leaders of non-democratic states have domestic concerns that they need to

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take into consideration in order to stay in power but in this case we cannot take electoral concern as the main limitation. Therefore, a model that would cover domestic concern of non-democratic leaders can explain their decision of IOs consultation.

One of the most common explanations of IO consultation in the literature is its legitimacy purpose. Following this path, Bjola (2005) explains the determinants of legitimacy of use of force. He proposes that as opposed to “just war theory” and international law-oriented explanations of legitimization of use of force, actually it is the process of communicative action that discriminates properly between legitimate and illegitimate uses of force.

On the other hand, there are scholars in the literature that take a different path by claiming that countries’ using IOs related to their coercive policies has nothing to do with legitimization of their action. For Alexander Thompson (2006), countries use IOs for strategic information transmission. They send information about their intentions to foreign leaders and publics through IOs channels and expect to increase international support. These two studies are both in terms of their research question and their case studies are comparable. In terms of research interest both focuses on the function of IOs about use of force. And both of them focuses on cases (1999 Kosovo intervention and 2003 Iraq War in Bjola and First Gulf War in Thompson) which happened in post-Cold War period, executed by Western powers and brought to the attention of the United Nations. Although both of the approaches bring new insights to the topic of interest, when examined closely they both have their theoretical and empirical flows.

To start with Bjola’s study of legitimization through process communication, the biggest contribution of his theory is to bring the process into the picture. One of the existing theories of legitimization, the just war theory, proposes that if the context of the war is following international norms of legitimacy then it is morally legitimate. And the other explanation is that if the war is within the limits of international law proposed in the UN Charter then it is legitimate. Bjola finds both of these context-oriented explanations insufficient to explain legitimacy. Instead he proposes the concept of deliberative legitimacy based on communicative action theory. He defines the concept as “*the non-coerced commitment of an actor to obey a norm adopted on the basis of criteria and rules reached through a process of communicative action*” (p. 279). For deliberative legitimacy to be validated three conditions should be met, which are the facts about reason of use of force should be truthful and complete, all parties to the conflict should be allowed to participate in the communication process and participants should show interest in using argumentative reasoning to reach a consensus. Shortly, it is this three-step process that determines the legitimacy of use of force. He tests his theory with 1999 NATO intervention to Kosovo and 2003 Iraq War. He concludes that because Kosovo intervention meets the conditions of deliberative legitimacy, it can be considered as legitimate as opposed to Iraq War which does not meet the conditions.

Although his bringing the process into the center of argument is innovative, a better theory could be bridging the gap between context and process. Neither the context of the war nor the process of communication in IOs is sufficient to determine legitimacy. A contingency model of legitimacy that shows legitimacy as a function of context and process conditions could yield more explanatory power. Moreover, although he uses a comprehensive descriptive part in his study, his empirical part seems to be weak to support a theory that is brought from a field outside of IR. Kosovo case, because of its humanitarian side, has always been considered more legitimate than Iraq War of 2003 which is by named as an “illegal war” by Secretary-General of the UN of the time Kofi Annan. Therefore, the cases seem to be easy ones to support the theory. A more complex version of the theory with tougher cases can yield more valid results.

Among studies supporting the idea that in fact states do not use IOs for legitimacy purposes, Thompson brings information transmission role of IOs to attention. He proposes that instead of using IOs to legitimize their coercive policies, states use IOs for strategic information transmission to send signals to foreign leaders and publics. Through this information transmission, the level of international support is determined. It is important for coercive states to increase international support because *“it determines the political costs of a given policy and may affect its long-term success”* (p. 3).

Theoretically, although it sounds different than legitimacy seeking goal of states, practically his theory is not very innovative. If the goal of the state to increase international support through sending information by using IOs, how does it differ from seeking international support by trying to legitimize an intervention with a UN resolution? Thompson’s theory, maybe indirectly, proposes the already existing explanation of legitimacy role of IOs. Also he tests his theory with 1990-1991 Gulf War, which is an already legitimized intervention by the UN with resolutions. It would make more sense to test his theory with a case like Iraq War of 2003, which was not legitimized by the UN. By doing so, the information transmission role of the UN could appear more clearly in a case, where the issue was brought to the UN for not necessarily legitimacy reasons.

### Conclusion

In this critical literature review, I focused on one of the puzzles in IR literature: Why do even most powerful states consult to IOs in security matters? In order to understand that first it is important to know why states form international institutions at first place. One explanation is that forming IOs is a purely rational choice that states choose among other options to reach their strategic goals. Different rational choices of states explain different forms of international institutions. The structure of an institution is formed by rational choices of its founding members. The general wisdom in the literature of why states form international institutions at first place is to establish trust in a state of anarchy. However, this is challenged with the proposition that in order to form an institution, just like any other cooperative action, a certain degree of trust is necessary. Therefore, existence of trust, not lacking of it, is necessary for institution formation.

Having these explanations in the background, I then focused on studies that explain once formed, why states consult them even if they have the power to act unilaterally. In addition to the conventional wisdom that states do so for legitimacy reasons, there are studies that show that they bring security issue to IOs because of domestic political concerns. Also another study shows that even if they do for legitimacy reasons, the legitimacy is not gained through international law or context of coercive action but the process of communication in IOs. Yet another study brings a different function of consulting IOs than typical legitimacy explanation. It is proposed that actually it is not legitimacy seeking but strategic information transmission that causes states to consult IOs.

When we combine explanations of formation of IOs and states consulting to them, interesting puzzles and research topics emerge. If IO formation is a rational choice, then it is expected that consulting for IOs is also a rational choice for states. Then if strong states are usually the ones that choose to form international IOs, then we should expect that they should be the ones that choose to consult them the most. Whether or not, strong members or weaker members of an international institution consult it the most can be studied empirically. If the formation of IOs is based on generalized trust, then why we do not always see cooperation among members of an IO. Do strategic choices of states overcome generalized trust once the IO is formed or does generalized trust is increased after the formation. If trust can be quantified, this puzzle can also be studied empirically.

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If domestic politics matter in consulting to international institutions, why states still take actions against advices of international institutions? Also, is there a difference in how much leaders care about average voters and organized interest groups? Do they equally affect a leader's decision to consult to IOs? If states want to transmit strategic information, can they do it without IOs? Why even strong states would use IOs to transmit strategic information? Wouldn't it be less costly for them to directly communicate their strategic messages?

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## Examining the relationship between the talent grades and the final grades of first-class undergraduate music education students

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**Abstract**

This study aims to examine the relationship between the talent exam grades (2017) of 2 voice hearing, 3 voice hearing, 4 voice hearing, melody repetition, rhythm repetition, dictation, solfege and the final exam grades (2018) of first-class undergraduate music education students of a University placed in Blacksea region. The same questions were directed to the students both in talent exam and the final exam of Musical Hearing, Reading and Writing lesson at the end of the second semester of the first year, and the correlation among two exam scores are examined. The study group of the article consists of 50 students who became successful in the talent exam of Music Education Department of Fine Arts Branch of Education Faculty in the year 2017, and 44 of 50 successful students who registered to the faculty as first class students in 2017-2018. The talent exam grades are accessed with the approval of the deanship. The implementation grades are obtained from the final exam of Musical Hearing, Reading and Writing lesson at the end of the second semester of the first year by directing the same questions. The talent exam grades and the implementation grades of study groups are analysed by using SPSS 21 and EXCEL computer programs, and results are compared. As the conclusion of the study, it's noted that there is a weak relationship between talent exam and implementation exam grades of 2 voice hearing, 3 voice hearing, 4 voice hearing, melody repetition and solfege, and there is almost no relationship between the grades of rythm repetition. The grades of dictation is higher in the implementation exam.

### Introduction

The institutions of Professional Music Education accept the students throughout a talent exam at the beginning of the education. At these exams, it is aimed to define the level of candidates' "musical behaviour" or/and "musical talent" which is a requirement for the education programme, and each institution implement a unique "musical talent test" to define these basic dimensions (Tarman, 2003, p.23). The candidates of professional music education are mostly tested about musical hearing (rhythm, voice and melody repetition), musical reading (solfege), musical writing (dictation), and musical performance (singing and playing performance) (Aksu and Kurtuldu, 2016. p. 193). Candidates take the dictation exam together, and the other exams individually.

As one of the professional music education institution, Music Education Department of Fine Arts Branch of Education Faculty hold a talent exam for the candidates to define their levels of musical talent. The exam consists of musical hearing, reading, writing, playing and singing. The relevant Music Education Department of Fine Arts Branch of Education Faculty held the talent exam at two phases in the year



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2017. At the first phase, musical hearing-repetition and dictation exam, and at the second phase solfege, musical singing and playing exams were held. (Klavuz, 2017).

As it is described in the Klavuz (2017) in the first phase, there are dictation, 4 two-voice, 4 three-voice, 2 four-voice questions, two tonal and maqam melodies each consist of two motifs, and two rhythm sentences each consist of two motifs. Musical Hearing-Repetition and Dictation exams are evaluated as it s shown in Table-1.

Table 1. The Requirements and the scores of First Phase of Examination (Musical Hearing-Repetition and Dictation)

Dictation Score	Two-voice Hearing	Three-voice Hearing	Four-voice Hearing	Rhythm Hearing	Melody Hearing	Total Score
30	4x2=8	4x3=12	2x5=10	8x2=16	8x3=24	100

At the second phase, the candidates were asked to show their abilities about solfege, musical singing and playing. In the Solfege exam, the clear and true solfege reading ability of the candidates which is based on basic note and rhythm knowledge is measured. The correctness of notes, intervals, voices and rhythm sets during the solfege reading of candidate, is scored over 100 point (Klavuz, 2017). The musical singing and playing exams are also scored over 100 points.

During scanning of the literature about this subject, it's been seen that there is no study in which the music education talent exam questions were asked to the students one year later after being accepted to the programme. The studies about the talent exams are usually about comparing the graduates of Fine Arts High Schools and the others, comparing the exam scores and graduation grades, academic success, and comparing the lessons of some high schools and universities. Some of these studies are mentioned below.

Sağır (2007) in his study, examined the success of the students graduated from Fine Arts High Schools and the graduates of other high schools in talent exams of the Music Education Department of Fine Arts Branch of Education Faculty. Aksu and Kurtuldu (2016), compared the scores of the candidates graduated from Fine Arts High Schools in talent exams and their scores in some lessons in high school. Eroğlu and Ataman (2013) in their study, compared the talent and graduation scores of the graduates of Music Education Department. Kurtuldu and Aksu (2017) examined the relationship between the talent grades of the candidates and their academic success grades. Sağır, Zahal and colleagues (2015), examined the relationship between the candidates learning methods and exam success. Arapgirlioğlu and Tankız (2013) examined the distribution of weighted secondary education average scores and Higher Education Selection scores within the placement scores. Güneştan and Ayrancıoğlu (2018), examined the comparing of talent tests scores according to the graduated schools and the relationship with the academic success in field lessons. Polat in his dissertation completed in 2013, studied the success in field lessons during the undergraduate education and the results of the talent exam scores. Coşkun (2008) in his graduate report, examined the melody hearing and rhythm hearing success levels of the students who became successful in qualification exams of music education branches of faculties Bağcı in 2003, completed his graduate report titled as the effect of the talent exam grades and the education programs on the creativity levels of the students. Özal (1995) in his graduate report, examined the relationship between successes in talent exams and main instrument lessons of Gazi University Fine Arts Faculty Music Education Branch the students. Tankız in 2011, examined the success of the candidates who applied for the Music Teaching talent exam, according to some variables. Avşar in his

graduate report (2014), examined the relationship between the musical hearing, reading and writing successes in talent exams and academic successes of the Music Teacher candidates.

### ***The aim of the study***

This study aims to examine the relationship between the talent exam grades (2017) of 2 voice hearing, 3 voice hearing, 4 voice hearing, melody repetition, rhythm repetition, dictation, solfege and the first class second semester exam grades (2018) of first class undergraduate music education students of Education Faculty, Music Education Department of Fine Arts Branch of related University by directing the same questions in both exams.

In this context, the sub-problems of the study is listed below:

1. Sub-Problem: What is the relationship between 2 voice hearing, 3 voice hearing, 4 voice hearing scores in talent tests and implementation exam (directing the same questions to the same students)?
2. Sub-Problem: What is the relationship between melody repetition scores in talent tests and implementation exam?
3. Sub-Problem: What is the relationship between rhythm repetition scores in talent tests and implementation exam?
4. Sub-Problem: What is the relationship between dictation scores in talent tests and implementation exam?
5. Sub-Problem: What is the relationship between solfege scores in talent tests and implementation exam?

### ***The Importance of the Study***

Teaching the musical hearing, reading and writing, is the most basic field of professional music education with its structure aiming behavioural change about musical hearing-perception, musical reading, writing, understanding, thinking (designing), musical creating, musical analysing and musical consideration (Özgür and Aydoğan, 2015:3).

The study is important because of the implementation it has, and that it has not been done before. When the importance of the musical hearing, writing and reading lessons during the music education process is considered, this study also has importance for showing the difference of the students beginning level and the level after taking musical hearing, reading and writing courses for a year.

### ***Hypothesis***

This study is based on the following assumptions:

1. It is assumed that the scores which is the base of the research are determined by valid and reliable methods.
2. It is assumed that the searching method and analysing thickness are proper.

### ***Boundaries***

1. This research is limited with the analyses of the scores which are obtained by directing 2 voice hearing, 3 voice hearing, 4 voice hearing, melody repetition, rhythm repetition, dictation and solfege questions in talent exam and again in the first class second semester exam to the Fine Arts Faculty Music Education Branch first class students of a University in Blacksea Region,
2. The study is limited with the analyses of scores which are obtained by directing the same questions to the first class students of the Fine Arts Faculty Music Education Branch in talent exam and the final exam at the end of the first year (2018).

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## Method

In this part, there is information about research model, study group, collecting data and data analysing methods.

### *Research Model*

In this research, correlational research model which is a kind of relational research is used. Correlational researches aim to describe the relationship between two or more variables without intervening them (Aypay, Cemaloğlu et al, 2014 p. 68; Büyüköztürk, Çakmak and et al, 2016 p. 185).

### *Study Group*

The study group of this article consists of 50 students who joined to the talent exam of the related university's Education Faculty Fine Arts Branch Music Education Department in 2017 and 44 first class students who registered the faculty.

### *Collecting Data*

The data of the research, questions and scores of the related university's Education Faculty Fine Arts Branch Music Education Department talent exam are obtained with the approval of the dean on the condition that the name of the university is not stated. So the name of the university and the faculty is not stated in the study. The implementation scores are obtained by redirecting the same questions of the talent exam again at the first year second term final exam.

### *Analysing the Data*

The talent exam scores and the implementation exam scores of the study group are analysed and compared by using SPSS 21 and EXCEL computer programs.

Before the correlational measurements, normality of the data is checked and kurtosis and skewness coefficients of the data are controlled. The results of kurtosis and skewness analysis of the data is given in Table-2.

Table 2. Kurtosis and Skewness Coefficients of the Analysed Parameters

Factors	Kurtosis		Skewness	
	Measurement	SS	Measurement	SS
Talent Test 2 Voice Hearing	-1,660	,337	1,327	,662
Talent Test 3 Voice Hearing	-1,392	,337	1,690	,662
Talent Test 4 Voice Hearing	,092	,337	-,412	,662
Implementation Test 2 Voice Hearing	-1,358	,357	,653	,702
Implementation Test 3 Voice Hearing	-,178	,357	-,670	,702
Implementation Test 4 Voice Hearing	,593	,357	-1,152	,702
Talent Test Melody Repetition	,691	,337	,389	,662
Talent Test Rythm Repetition	,263	,337	-,264	,662
Implementation Test Melody Repetition	,338	,357	-,157	,702
Implementation Test Rythm Repetition	-,432	,357	,052	,702
Talent Test Dictation	-1,259	,337	,826	,662
Talent Test Solfege	-,775	,337	-,160	,662
Implementation Test Dictation	-1,291	,357	1,684	,702
Implementation Test Solfege	-,561	,357	-1,026	,702

If the kurtosis and skewness coefficient is 0, it shows that distribution is standard normal distribution; if it is different from 0, it shows standard normal distribution changes (Köklü-Büyüköztürk, 2000, p:68.; Baykul, 1999, P134; Altunışık-Coşkun-Bayraktaroğlu. 2005, p:156). In analyses, it's important that the

variance of the scores shouldn't be high. If the variance is between +1 -1, it indicates that the scores doesn't show an important variance from the normal distribution (Köklü-Büyüköztürk- Bökeoğlu 2006, p:63; Albayrak-Eroğlu-Kalaycı. 2005 p: 54). In theoretical normal distribution, distribution is continuous and begins from (-) infinite, ends (+) infinite. 99.74 % of the subjects are between the borders of +3 -3 (Alpan-Arapcık, 1990, p:58; Arıcı, 2005, p:198) Albayrak-Eroğlu-Kalaycı, 2005, p:209), noted that the kurtosis may be between the borders of +3 ile -3.

**Findings and Comments**

In this part the findings of the study are presented in the same order with the sub-problems. In tables, the average of the talent test scores and the implementation exam scores are taken, and the difference between two average scores are given in percent. The minus values in this column shows the decrease at the scores, and plus values indicates the increase of the scores.

***The Findings and Comments About the First Sub-Problem***

The first sub-problem of the study is “What is the relationship between 2 voice hearing, 3 voice hearing, 4 voice hearing scores in talent tests and implementation exam (directing the same questions to the same students)?” According to this:

Table 3. The Relationship Between Talent Test Scores and Implementation Exam Scores (2 Voice Hearing, 3 Voice Hearing and 4 Voice Hearing)

	Pearson Correlation Coefficient	The Difference Between The Average Scores Of Talent Test And Implementation Exam (%)
Two Voice Hearing	,223	% -0,04
Three Voice Hearing	,239	% -0,26
Four Voice Hearing	-,003	% -0,19

When the correlation coefficients in Table 3 are considered, it's seen that there is a weak relationship between the two voices and three voices scores of Talent Test and Implementation Exam. There is almost no relationship between four voices scores. When the averages of talent and implementation test scores are considered, it's seen that two voice hearing, three voice hearing, four voice hearing scores decreased in implementation exam when they're compared to talent exam scores. The highest decrease is observed in three voice scores (% -0,26).

***The Findings and Comments About the Second Sub-Problem***

The second sub-problem of the study is “What is the relationship between melody repetition scores in talent tests and implementation exam?” According to this:

Table 4. The Relationship Between Talent Test Scores and Implementation Exam Scores (Melody Repetition)

	Pearson Correlation Coefficient	The Difference Between The Average Scores Of Talent Test And Implementation Exam (%)
Melody Repetition	,258	% -0,1

The Correlation Coefficient between melody repetition scores in talent tests and implementation exam is ,258. It means that there is a weak relationship between two exam scores. It's seen that in implementation exam melody repetition scores decreased 0,1% when they're compared to talent exam scores.

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## *The Findings and Comments About the Third Sub-Problem*

The third sub-problem of the study is “What is the relationship between rythym repetition scores in talent tests and implementation exam?” According to this:

Table 5. The Relationship Between Talent Test Scores and Implementation Exam Scores (Rythym Repetition)

	Pearson Correlation Coefficient	The Difference Between The Average Scores Of Talent Test And Implementation Exam (%)
Rythym Repetition	,006	% -0,03

In Table 5 Rythym Repetition takes place. In Rythym Repetition, the correlation coefficient between talent and implementation exam scores is ,006. This coefficient indicates that there is almost no relationship between talent and implementation exam scores. The avarege scores of rythym repetition decreased -0,03 % at the end of the year.

## *The Findings and Comments About the Fourth Sub-Problem*

The fourth sub-problem of the study is “What is the relationship between dictation scores in talent tests and implementation exam?”. According to this:

Table 6. The Relationship Between Talent Test Scores and Implementation Exam Scores (Dictation)

	Pearson Correlation Coefficient	The Difference Between The Average Scores Of Talent Test And Implementation Exam (%)
Dictation	-,056	% (+)0,05

The correlation coefficient between two exams dictation scores is -,056. This rate means that there is a little relationship between talent test scores and implementation scores in a negative way. In addition, contary to decline in other results, dictation scores increased 0,05% at the end of the year.

## *The Findings and Comments About the Fifth Sub-Problem*

The fifth sub-problem of the study is “What is the relationship between solfege scores in talent tests and implementation exam?” According to tis:

Table 7. The Relationship Between Talent Test Scores and Implementation Exam Scores (Solfege)

	Pearson Correlation Coefficient	The Difference Between The Average Scores Of Talent Test And Implementation Exam (%)
Solfege	-,330	% -0,08

When the solfege scores which takes place within the musical hearing, reading and writing section, are considered it’s seen that the correlation coefficient between talent test and implementation exam is -,330. This rate means that there is a little relationship in a negative way. In comparison with the talent test scores, the average solfege scores in implementation exam decreased -0,08 %.

## **Discussions, Results and Proposals**

1. There is a weak relationship between the two-voice hearing and three voice hearing scores of Talent Test and Implementation Exam. There is almost no relationship between four voice hearing scores. It’s seen that two-voice hearing, three voice hearing, four voice hearing scores decreased in implementation exam when they’re compared to talent exam scores.

2. There is a weak relationship between melody repetition scores in talent tests and implementation exam. It's seen that melody repetition scores in implementation exam decreased when they're compared to talent exam scores.
3. In Rhythm Repetition, the correlation coefficient between talent and implementation exam scores, which is ,006, indicates that there is almost no relationship between talent and implementation exam scores. There is a decline in average scores of rhythm repetition in implementation exams.
4. In dictation, there is a little relationship between talent test scores and implementation scores in a negative way. In addition, contrary to decline in other results, dictation scores increased in implementation exam in comparison to the talent test scores.
5. It's seen that the correlation coefficient between talent test and implementation exam is - ,330. This rate means that there is a little relationship in a negative way. In comparison with the talent test scores, the average solfege scores in implementation exam are lower.

#### Proposals;

In musical hearing and writing lessons, more melodically memory exercises may take place

In musical reading lessons, more rhythmic memory exercises may take place.

For improving the melodically and rhythmic memories of the students, it may be beneficial to make them memorize the compositions in their individual instrument lessons, voice education lessons and group performances.

In musical hearing and writing lessons, interval and chord knowledge, solfege-dictation, hearing and repetition exercises may take more place.

The students may be warned and guided about continuing their efforts for improving melodically and rhythmic memories of them also after registering the Faculty.

Similar studies may be done for the schools or branches which accept students throughout talent exam.

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## Explaining international trade structure with international and domestic determinants

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### **Keywords:**

*International trade, trade wars, interest groups*

### **Abstract**

Free trade vs. protectionism debate once again surfaced flowing the global trade wars, particularly the one between the United States and China. It is not only a popular issue on the daily news but also drawing attention of scholars from various fields. This paper is an attempt to summarize major accumulated knowledge on the topic. Although theoretically free trade is expected to yield optimal outcomes in terms of global welfare, in reality states have a protectionist tendency. My goal here is to develop a theoretical argument by combining international and domestic determinants of international trade structure. My argument is that policy choice of the hegemonic power is influenced by its domestic interest groups which in return determines the general tendency in international trade structure.

### **Explaining international trade structure with international and domestic determinants**

The on-going trade war between the United States and China once again brought up a classical question of international political economy: Why countries choose free trade over protectionism or vice versa? Neoclassical trade theory proposes that states as rational actors trying to maximize their economic utility. Therefore, free trade is necessary to reach optimal outcomes and create maximum global welfare. Under this assumption, it is logical for all states to be supporters of free trade at all times. However, we know the fact that the general tendency of states has been protectionism, rather than free trade. For Krasner (1976), “free trade has hardly been the norm” (p.319). This paradox between neoclassical trade theory and the reality of international trade is one of the main puzzles in international political economy literature. “Why and when do states decide to pursue more liberal or more protectionist trade policies?” has been tried to be answered in several analytical analysis.

The main division in the literature is between those who try to explain trade policy with international structure (Krasner, 1976, Morrow, Siverson and Tabares, 1998, Barton, Goldstein, Josling, Steinberg, 2006) and those who explain it with domestic factors (Rogowski, 1987, Hiscox, 2001, Hankla and Kuthy, 2013). Among structural explanations, Krasner (1976) proposes that relative power of states is the main determinant of open or protectionist trade. For him, under hegemony, we should expect more open trade policies. Morrow, Siverson and Tabares (1998) explain it with Liberal IR theory by stating that joint democracy and common interest lead to more open trade. Barton, Goldstein, Josling and Steinberg (2006) propose that it is actually the existence of international institutions like GATT/WTO that leads to more open trade. Among those who explain trade policies with domestic factors, Rogowski (1987) explains it with domestic urban-rural or class conflict. Hiscox (2001) explains it with the level of factor mobility and political consequences of class or group conflict. Hankla and Kuthy (2012) study trade policies of non-democratic states and explain it with the level of institutionalization of the state.

Based on division in the current literature, I will try to bridge these international and domestic approaches under a systematic argument. Since international trade is an international activity, similar to



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any other form of international interaction, it is affected by structure of the international system. However, since trade policies directly affect domestic populations, governments need to take into consideration the needs of domestic interest group. International and domestic nature of international trade logically leads to the conclusion that international trade policy is a function of both the international structure and domestic interest groups. In other words, international trade policies are based on domestic expectations within the limitations and opportunities of the international structure.

In this paper, I argue that international trade policies are determined according to relative power of states, particularly the interests of strong states. However, since interests of states are determined domestically by strong interest groups regardless of their regime type, international trade policies are indirectly shaped by domestic interest groups. The argument goes as domestic interest groups determine the interest of state and interests of strong states determine the trade policy. This argument is valid regardless of the regime type, because in democracies candidates need support of strong interest groups for their campaign and in autocracies leaders need support of certain interest groups in order to stay in power. To better support this argument first, I will explain the current structural and domestic approach more in detail and then try to bridge the two approaches.

To start with structural approaches, Krasner puts forward a realist explanation of trade policies based on state interest. For him, structure of international trade affects state interests in terms of political power, aggregate national income, economic growth and social stability. The way that the degree of openness affects these interests “depends upon the potential economic power of the state as defined by its relative size and level of development” (p.319). He proposes three kinds of distributions of potential economic power and the type of international trading structure they lead to.

Firstly, when the system is composed of a large number of small but highly developed states, the international trading structure is expected to be open. When the system is composed of a few very large but unequally developed states, it is expected that international trading structure would be closed. Finally, in a hegemonic system, both the hegemon and its weaker trading partners are expected to prefer an open structure since aggregate income and growth is high and hegemon’s political risk is low and weak states’ political power is restricted by the hegemon anyway. This approach directly links state power to international trade structure which will be later used in my argument of bridging the two approaches.

Secondly, Morrow, Siverson and Tabares bring a liberal explanation by stating that the regime types and common interests of states determine the degree of openness in international trade. Their results indicate that “...close political relations increase trade in a dyad...democratic dyads trade more than other types of dyads; and an alliance appears to reduce trade between its members...” (p.649). Although they find support that democracies trade more and support open trade, liberal approaches are insufficient to explain when states prefer to open trade policies over protectionism. There are many examples where democratic states prefer protectionist policies and non-democratic states prefer open policies. In my argument, a theory that explains the general tendency of the international trade structure should not be limited to certain type of regime type in their explanations. Therefore, my argument explains trade structure regardless of the regime type of states.

Thirdly, Barton, Goldstein, Josling and Steinberg explain trade structure with an institutionalist approach in their analysis of GATT/WTO. Although they acknowledge problems of the anarchic structure in the international system, they propose that international trade organizations can help to over issues of cheating and trust. Perhaps, it is more difficult to support the argument in security related issues, but when it comes to trade relations, role of institutions in regulating trade relations is undeniable.

Decreasing transaction costs, increasing reputation costs in case of violation and dispute settlement mechanisms all help to overcome the problems anarchy. However, the way the institutions are formed and the way they operate is mainly a function of interests of strong states. This is in line with Realist approach of Krasner, except that hegemon state's interest is not directly reflected but indirectly reflected through the international organization. Since I see IOs as tools of strong states, they do not have an important place in my argument either. Therefore, the only part that I will use for my argument from structural approaches is that the general tendency of international trade structure is determined according to interests of strong states.

Among those who explain trade structure with domestic variables, I will start with Rogowski's conflict based approach. For him, when a country is exposed to international trade, the degree of openness or protectionism is determined according to the conflict between owners of the factors of production. Different combinations of alliances and adversaries are composed according to the winners and losers of trade structure. It can take form of rural-urban or class conflict depending on form of alliance. Since winners of an exogenous change will be in favor of expanding open trade and losers will seek protection, and since economic gains from this exogenous change can be converted to political gains, the conflicts between owners of different factors of production determines the structure of trade.

Hiscox also proposes two types of domestic conflict as determinant of trade structure which are class conflict and group conflict. As opposed to fixed factors vs. mobile factors approach, he claims that level of factor mobility matters. When the factor mobility is high, factorial based class conflict is expected and when the factor mobility is low, sectorial based group conflict is expected. He supports this by using political parties which he sees that they are formed according to class. Therefore, when there is a factorial conflict, we expect to parties to be opposed to each other but united within. When there is a sectorial conflict, parties should be internally divided. As a result of the form of conflict, the trade structure is shaped.

Hankla and Kuthy study political institutions and trade policy outcomes in non-democracies. For them, more institutionalized authoritarian regimes adopt more open trade policies because of their larger selectorates and longer time horizons which necessitate them to provide more public goods and strong economic performances in long run. Their analysis is important for my argument in the sense that I also propose that regardless of the regime type trade policy of a state is determined by domestic interest groups and their argument is in line with this argument.

After presenting the main arguments of structural and domestic explanations of international trade structure, I would like develop my own proposition by bridging the strongest sides of the two. First of all, it is evident in the literature that domestic conflicts (factorial or sectorial based) and the interests of strong groups within the states are important in determining trade policies of states regardless of their regime type. Secondly, the general tendency of trade structure (more pro-free trade or more protectionist) is shaped by the interests of stronger states, whether directly in form of hegemony or indirectly through international organizations. When these two are connected, I reach to the conclusion that interests groups determine strong state's trade policy and their policy choice determines the general tendency of international trade structure.

Finally, to clarify my argument, I would like to use the United States, the contemporary hegemon, as an example. The trade policy of the United States is determined mainly by the presidency. During the election and after being elected the president needs support of certain interest groups to win the elections or to be reelected. These interest groups can either be winners of the current trade policy who would

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support expansion of open or protectionist policies which ever made them winners at the first place. Or supporters of the president can be losers of the current trade policy and can be asking for change. At the end of the day, it is one of these interest groups (it can a coalition of various groups as well), that is determinant in president's policy choice. Once the policy decision is made, because of its hegemonic position and relative advantage in international trade organization, the U.S. has the power to impose its trade preferences to weaker states. Therefore, the structure of the trade is determined indirectly by domestic interest groups of the strong state.

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## The comparison of music teacher candidates' instrument test grades and instrument sight playing grades in talent exam with individual instrument exam grades during four-years education period

**Meltem Düzbastılar**

**Abstract**

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**Keywords:**

*Talent exam, instrument sight  
playing, individual instrument.*

Every year Music Education programs of the Education Faculties, select students throughout a Talent Test. This study aims to compare the instrument test grades and instrument sight playing grades at the talent test with individual instrument test grades of the students of Education Faculty Fine Arts Education Branch Music Education Department. At the same time, the study aims to compare the instrument test grades and instrument sight playing grades at the talent test with individual instrument test grades of the students at first, second, third and fourth class according to the high schools that students graduated. This research is important because of showing the 4-year progress of the students from the point of individual instrument playing; at the same time, it is important for showing the progress of Fine Arts High School graduates and other high school graduates, and the difference between two groups. In this research relational search method will be used. The sample of the study consists of 176 student who became successful at the talent exams in 2015, 2016, 2017, 2018 and registered to the Education Faculty Fine Arts Education Branch Music Education Department of a University located in Black Sea Region. The data of the research is obtained by the approval of the deanship of the Faculty. The data will be analyzed with a statistical analyze program which is used for the social sciences. As the result of the study the progress and the difference of the instrument playing and instrument sight playing scores will be shown as tables and will be commented.

### Introduction

In Turkey, there are lots of criterions that can be used as base for identifying the abilities and knowledge which required for the students who want to attend to higher education. The criterion for the students who want to take music education is the talent test (Güneşan, 2018, s.36). talent test measures the different dimension of musical talent. It means to measure the secret power of the student from the point of musical success by focusing on the talent like tonal memory, rhythm memory, differentiating the intervals, chord analysing and musical sensitive (Yağcı, 2009: 16; Richardson, 1990: 2). In our country, music education faculties hold special talent examinations for discover the abilities of candidates during while choosing students.

The talent exams were held as two phases between 2012-2015 at the music education branch of the university which the research is done. At first phase, there is dictation, two voices hearing, three voices hearing, four voices hearing, melody and rhythm repetition and at the second phase musical playing, musical singing and solfege (Guide, 2012-2015).

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At the second phase, candidates were expected to answer musical playing, musical singing and solfege questions correctly. The candidates are expected to sing and play the compositions that they prepare and to give the correct answers to the questions about the notes, sound intervals, sound frequencies and rhythms. Solfege questions are evaluated through the correct and clear reading of the notes based on notes and rhythm knowledge (Kılavuz, 2012-2015). Solfege, musical singing and playing exams are evaluated over 100 point.

This study aims to compare the Education Faculty Fine Arts Education Branch Music Education department students' instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the first class, second class, third class and fourth class. At the same time, the study aims to compare the students' instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at first, second, third and fourth class according to the variable of high schools that students graduated.

While searching the related publications, it's seen that there are several researches about Instrument education, sight playing. In Kurtuldu's study published in 2014 named "The Compare of The Success in Piano Lessons And Sight Playing Abilities of The Students" the relationship between the piano students' success in piano lessons and their ability in sight playing is examined. As the result of the statistical analyses, it's understood that there is a direct proportion and close relationship.

In Canbey and colleagues study published in 2012 named "Music Education Students' Opinions About the Importance of Sight Reading in Piano Education" the thoughts of the music students about the importance of sight reading in piano education took place. As the conclusion of the study it is understood that sight reading exercises in piano lessons are not enough and students do not see themselves successful in this subject.

In 2016, Can completed his study named "The Effect of Daily Working Programs on The Student's Behaviours About Instrument Working, Guitar Sight Playing and Performance in Classical Guitar Education" As the result, there is a meaningful difference between the experiment group (students following a daily working program) and control groups in favour of experiment groups according to the total points obtained from the guitar performance degree scale and sight playing scale.

### ***The aim of the study***

This study is prepared aiming to compare the Education Faculty Fine Arts Education Branch Music Education department students' instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the first class, second class, third class and fourth class. At the same time, the study aims to compare the students' instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at first, second, third and fourth class according to the variable of high schools that students graduated.

In this context, the sub-problems of the study are listed below:

*Sub-Problem 1:* What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the first class?

*Sub-Problem 2:* What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the second class?

*Sub-Problem 3:* What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the third class?

*Sub-Problem 4:* What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the fourth class?

*Sub-Problem 5:* How is the four-year individual instrument progress of the students graduated from Fine Arts High Schools and others who became successful in talent exam and registered to the faculty?

***The Importance of the Study***

This research is important because of showing the 4 year progress of the students from the point of individual instrument playing; at the same time it is important for showing the progress of Fine Arts High School graduates and other high school graduates, and the difference between two groups.

***Hypothesis***

This study is based on the following assumptions:

It is assumed that the scores which is the base of the research are determined by valid and reliable methods.

It is assumed that the searching method and analyzing technic are proper.

***Boundaries***

The study is limited with the analyses of the the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades of the same students of the related university Education Faculty Fine Arts Education Branch Music Education department for four years.

The study is limited with 176 students who became successful in talent tests and registered to school in 2012, 2013, 2014 and 2015.

***Method***

In this part, there is information about research model, study group, collecting data and data analysing methods.

***Research model***

In this research, correlational research model which is a kind of relational research is used. Correlational researches aim to describe the relationship between two or more variables without intervening them (Aypay, Cemaloğlu and others, 2014 p. 68; Büyüköztürk, Çakmak and others, 2016 p. 185).

***Study group***

The study group of this article consists of 176 students who became successful talent exam of the related university’s Education Faculty Fine Arts Branch Music Education Department in 2012, 2013, 2014, 2015 and registered to Faculty.

Table 1. Working group data table

Education Period	Other High School Graduates		Fine Arts High School Graduates		Total
	n	%	n	%	n
2012-2013	6	14%	37	86%	43
2013-2014	6	14%	37	86%	43
2014-2015	10	21,7%	36	78,3%	46
2015-2016	8	18,2%	36	81,8%	44

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30 of the 176 (17 %) students are the graduates of other schools. 146 (83 %) students graduated from Fine Arts High Schools.

### *Collecting data*

The data of the research is obtained from related university's Education Faculty Fine Arts Branch Music Education Department with the approval of the dean on the condition that the name of the university is not stated. So, the name of the university and the faculty is not stated in the study.

### *Analyzing the data*

The data is analyzed by using a statistical program which is frequently used in social sciences.

Before the correlational measurements, normality of the data is checked and kurtosis and skewness coefficients of the data are controlled. The results of kurtosis and skewness analysis of the data is given in Table-2.

Table 2. Kurtosis and Skewness Coefficients of the Analysed Parameters

Exam Grades	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
2012 Talent Exam Instrument Grades	-,778	,337	-,072	,662
2012 Talent Exam Sight Playing Grades	-1,395	,337	1,674	,662
First Class Individual Instrument Final Exam Grade	-,139	,357	-,746	,702
2013 Talent Exam Instrument Grades	,056	,337	-1,074	,662
2013 Talent Exam Sight Playing Grades	-,728	,337	-,468	,662
Second Class Individual Instrument Final Exam Grade	-,235	,378	-1,289	,741
2014 Talent Exam Instrument Grades	-,523	,337	-,188	,662
2014 Talent Exam Sight Playing Grades	-1,042	,337	,762	,662
Third Class Individual Instrument Final Exam Grade	-,298	,337	-,467	,662
2015 Talent Exam Instrument Grades	-,573	,337	-,599	,662
2015 Talent Exam Sight Playing Grades	-1,307	,337	1,605	,662
Fourth Class Individual Instrument Final Exam Grade	-,278	,350	-,276	,688

If the kurtosis and skewness coefficient is 0, it shows that distribution is standard normal distribution; if it is different from 0, it shows standard normal distribution changes (Köklü-Büyüköztürk, 2000, p:68.; Baykul, 1999, P134; Altunışık-Coşkun-Bayraktaroğlu. 2005, p:156). In analyses, it's important that the variance of the scores shouldn't be high. If the variance is between +1 -1, it indicates that the scores doesn't show an important variance from the normal distribution (Köklü-Büyüköztürk- Bökeoğlu 2006, p:63; Albayrak-Eroğlu-Kalaycı. 2005 p: 54). In theoretical normal distribution, distribution is continuous and begins from (-) infinite, ends (+) infinite. 99.74 % of the subjects are between the borders of +3 -3 (Alpan-Arapcık, 1990, p:58; Arıcı, 2005, p:198) Albayrak-Eroğlu-Kalaycı (2005, p:209), noted that the kurtosis may be between the borders of +3 and -3.

### **Findings and comments**

In this part the findings of the study are presented in the same order with the sub-problems.

#### *The Findings and comments about the first sub-problem*

The first Sub-Problem of the study is "What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the first class?" The relationship between Talent Exam and Individual Instrument Final Exam grades are shown in Table-3.

Table 3. The relationship between Talent Exam and Individual Instrument Final Exam grades

First Class	Talent Exam (Instrument)	Talent Exam (Sight Playig)
Individual Instrument Final Exam	-,114	-,160

The Correlation Coefficient between Talent Exam Instrument Grades and First-Class Individual Instrument Final Exam of 176 students who registered to school between 2012-2015 is -,114. The Correlation Coefficient between Talent Exam Sight Playing grades and First-Class Individual Instrument Final Exam is -,160. These values mean that there is a negative and weak relationship between Talent Exam Instrument- Sight Playing Grades and First Class Individual Instrument Final Exam.

***The findings and comments about the second sub-problem***

The second sub–problem of the study is “What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the second class?” The relationship between Talent Exam and Individual Instrument Final Exam grades are shown in Table-4.

Table 4. The relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the second class

Second Class	Talent Exam (Instrument)	Talent Exam (Sight Playig)
Individual Instrument Final Exam	,084	-,056

The Correlation Coefficient between Talent Exam Instrument Grades and Second-Class Individual Instrument Final Exam of the students is ,084 The Correlation Coefficient between Talent Exam Sight Playing grades and First Class Individual Instrument Final Exam is -,056. These values show that there is a weak relationship or almost no relationship between Talent Exam Instrument- Sight Playing Grades and Second-Class Individual Instrument Final Exam.

***The findings and comments about the third sub-problem***

The third sub–problem of the study is “What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the third class?” The relationship between talent exam grades and Individual Instrument Final exam is given in table 5.

Table 5. The relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the third class

Third Class	Talent Exam (Instrument)	Talent Exam (Sight Playig)
Individual Instrument Final Exam	-,227	,170

The Correlation Coefficient between Talent Exam Instrument Grades and Third-Class Individual Instrument Final Exam of the students is -,227. The Correlation Coefficient between Talent Exam Sight Playing grades and First-Class Individual Instrument Final Exam is ,17.

While there is a negative and weak relationship between Talent Exam Instrument Grades and Third-Class Individual Instrument Final Exam, the relationship between Sight Playing Grades and Third-Class Individual Instrument Final Exam is very weak.

***The findings and comments about the fourth sub-problem***

The third sub–problem of the study is “What is the relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the fourth



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class?” The relationship between talent exam grades and Individual Instrument Final exam is given in table 6.

Table 6. The relationship between the instrument test grades and instrument sight reading grades at the talent test with individual instrument test grades at the fourth class

Fourth Class	Talent Exam (Instrument)	Talent Exam (Sight Playig)
Individual Instrument Final Exam	-,010	-,053

The Correlation Coefficient between Talent Exam Instrument Grades and Fourth-Class Individual Instrument Final Exam of the students is -,010. The Correlation Coefficient between Talent Exam Sight Playing grades and First-Class Individual Instrument Final Exam is -,053.

According to these values there is a weak relationship or almost no relationship between Talent Exam Instrument- Sight Playing Grades and Fourth-Class Individual Instrument Final Exam.

### ***The findings and comments about the fifth sub-problem***

The fifth sub problem of the study is “How is the four-year individual instrument progress of the students graduated from Fine Arts High Schools and others who became successful in talent exam and registered to the faculty?” The values in Table 7 shows the difference between the talent test scores and individual instrument scores over 100. (-) values means the grades decreased in individual instrument exam; and (+) values means that the scores increased.

Table 7. The Talent Exam Instrument Grades and the Individual Instrument Exam Grades of Fine Arts High School Graduates and Other School Graduates

	The Average of Talent Exam Instrument Grades	The Average of Final Instrument Exam Grades	% Difference
Other High School Graduates	78	85 (1st class)	%7
		77 (2nd class)	(-) %1
		82 (3rd class)	% 4
		83 (4th class)	%5
Fine Arts High School Graduates	80	77 (1st class)	(-) %3
		72 (2nd class)	(-) %8
		76 (3rd class)	(-) %4
		83 (4th class)	%3

Table 7. The Talent Exam Sight Playing Grades and the Individual Instrument Exam Grades of Fine Arts High School Graduates and Other School Graduates

	The Average of Talent Exam Sight Playing Grades	The Average of Final Instrument Exam Grades	% Difference
Other High School Graduates	57	85 (1st class)	% 28
		77 (2nd class)	% 20
		82 (3rd class)	% 25
		83 (4th class)	% 26
Fine Arts High School Graduates	79	77 (1st class)	(-) % 2
		72 (2nd class)	(-) % 7
		76 (3rd class)	(-) % 3
		83 (4th class)	% 4

The average talent exam grades of the students graduated from other schools between 2012-2015 is 78, and the average of talent exam sight playing grades is 57. These students increased their average grades to 85 at the end of the first year. At the end of the second year the average grade decreased but in third and fourth classes increased again.

The average talent exam grades of the students graduated from Fine Arts High schools is 80 and average of talent exam sight playing grade is 79. At the end of the first class the average individual instrument grade decreased to 77. At the second class it continued to decrease and the average grade became 72. At the third class it increased and became 76 and at fourth class final exams it increased to 83.

The changes of the average grades are shown on the last columns of the tables.

### Results, Discussion and Conclusion

As the result of the study, it is understood that;

- There is a negative and weak relationship between Talent Exam Instrument- Sight Playing Grades and First-Class Individual Instrument Final Exam.
- There is a weak relationship or almost no relationship between Talent Exam Instrument- Sight Playing Grades and Second-Class Individual Instrument Final Exam.
- While there is a negative and weak relationship between Talent Exam Instrument Grades and Third-Class Individual Instrument Final Exam, the relationship between Sight Playing Grades and Third Class Individual Instrument Final Exam is very weak.
- There is a weak relationship or almost no relationship between Talent Exam Instrument- Sight Playing Grades and Fourth-Class Individual Instrument Final Exam.
- The average talent exam grades of the students graduated from other schools between 2012-2015 is 78, and the average of talent exam sight playing grades is 57. These students increased their average grades to 85 at the end of the first year. At the end of the second year the average grade decreased but in third and fourth classes increased again.
- The average talent exam grades of the students graduated from Fine Arts High schools is 80 and average of talent exam sight playing grade is 79. At the end of the first class the average individual instrument grade decreased to 77. At the second class it continued to decrease and the average grade became 72. At the third class it increased and became 76 and at fourth class final exams it increased to 83.

### Proposals

The importance benefits of the sight playing may be explained or reminded to the students.

In individual instrument lessons more sight playing exercises should be done and sight playing homework may be given.

Especially the graduates of Fine Arts High schools may be guided for improving their instrument playing and sight playing abilities.

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## Sustainability of adult education: Andragogues as change agents<sup>1</sup>

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**Keywords:**

Sustainability, adult  
education, andragogues,  
change agents

**Abstract**

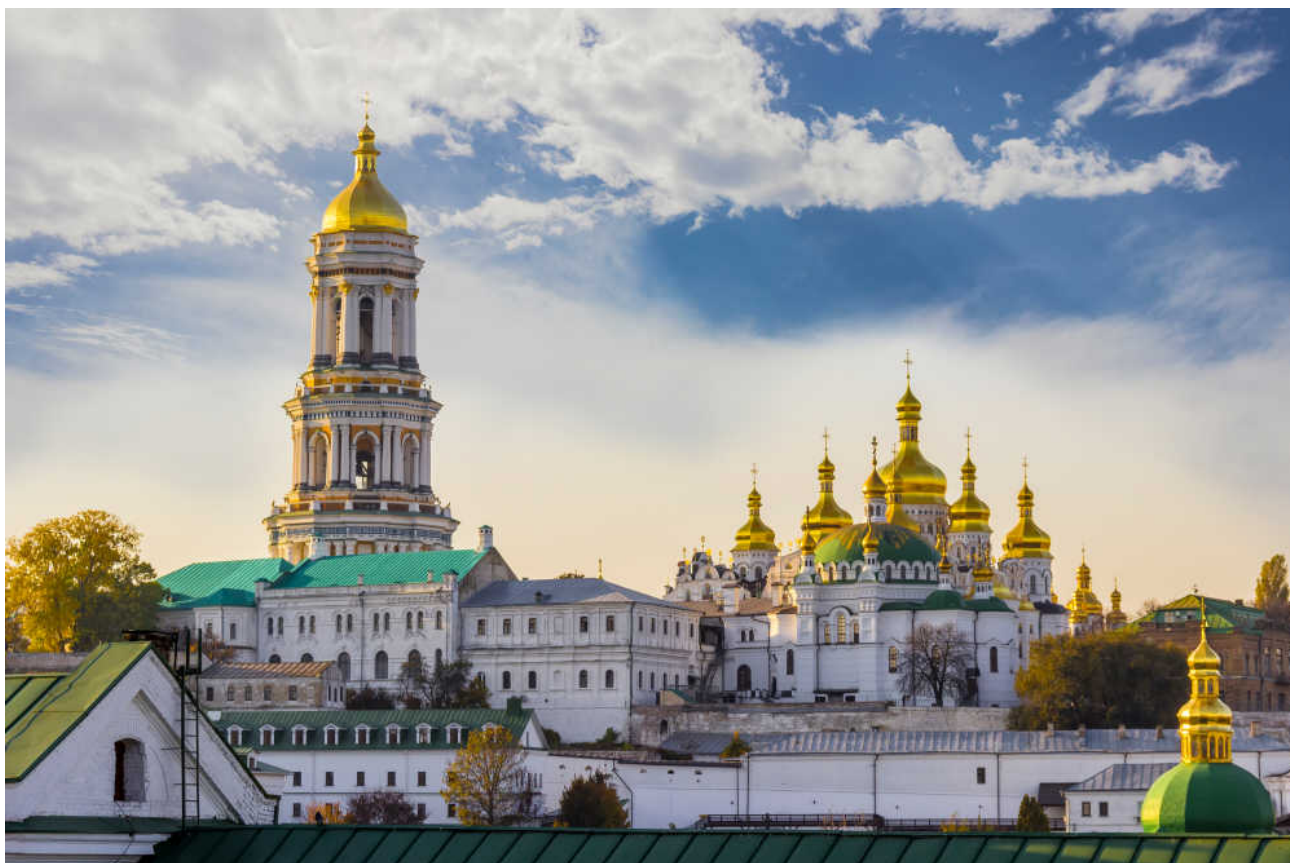
Educational reforms in many countries around the world have shown a tendency for teachers to explicitly determine themselves as change agents. This shift is significant in view of the dominant policy aimed at deprofessionalization as teachers were understood as executives of certain curricula in order to achieve a repressive regime of testing and meeting the criteria of external evaluation. Determining a teacher as an agent of change is primarily about acting and critical thinking within a given context.

When it comes to the education of andragogues, then it is often reduced since the andragogues are linked almost exclusively to working with adults in various forms of formal and informal education. However, andragogues are qualified people who have a wide range of activities in the industry, the business world, the military, mass media, various institutions of education institutions and other areas. Their power of change is reflected in the aspect of emancipation, liberation and development of critical awareness of oppression and in critical thinking of educational policy and official curricula. From the perspective of constructivist theory, andragogues can redesign the curriculum in a way that enables actors in different segments to identify areas of knowledge deficit and to add to previous knowledge. Andragogues also have a wide range of ways and modalities of introducing and developing social competences in the preparation and ongoing improvement of the curriculum of education. In addition, in critical thinking, they also appear as people who change social competencies that are important for lifelong learning and for social life.

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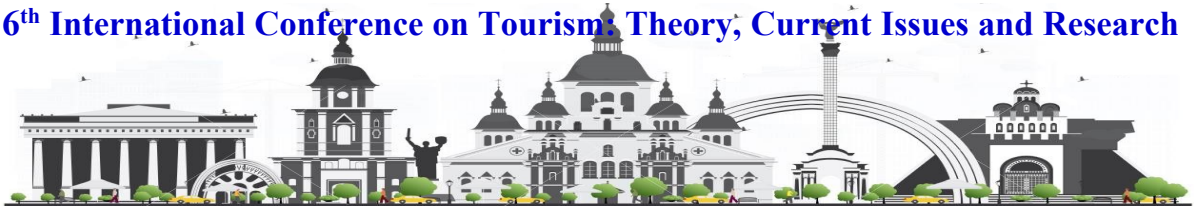
6<sup>th</sup> International Conference on Tourism: Theory, Current Issues and Research



Abstracts and Proceedings



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**TOURCON: 6<sup>th</sup>**  
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**Issues and Research**

## Slum tourism motivations and the role of films: A structural approach

Arthur Filipe Barbosa de Araújo<sup>a</sup> Abstract

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**Keywords:**

*Film tourism, slum tourism, tourist motivations, favela, Structural Equations Modelling.*

Trips directly or indirectly motivated by a film or another audio-visual product have been conceptualised as film tourism. In a broader sense, the phenomenon also encompasses visits to specific film-related attractions within a trip that was not necessarily motivated by the film. The literature on film tourism widely acknowledges audio-visual products' potential to influence tourism demand elements, particularly visit motivations. More specifically, recent studies have shown that even films that portray destinations under what could be considered a bad light can increase motivations to visit them. This implies that films might play a special role in inducing motivations for slum tourism, that is, tourism to which poverty is part of the attraction. The phenomenon has gained relevance in the global tourism scenario, especially in the so-called global south, in the last decades. It consists mostly of visits to places where poor people live, typically ghettos within big cities, which, due to socio-economic circumstances, are inhabited mostly by the urban poor. This type of tourism is extremely controversial, as tourists and practitioners are often accused by of exploiting other people's misery and engaging in an activity built on a voyeuristic gaze upon the poor. However, advocates claim that this type of tourism does benefit host populations, and that poverty is not a main observational scheme on most visits, as these areas often have unique cultural traits, as well as picturesque geographical features, which are supposedly what motivates tourists. Academic studies on slum tourists' motivations are particularly scarce, as the activity as whole has received little attention from tourism scholars. In this context, the present study examines the inner motivations that move tourists to visit slums, as well as the roles that audio-visual products play in such motivations. To this end, a structural model encompassing slum tourists' motivation dimensions and their film determinants was proposed and further tested. The model development was based on a combination of previous literature and an exploratory, qualitative study on Rio de Janeiro's *favelas*, in which tourists' impressions were collected through semi-structured interviews. The model testing procedures were based on quantitative data collected through a questionnaire survey with the same research population. The collected data was subjected to Exploratory (EFA) and Confirmatory Factor Analysis (CFA) under the principles of Structural Equations Modelling (SEM). In this context, EFA was employed for data purification, while CFA was used to calculate mode fit. Results show that slum tourism motivations include two dimensions: *Learning motivations* and *Experiential motivations*, which are affected by two categories of film determinants: *Place & Personality*, and *Performance*. The study constitutes a first step towards a structural analysis of slum tourism motivations, as previous indications in the



literature consisted of subjective assumptions without empirical scrutiny. Naturally, the study was also the first to structurally address the role of audio-visual products on those motivations. Findings also point to relevant insights for entrepreneurs and destinations managers dealing with slum tourism, especially those in destinations where films play a significant role in attracting slum tourists. Having a better idea of what exactly motivates slum tourists, these stakeholders will be able to better formulate or adapt their products and promote them accordingly. In the case of destinations, results might also be useful to guide their relationship with the film industry, regardless of whether managers intend to capitalise on or avoid slum tourists.



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## Redefining the business tourism image of Poro Point

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**Keywords:**

*Summer getaway, Tourism,  
Tourist spot, Redefining,  
Business*

**Abstract**

Poro Point, also known historically as San Fernando Point, is a headland and peninsula located in the city of San Fernando, La Union, on the island of Luzon in the Philippines. It projects northwesterly about 3.2 kilometers into the South China Sea. This place holds a lot of stories that are still unfamiliar or unknown for the most of the people visiting because there is something that is keeping them from knowing its real and whole story. The researchers' data gathering successfully redefined Poro and they have broaden the perspective of every people who visits the place and the new moved in residents that weren't aware of its past and a beautiful future that is waiting for them. The researchers went to Poro Point and conducted an interview through questionnaires to locals, tourists, and LGU. They concluded that the environment in their area is well taken care of despite of it being a tourist spot. Residents and tourists are one with the local government's advocacy of a clean and green environment for they believe that it's their responsibility to take care of the place not just for the tourists who will come and visit the place but mostly for their children who will continue what is left to them. Beside, Poro showcases business establishments for business-minded people and the ocean view for those who are lovers of nature. Moreover, the hospitality of its people makes it the best place to visit and that's why people loves to explore more places.



## Are robots storming the travel industry?

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**Keywords:**

*Robots storming, the travel  
industry, technology*

**Abstract**

No more than 10 years ago or more people were watching robots in sci-fi films that boggled the mind and tested the limits of their imagination. But now things have changed. The technology dreamed up for those blockbuster productions is the same as what people see entering their reality today. This technology is also applicable to the tourism industry thanks to customer interaction – a prime area for smart tech to be implemented. The tourism industry is a massive target for newer, smarter, more automated, personalized, and predictive processes.

In this paper, it was presented some robotic examples in tourism industry. One of the most exciting examples of robots in the tourism and travel industry comes from Nagasaki in Japan. For example, if you visit Henn-na Hotel in Nagasaki, you will step into the world's first hotel to be completely staffed by robots being used on the front desk, as customer information points and for storage purposes, making use of voice, facial recognition and AI technology. Both speak English, among other languages, but that's probably where the normality ends and the strangeness begins.

The second example for Hilton Hotel which have deployed robot technology in the form of Connie, an artificially intelligent concierge, developed in collaboration with IBM. Connie is able to interact with visitors, using speech recognition technology to respond to their queries. It also learns from each interaction, meaning the more it is used, the better its responses will become.

Among the most innovative uses of robots within the travel industry is a robotic suitcase which is able to follow its owner around autonomously, utilizing collision detection technology and 360 degree turning capabilities, removing the need to carry the case.

Hotels and airports are deploying robotic assistants to fundamentally change the customer experience. Tourists can ask these assistants questions, find out information and even get them to perform key tasks, like room service. Many of these robotic assistants are also able to understand and communicate in multiple languages. On the other hand, another area where robots are being experimented with is within travel agencies, especially as a means of entertaining customers at busy times. One particularly good example of chatbots for flight or hotel bookings is the SnatchBot Booking Travel Template, which makes use of AI to guide customers through the booking process, asking intelligent questions along the way.

With a constant need to improve airport security, robots are being deployed in some locations to assist human security staff. There are a variety of other

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uses for robots within the travel industry. These include robot luggage porters and butlers, which are able to navigate hotels and provide valuable services for customers, as well as robots that are capable of handling check-ins and check-outs, making for a much swifter experience.

As summary, while this may a slightly extreme example of robots slowly making their way into the travel industry, there are plenty of other businesses slowly incorporating robots to a lesser extent into the customer-facing side of things. For example, Aloft Cupertino, Residence Inn and Holiday Inn hotels are using robots to deliver room service. If you take a cruise with Costa Cruise Lines, their resident robot Pepper helps out passengers and is trilingual in German, Italian and English. Royal Caribbean's Quantum of the Seas has a Bionic Bar with robot bartenders. KLM's 'Spencer' can be found dealing with customer service at Amsterdam's Schiphol airport – robots are slowly filtering into the travel industry, speeding up and improving services as they do so.



## Marketing strategies for tour organizer: Examples from tourism industry

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**Keywords:**

*Marketing strategies, tour  
organizer, tourism industry*

**Abstract**

This paper has focused on improving sales in tour markets by using different marketing strategies. Marketing the tour business in an ever-evolving space can be tricky. Having the business online can give people a head start over their competitors, especially if the destination is up-and-coming. If tour operator or organizers operate in a well-established destination, the marketing strategies in tourism industry are likely to change too. A few marketing strategies have discussed in this paper.

Partner with other local businesses is an important way to develop the positive relationship in tourism market. Partnering with other tourism businesses such as accommodation and/or catering providers or other tour activity providers, in the destination can be a great way to market the product and destination. Selling the tour on an online travel agency is so popular in tourism market. Working with an online travel agency is useful as it provides the agency a platform to reach a larger potential customer.

Work with the local destination marketing organization will provide some advantages for tour organizer. Many destinations now have a destination marketing organization that focuses solely on promoting the destination to the world. Some organization has had the pleasure of working with a few destination marketing organizations such as Venice to transform their websites into destination marketing organizations as well, allowing local suppliers to promote and sell their services on their website.

Getting on directories and listings is another strategy for the tour organizer. People often head over to online searching engine such as Google, the largest directory ever, when they start planning for an upcoming trip. From there, they move on to different websites such as Booking, Hotelcombined, TripAdvisor, Foursquare, Expedia and so on to book and pay for different travel products like accommodation, catering, transfer and transport, tours and recreation activities.

Giving out discount codes to customers to share with their friends provides the new focus group for tour organizers. To do this, tour organizers first need to build their mailing list. Nothing beats word of mouth marketing. Having a happy customer share a great deal with their friends will surely help tour organizers get more bookings. And focusing on your content of website is important. Because if you have an attractive website, be sure to include a blog and make time for it. As a result, marketing strategies in tourism industry improve the good relation between other businesses and customer.

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## The effects of ecolabelling on hotel customers' preferences

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**Keywords:**

*Sustainable Tourism,  
Environment, Eco Label,  
Tourism Eco Label, Green  
Star*

**Abstract**

"Ecolabelling" is a voluntary method of environmental performance certification and labelling that is practiced around the world. An ecolabel identifies products or services proven environmentally preferable overall, within a specific product or service category. The roots of ecolabelling are found in the growing global concern for environmental protection on the part of governments, businesses and the public. As businesses have come to recognize that environmental concerns may be translated into a market advantage for certain products and services, various environmental declarations, claims and labels have emerged, such as natural, recyclable, eco-friendly, low energy, recycled content, etc. These have attracted consumers looking for ways to reduce environmental impacts through their purchasing choices, but they have also led to some confusion and skepticism. Unproven or irrelevant claims have been branded "greenwash".

This research was carried out to identify and examine hotels with Eco labels in Indonesia. The sample of the research consists of 20 hotels. Interview technique was used as data collection method. Semi-structured interview form was used in the research. In the research, a path was followed according to the qualitative research model. Following the identification of research problems, a model such as identification of research questions, data collection process, data collection (interview), data analysis, identification of findings, interpretation of findings and evaluation of the results related to the application were applied.

The obtained data were analyzed using descriptive analysis method. The data were summarized according to the themes of the research questions, divided into themes and interpreted according to the findings. According to the findings of the study, in response to the sub-problem sentences of the research, eco-labels had positive effects on hotel businesses, it contributes to the development of environmental sensitivity through the works of hotel enterprises and finally, eco-labels have no effect on consumer behavior.



## Employee turnover in hotels: Causes and consequences

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**Keywords:**

*Employee turnover, hotels,  
employment sectors*

**Abstract**

The hotel industry is one of the largest employers in tourism in the world, covering many different departments and employment sectors. From food and beverage to front office services and back office practices, the hotel industry is booming. But even though it is an ever-growing sector, the hotel industry faces its own unique workforce challenges.

Generally, employees intend to leave their jobs for professional reasons (such as looking for better employment, or for a hotel which is growing better) or personal ones (long commute, clash with studying, family reasons). Or it could also be for reasons employees prefer to keep to themselves, such as that hating the current job, the work atmosphere, or superiors. Employee turnover in the hotel industry is extremely high. In such a consumer-facing industry, having employees constantly coming and going can make it difficult to meet customer expectations. It can also be costly to find, hire, and train new employees.

This research was aimed to explain the reason of employees intend to leave the job. Here are some of the biggest causes of employee turnover in hotels, for example, rational, easy to understand and accept reasons for leaving the job or bad reasons to give for leaving the job;

The acceptable reasons for leaving the job:

- Looking for better career prospects, professional growth and work opportunities
- Changing in career direction
- Looking for new challenges at work
- Employees were made redundant or the company closed down
- The hotel was restructuring
- The hotel underwent a merger or an acquisition
- The hotel's growth prospects are poor
- The job duties have been reduced, or job outsourced
- Having to travel on business too often
- Employees are to be sent to a faraway foreign location
- Employees need to be able to take better care of their family
- Employees want to study or go travelling for a prolonged period of time
- Employees are employed for one project, or on a short-term contract

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Bad reasons to give for leaving the job:

- The hotel turned out be disappointing
- Employees didn't like your job or their boss
- The boss did not keep his promises (of promotion or a raise)
- The job was boring and you grew sick of it
- Employees don't want to work overtime
- The targets set at work were not realistic and hard to achieve
- Office politics
- Lack of family support
- Employees were fired
- Employees left for legal reasons

As a result, Employee turnover is a negative outcome and has always been a matter of concern for organizations for the hotels. Hotel management should decrease the turnover rate for getting high productive effort and outcome from employees. On the other hand, turnover may have a negative impact on the employee as well.



## Pilgrimage Tourism in Saudi Arabia

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**Hafez**

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**Keywords:**

*Pilgrimage Tourism, Saudi  
Arabia, Hajj, Umrah*

**Abstract**

Hajj and Umrah are religious pilgrimages to Mecca, Saudi Arabia. Islamic religious doctrine dictates that every able-bodied adult Muslim who can afford to do so is obligated to make Hajj at least once in his or her lifetime (Parker and Gaines, <https://wwwnc.cdc.gov>). According to official report Saudi Arabia is the second biggest tourist destination in the Middle East with over 17.5 million visiting in 2018. Although most tourism in Saudi Arabia still largely involves religious pilgrimages, there is growth in the leisure tourism sector. As the tourism sector has been largely boosted lately, the sector is expected to be the white oil for Saudi Arabia. As economists mentioned that the number of pilgrimage religious tourists is expected to rise from 17.5 million recorded last year to between 25 and 30 million in 2025, which would be a boost to the country's economy.

The contribution of religious tourism to the non-oil sector of the country's Gross Domestic Product would rise from 5.4 percent to 5.7 percent by the year 2020, according to a local publication recently. According to the report, 250 tour companies meet the needs of religious tourists. This number would increase as more people visit, including for holidays and entertainment. Religious tourism activities are concentrated in the holy cities, Makkah and Madinah, which are in the western part of the Kingdom. The hospitality market in these two cities is linked to Haj and Umrah in Makkah, and visits to the Prophet's Mosque in Madinah.

Due to the importance of Makkah and Medina in the Muslim world, and the millions of pilgrims they attract, the two holy cities form a major component of Saudi Arabia's non-oil economy. The pilgrimages of Hajj and Umrah are performed each year, with worshippers' fees, food, transport and accommodation totaling some \$12bn in revenues (<https://oxfordbusinessgroup.com>). As a result, pilgrimage tourism in many ways parallels other forms of event tourism. It is important for many cities to increase social and economic life quality. While some form of spirituality in many ways these pilgrimages also reflect many of the characteristics of other forms of tourism venues.



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## Agro-tourism in Kenya Vision 2030

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Abstract

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**Keywords:**

*Agro-tourism, Kenya, Vision 2030*

Kenya Vision 2030 is the long-term development blueprint for the country and is motivated by a collective aspiration for a better society by the year 2030. The aim of Kenya Vision 2030 is to create “a globally competitive and prosperous country with a high quality of life by 2030”. It aims to transform Kenya into “a newly-industrializing, middle income country providing a high quality of life to all its citizens in a clean and secure environment”.

Agro-tourism is simply a blended mixture of two industries Agriculture and Tourism. It is the practice of touring farms and often participating in the farming activities. According to The World Bank (<http://documents.worldbank.org>) Kenya has pioneered the development of tourism in Africa. At independence, the country was reliant on agricultural exports for its foreign exchange revenue and was exposed to the vagaries of commodity price cycles. Nature-based tourism provided an opportunity Executive Summary Standing Out from The Herd 3 to diversify export revenues while playing to its natural comparative advantage. Today, tourism is the third largest source of foreign exchange in the country, it dominates the service sector (67 percent of the economy), and contributes significantly to employment (1. 5 million jobs), especially in rural areas where economic opportunities are limited.

As mentioned by Reza (<https://www.thedailystar.net>) agro-tourism is a type of vacation in which hospitality is offered to firms which may include the opportunity to assist with farming tasks during visits, where tourists have an opportunity to pick fruits and vegetables, ride horses, taste honey, shop in gift-shops and farm-stands for local and regional produce or hand-crafted gifts. Each farm generally offers a unique and memorable experience suitable for the entire family. People are more interested in how their food is produced and want to meet the producers and talk to them about what goes into their food.

As a result, agro-tourism is an important factor of the current and future socio-economic development of the Kenya, and one of its forms is the agro-tourism which is increasingly in the focus of farms.



## The Forbidden City: An evaluation from tourist attractions perspective

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**Keywords:**

*The Forbidden City, tourist  
attractions, Emperor  
Chengzu*

**Abstract**

This study aimed to explore The Forbidden City which is one of the most famous tourist attractions in the world. Forbidden City, also known as the Palace Museum, and Gu Gong in Chinese, lies at the city center of Beijing, and once served as the imperial palace for 24 emperors during the Ming and Qing Dynasties (1368 - 1911). It is a large precinct of red walls and yellow glazed roof tiles located in the heart of China's capital, Beijing. As its name suggests, the precinct is a micro-city in its own right. Measuring 961 meters in length and 753 meters in width, the Forbidden City is composed of more than 90 palace compounds including 98 buildings and surrounded by a moat as wide as 52 meters. For a size comparison, the Vatican measures 440,000 square meters, and the Kremlin measures 275,000 square meters. The impressiveness of the size and scale of this ancient fortified palace is not to be missed. It was first built throughout 14 years during the reign of Emperor Chengzu in the Ming Dynasty (1368-1644). Old Chinese Astronomers trusted that the Purple Star Polaris was in the focal point of paradise and the Heavenly Emperor lived in the Purple Palace. The Palace for the ruler on earth was purported the Purple City. It was forbidden to enter without special permission of the emperor. Hence its name 'The Purple Forbidden City', usually 'The Forbidden City'.

The Forbidden City is divided into two parts. The southern section, or the Outer Court was where the emperor exercised his supreme power over the nation. The northern section, or the Inner Court was where he lived with his royal family. Until 1924 when the last emperor of China was driven from the Inner Court, fourteen emperors of the Ming dynasty and ten emperors of the Qing dynasty had reigned here. Construction of the palace complex began in 1407, the 5th year of the Yongle reign of the third emperor (Emperor Chengzu, Zhu Di) of the Ming dynasty. It was completed fourteen years later in 1420, and then the capital city was moved from Nanjing to Beijing the next year. It was said that a million workers including one hundred thousand artisans were driven into the long-term hard labor. Stone needed was quarried from Fangshan District. It was said a well was dug every fifty meters along the road in order to pour water onto the road in winter to slide huge stones on ice into the city. Huge amounts of timber and other materials were freighted from faraway provinces. Since yellow is the symbol of the royal family, it is the dominant color in it. Roofs are built with yellow glazed tiles; decorations in the palace are painted yellow; even the bricks on the ground are made yellow by a special process. However, there is one exception. Wenyuange, the royal library, has a black roof. The reason is that it was believed black represented water then and could extinguish fire.

As a result, The Forbidden City is one of the chief historical and cultural attractions of China. Being located in the heart of the capital city of the country itself, it is easily accessible by tourists. Every year, nearly 14 million visitors tour this City, marveling at its spectacular architecture and rich history. In 2010, during the National Day break, over 122,000 people, more than twice its capacity of 60,000 people, toured the destination.

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## The place and importance of the international tourism organizations in the sustainable tourism

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### Abstract

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### Keywords:

International tourism  
organizations, sustainable  
tourism, travel, tourist

The international tourism organizations help those in the travel and tourism industry improve their business and help government, local authorities, businesses and people appreciate the benefits that tourism, travel and its investment bring. Because the international tourism organizations are an organization created to further the interests of the tourism industry both in the world and in local to bring together the various local organizations and businesses involved in the industry. Content analysis was used to determine the international tourism organizations' structure, facilities, vision and missions in tourism world. As a result, international tourism organizations are not simply interacting with governments, and local organizations; increasingly, they are embracing visitors, local people, and the environment for sustainable tourism in the world.

### International tourism organizations

It is known that professional organizations play an important role in the development of international tourism. International and national professional organizations that contribute to the development of the tourism sector have an important function not only for enterprises but also for consumers to benefit from tourism activities effectively and to realize sustainable tourism activities.

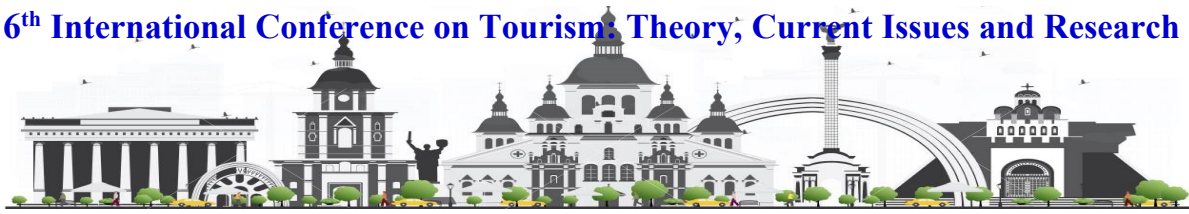
The work collaboration with International tourism organizations and representatives of public organizations and institutions of countries can provide, not only as a country or region but also benefits people all over the world. It is important to develop international cooperation and tourism sustainable for the business and consumers. Each of the international tourism organizations that can form policies and strategies on this subject has an important power and influence in the development of world tourism.

International tourism organizations are organizations that are attended by all countries of the world or structured only at the regional level. International tourism organizations operate in different fields such as accommodation, transportation, travel, food and beverage, entertainment or general tourism activities and social tourism. These organizations are organized in order to direct the developments in the international arena and to solve the current or potential global problems as the structures of the states and / or professional non-governmental organizations.

### Methodology

The study has been carried out by conducting content analysis on the web pages of international tourism organizations. In this context, 23 international tourism organizations' web pages have been examined and the purpose and scope of the activities have been revealed. The information and findings obtained were summarized briefly with the tables and presented under the "findings and evaluation".

### Findings and Evaluation



The information obtained in this study has been explained according to the purpose and activities of international tourism organizations. These organizations, as can be seen in Table 1, are classified “general purpose”, “aviation”, “maritime”, “travel agency and tour operator”, “railways”, “highways”, “accommodation” “food and beverage” and “other areas”.

As the organization with the aim of developing and promoting tourism (Demir, 2017), The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide (UNWTO, 2018). This organization guides the world tourism and has a significant impact on the development of tourism.

Table 1. International tourism organizations in general

<b>International tourism organizations</b>	<b>Center</b>
UNWTO-World Tourism Organization	Madrid-Spain
WTTC-World Travel and Tourism Council	London - England
OECD-The Organisation for Economic Co-operation and Development (Tourism Committee)	Paris- France
ETC-The European Travel Commission	Brussels -Belgium
AIT-The Alliance Internationale de Tourisme	Geneva, Switzerland
ISTO-International Social Tourism Organisation	Brussels - Belgium

The *World Travel & Tourism Council* (WTTC) is one of the organization in international tourism which is the body which represents the *travel* and *tourism* private sector globally (WTTC, 2013). WTTC is a forum for the travel and tourism industry. It is made up of members from the global business community in travel and tourism and works with governments to raise awareness about the tourism industry. It is known for being the only forum to represent the private sector in all parts of the industry worldwide. Its activities include research on the economic and social impact of the industry and its organisation of global and regional summits focused on issues and developments relevant to the industry (Tichy, 1997; Bhatia, 2006; Dwyer, 2006; Weissmann, 2003).

OECD Tourism Committee aims to increase cooperation among member countries in the field of tourism (T.C. Kültür & Turizm Bakanlığı, 2018). The Committee provides policy-makers with concrete analysis of key challenges and policy responses that will shape tourism in the years to come. It actively promotes an integrated, whole-of-government approach linking tourism to policies such as economy, investment, transport, trade, inclusive growth, employment, innovation, green growth, local development, SMEs and entrepreneurship. It also supports work on tourism policy performance and evaluation through its tourism policy reviews (OECD, 2019).

The European Travel Commission, whose mission is to strengthen the sustainable development of Europe as a tourist destination, is a unique association in the travel sector, representing the National Tourism Organisations of the countries of Europe (Demir, 2017). ETC has positioned itself at the forefront of the European tourism scene, establishing its expertise and building up partnerships in areas of tourism, based on promotion, market intelligence and best practice sharing. It also considers research a critical tool to develop marketing strategies and services. By identifying and analysing tourism market trends and producing knowledge on relevant and fastest-growing outbound markets, ETC research

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activities help the organization and its members understand the business environment, detect new growth opportunities and formulate suitable promotional strategies (ETC, 2013).

There are many other organizations, such as the The Alliance Internationale de Tourisme (AIT), International Bureau of Social Tourism that operate in the field of international tourism to promote tourism and provide some guidance for their members.

Table 2. International tourism organizations in aviation

<b>International tourism organizations</b>	<b>Center</b>
ICAO-International Civil Aviation Organisation	Montreal-Canada
IATA-International Air Transport Association	Havana-Cuba
ACI-Airports Council International	Montreal-Canada

The International Civil Aviation Organization (ICAO) and The International Air Transport Association (IATA) are two powerful organizations operating in the field of aviation. ICAO is a UN specialized agency to manage the administration and governance of the Convention on International Civil Aviation (Chicago Convention) and works with the Convention's 193 Member States and industry groups to reach consensus on international civil aviation Standards and Recommended Practices (SARPs) and policies in support of a safe, efficient, secure, economically sustainable and environmentally responsible civil aviation sector (ICAO, 2018) while IATA is the trade association for the world's airlines, representing some 290 airlines or 82% of total air traffic (IATA, 2019). Besides In 1991 airport operators around the world created Airports Council International (ACI). ACI offers its members numerous training opportunities, a customer service benchmarking program, detailed industry statistical analyses and practical publications (ACI, 2013). These organizations have crucial role and place on the rules and operations in the aviation fields in the world.

Table 3. International tourism organizations in maritime

<b>International tourism organizations</b>	<b>Center</b>
IMO-International Maritime Organization	London - England
CLIA-Cruise Lines International Association	Washington, USA

As shown in Table 3, two international tourism organizations come to the forefront in the maritime field. One is the International Maritime Organization and the other is the International Cruise Companies Association (Demir, 2017). The International Maritime Organization conducts works on cooperation in areas such as technical maritime issues, maritime legislation and practices, safety at sea, prevention and control of marine pollution (Ayan & Baykal, 2010). The International Association of Cruise Companies (CLIA) is working to develop safe, secure, healthy and sustainable cruise operations (CLIA, 2017).

One of the most dynamic organizations in the field of international tourism is international organizations of travel agency and tour operator. United Federation of Travel Agents' Associations (UFTAA) is one of the most important international organizations in order to cooperate among travel agency associations, strengthen relationships, set standards in business processes, solve possible problems, facilitate transactions and contribute to the development of travel agency (UFTAA, 2018). On the other hand, The European Travel Agents' and Tour Operators' Association (ECTAA) is the group of national travel agents' and tour operators' associations within the EU which actively cooperates with European Union institutions and international organizations to ensure that their interests and special requirements are taken into consideration. ECTAA represents the national associations of travel agents and tour operators of 27 EU Member States, as well as Switzerland and Norway. In addition, there are four international Members from Tunisia, Morocco, Malaysia and Israel (ECTAA, 2019; Demir, 2017).

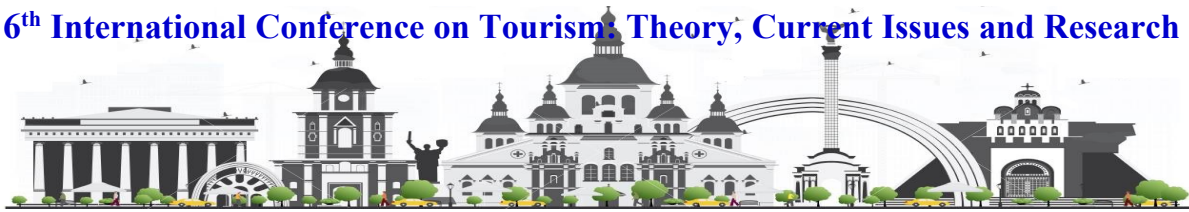


Table 4. International tourism organizations in Travel Agents’ and Tour Operators

<b>International tourism organizations</b>	<b>Center</b>
UFTAA-Universal Federation of Travel Agents Association	Brussels - Belgium
ECTAA-The European Travel Agents’ and Tour Operators’ Associations	Brussels - Belgium
ASTA-The American Society of Travel Agents	USA
PATA-The Pacific Asia Travel Association	Bangkok-Thailand

American Society of Travel Advisors (ASTA) is the world's largest association of travel professionals which is the leading global advocate for travel advisors, the travel industry and the traveling public. ASTA include travel advisors and the companies whose products they sell such as tours, cruises, hotels, car rentals, etc. and leads for travel advisors, the travel industry and the traveling public. It offers many benefits to its members and the traveling public. The majority of ASTA's members are travel agencies. However, travel suppliers, such as airlines, hotels, car rental firms, cruise lines, and tour operators join this organization. And it also presents membership categories for students, travel schools, retail travel sellers, and others (ASTA, 2013). the Pacific Asia Travel Association (PATA) is one of the international tourism association which is a non-profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 95 government, state and city tourism bodies, 25 international airlines and airports, 108 hospitality organisations, 72 educational institutions, and hundreds of travel industry companies in the Asia Pacific (PATA, 2019).

Table 5. International tourism organizations in railways

<b>International tourism organizations</b>	<b>Center</b>
UIC-Union Internationale des Chemins de fer	Paris, France
CER-The Community of European Railway and Infrastructure Companies	Brussels - Belgium
IRU-The International Road Transport Union	Geneva, Switzerland

There are also international railways organizations among organizations that can contribute to the development of tourism in the world. One of these organization is International Union of Railways (Union Internationale des Chemins de fer (UIC) which leads an innovative and dynamic sector, helping members find continuing success and opportunities in railways. The second is Community of European Railway and Infrastructure Companies (CER) which is to represent the interests of its members on the EU policy-making scene, in particular, to support an improved business and regulatory environment for European railway operators and railway infrastructure companies (UIC, 2013; CER, 2013; Demir, 2017).

Table 6. International tourism organizations in hotels and restaurants

<b>International tourism organizations</b>	<b>Center</b>
IHRA-International Hotels and Restaurants Associations	Germany
HOTREC- the umbrella association of Hotels, Restaurants and Cafes in Europe	Belgium

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Table 7. Other international tourism organizations

International tourism organizations	Center
ICCA-International Congress and Convention Association	Amsterdam - Netherlands
WFTGA-World Federation of Tourist Guide Associations	Vienna-Austria
FITEC-Fédération Internationale du Thermalisme et du Climatisme	Switzerland

International tourism organizations also operate in the hospitality and food and beverage sector in the world. International Hotel & Restaurant Association (IHRA) *Association of Hotels, Restaurants, Pubs and Cafes* (HOTREC) stands out in this regard. As the only international trade association devoted to protecting the interests of the global hospitality industry, the IHRA's role is to monitor, research, and where possible, preempt the passage of regulation and taxation at the international level when this is deemed to run contrary to industry interests. *Association of Hotels, Restaurants, Pubs and Cafes* (HOTREC) is the umbrella Association of Hotels, Restaurants, Bars and Cafes and similar establishments in Europe, which brings together 43 National associations in 31 countries, and is the voice of the hospitality industry in Europe (HOTREC, 2017; IHRA, 2017). The *International Congress and Convention Association (ICCA)*, World Federation of Tourist Guide Associations and World Federation of Hydrotherapy and Climatotherapy (FEMTEC) are other international organizations.

## Result

When the objectives and activities of international professional tourism organizations are examined, collaborations, standards, and principles, solution of problems and sustainability of tourism come to the forefront. These organizations have a significant impact on policies and plan to ensure that countries and people are least adversely affected by international tourism and benefit from tourism to the highest level.

In addition to the establishment of international tourism organizations that shape the world tourism for specific purposes, it is also important for the image of the tourism sector to continue its activities both in the country and global scale. In addition, international tourism organizations play an active role in ensuring economic and social development, which has an important mission in providing various cooperation and relations between countries.

As a result, international tourism organizations have a directly or indirectly functional structure and strong relations in the development of sustainable tourism, effective use of resources, the effectiveness of economic and social outputs, and the commercial and social added value at the international level.

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## Innovative practices and samples in hotel businesses

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### Abstract

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Innovation, competition and work outputs in hotels are significant themes in tourism literature and researches whose inter-relationship has been largely neglected. Innovation and entrepreneurship provide essential value to the advancement and quality of the hotel industry. In this sense, innovative practices are an important tool for the hotels to have advantage in competitions, quality of service, satisfaction of employees and customers. This paper focuses on the innovation samples and practices in hotel industry and explains the features of innovation at some hotels in the world.

### Keywords:

Innovation, Innovative Practices, Hotel Businesses

### Introduction

Today, it is possible to see innovations in the production and presentation of services or products in the tourism sector. These innovations have become an important element of competition. Therefore, tourism businesses have to follow the developments closely in order to respond to the changing consumer demands. For this purpose, it is very important to adapt the innovations in business management, human resources structure, production processes, sales and marketing activities, service production and delivery to the business.

It is a fact that innovative products and services can have a significant impact on the development of the tourism market as long as they benefit the consumer. On the other hand, it is seen that international chain hotel businesses and large-scale tour operators create an important image in the tourism market with their innovative identities. Innovative products with the added value created by the efforts of such enterprises can create a new tourism market. Innovative products and services should bring a new experience to the consumer with its content structure (Demir & Demir, 2015).

### Literature

Scientific studies and researches about the concept of innovation in product / service are increasing day by day. In this research, different dimensions and consequences of innovation in tourism are discussed. While a group of researchers explains innovation as “a different goods/service” another group of researchers argues that there are changes in both new and existing products. The basic element of innovations in product/service which is perceived as new, original and unique (Wang and Ahmed, 2004) is attractive and useful for consumers (Demir & Demir, 2015). Consumers are an important and powerful resource in product / service innovation (Baglieri and Consoli, 2009) and they contribute to the change in the functionality of output in goods and services and the creation of new ideas (Daft, 2010).

Innovation in goods / services requires a radical change in functional and technical characteristics unlike existing products. Businesses provide protection against situations that may threaten the organization by offering new products to the market with the changes (Batmaz and Özcan, 2008; Durna, 2002).

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Therefore, the fact that hotel establishments are strong in the tourism market depends on having a new product that is unique and can create demand (Demir & Demir, 2015).

Innovation in hotel businesses should include to reduce cost, time and error rates, as well as to increase quality and quantity of products and services. Innovations, in addition to achieving organizational objectives, should increase the human resources and customer satisfaction and loyalty. However, innovations are also expected to contribute to the increase in social responsibility works and quality of life.

Contribution to Competition	Benefits for Individuals	Benefits for Consumer	Benefits for Business
-Competitive advantage -Preventing competitive entry to the market	-Increasing business opportunity - Increased stakeholder satisfaction -Creative work environment	-Requirements and better demands - Increased commitment - Increased satisfaction	-Sustainable growth Increased customer reputation -Increasing profit margins -Increasing income - Efficient labor retention - Positive image in the media

Source: Güleş & Bülbül, 2004.

It is very important that hotel businesses have the power and ability to compete in the tourism market. However, these hotels may have a strong position in the tourism sector and create higher added value. The effectiveness of innovation in goods / services shows the level of success of management and the efforts made for it (Alegre and Chiva, 2008). It is not easy to plan the process, anticipate developments and deal with challenges for innovation in hotels. The determination of the concept of goods /services to be offered to the tourism market begins with the selection of the best idea. For this, it is very important to manage the process well.

### **Innovative samples in hotels**

It is possible to explain the examples of innovation in hotels according to some researchers and businesses.

Young (2019) briefly describes the features of Yotel, Citizen M, Efflestone Square Pimlico and 1 Hotels as follows;

**Yotel:** Yotel offers everything the modern guest needs and nothing they don't. Each room is a small, but perfectly-formed cabin to ensure guests can enjoy their stay without exhausting their budget for leisure while visiting major, tourist cities.

**Citizen M:** Citizen M offers a self-service model with self-check in and living room-inspired lobbies. Check-in and check-out take one minute, with guests' invoice automatically mailed to them. Each room is notoriously stylish and decked out with high-tech upgrades, king size beds, free on-demand movies, unlimited Wi-Fi and more.

**Efflestone Square Pimlico:** Efflestone Square Pimlico appeals to people desire for cutting-edge technology while staying true to historical, British flair. Even better, each guest is provided with an iPad that connects them with a concierge service, all from the comfort of their room.



1 Hotels: 1 Hotels is a leader in this space, offering a modern take on sustainability within their hotels by utilizing recycled and repurposed natural materials throughout communal spaces and rooms.

W Singapore Sentosa Cove: Premier rooms feature underwater speakers and private DJ booths, whilst meeting rooms are scented, mood-lit and themed in The W Sentosa Cove in Singapore.

Dunne (2019) explains the different features of Treehotel and The Qasr Al Sarab Desert Resort By Anantara, Abu Dhabi hotels as follows;

Treehotel: Located in Harrads, a village in the north of Sweden, the Treehotel promises to fulfill childhood fantasies of living in the treetops like Tarzan. Six different “treerooms” and a freestanding sauna perch in branches 13 to 20 feet off the ground.

The Qasr Al Sarab Desert Resort By Anantara, Abu Dhabi: Built in one of the largest uninterrupted sand deserts in the world, this 212-roomed resort seems a quixotic hallucination. Built by 5,000 workers over the course of three years, the resort’s palatial villas feature an amoeba-shaped pool, views of camel crossings, a world-class spa, and gourmet restaurants.

This Volumetric High-Rise Modular Hotel is the world’s tallest modular hotel and one of the most stylish, combining modular efficiency with architectural flair. Rooftop Hotel Gardens offers a hotel concept placeable in any city that gives guests a chance to experience skyline of cities in an isolated peaceful space fully merged with an urban environment. Infinite Explorer is a hospitality concept that helps travelers connect with remote destinations using the American West’s defunct passenger rail lines which now span the nation (Abdel-Razzaq, 2019).

High tech hotel innovations range from AI-integrated accommodations to robot concierge services that replace human staff with intelligent devices. When it comes to travel, convenience is key, especially when going abroad with children. Standouts in the realm of family travel include Disney’s newest Star Wars Theme Park which includes a cinematic hotel inspired by the galactic film franchise (Pijak, 2017). Tech geeks appreciate the innovation, and the rooms serve as a prototype for other hotels to soon follow suit. Here are the 10 ways the hotel impresses with progressive thinking and tech features that will roll out in all rooms throughout the year; Inductive charging, projector TV in the bathrooms, bluetooth furniture, 4K TV screens, floor sensor lights, visual concierge, chrome bathroom wall, million-LED lit lobby, hologram presentations and bluetooth room key (Im, 2019).

### **Result**

Innovative practices in hotel establishments need to be evaluated in different dimensions. Both the effect and outcome of the innovations and the content of the innovations are very important. As well as the characteristics of the target group of tourism goods / services, price ranges, period of entry to the market, how to be positioned in the market, market requirements, production, method and service delivery forms, space design and visual supports will affect innovations.

The social impact and consequences of an innovation in the tourism product should not be ignored. By its very nature, tourism products use socio-cultural resources effectively. Therefore, tourism product innovation should not only consist of new practices focused at organizational goals, but should also include the expectations and values of the society. Innovation of goods / services has a strategic importance for hotel businesses as well as psychological importance for society.

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As a result, innovative practices of hotels create competitive advantage both in organizational and sectoral aspects. This innovation should have the characteristics to meet the expectations and desires of tourism intermediaries and consumers as well as human resources. The investment for innovative practices is measured by the targeted work and production outputs in return for the time and effort spent.

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## Does FDI in Tourism Industry Cause a Race to the Bottom?

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Abstract

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### Keywords:

FDI, race to the bottom,  
tourism investment,  
economic growth

This paper is an exploratory one to open a new research agenda that studies the relation between Foreign Direct Investment (FDI) in tourism industry and the concept of race to the bottom (RTB). The literature that studies effect of FDI in tourism industry on economic growth argues a positive relation between two, i.e. FDI in tourism helps positive economic growth. Following Nita Rudra's theoretical argument that FDI causes a race to the bottom and the middle class in developing countries gets hurt the most, this study is an attempt to start a research project to test this theory on tourism industry.

## Does FDI in Tourism Industry Cause a Race to the Bottom?

“Globalization hurts the poor” is the common criticism of anti-globalization demonstrators during meetings of international economic institutions. For them, opening up domestic markets to international capital and labor flow is the main reason why poor people suffer economically. Less developed countries open up to international markets to achieve economic growth through trade and foreign direct investment. In order to do so, governments of these countries accommodate to interests of international capital. The way they do so is typically by cutting wages and benefits of the labor. This competition between less developed countries in order to attract foreign direct investment is called “race to the bottom” (RTB).

This paper is an attempt to explore a potential research agenda that studies the concept of race to the bottom in tourism industry. Similar to other industries in developed and developing countries, tourism industry attracts foreign direct investment (FDI) at varying levels. And also similar to other industries, countries in order to attract FDI in their tourism industry give compromises to multinational corporations (MNCs) which can plausibly cause a race to the bottom.

In the literature, scholars typically study the causal relation between FDI in tourism and economic development. The consensus in the literature is that FDI in tourism has a positive impact on economic growth of a country (Craigwell and Moore, 2008; Samimi, Sadeghi and Sadeghi, 2013; Endo, 2006; Fauzel, Seetanah and Sannasee, 2016). Satrovic and Muslija (2019) studies FDI as dependent variable and studying 113 countries, they find support to the argument that tourist attracts more FDI. This paper raises the question of whether or not FDI in tourism industry causes a race to the bottom? Below is a critical analysis of Nita Rudra's argument about FDI and race to the bottom, which constitutes the basic theory for this paper.

A group of recent scholar work that focuses on impact of globalization on OECD countries challenges the race to the bottom hypothesis. Their findings show that domestic politics and institutions of the advanced capitalist countries mediate the pressures of globalization. Therefore, in these countries we do not observe policies at the lowest regulatory standard and a race to the bottom. However, the impact of

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globalization on less developed countries is relatively understudied topic in the literature. In her book called “Globalization and the Race to the Bottom in Developing Countries: Who Really Gets Hurt?” Nita Rudra (2008) addresses the question of “to what extent are governments in developing countries vulnerable to RTB pressures on welfare state policies; what can governments do about it?”

Unlike the conventional wisdom in the literature on advanced industrialized countries which proposes that globalization does not trigger a race to the bottom, she proposes that in less developed countries globalization does indeed trigger a race to the bottom. But her explanation of race to the bottom in developing countries is not limited to imposition to globalization. She puts the argument one step further and proposes that it is the interplay between globalization and a nation’s domestic institutions that determines the plight of the poor.

By domestic institutions she highlights that fragmented labor movements, the government-labor relationship and pre-existing national social policy configurations are determinants of responses to the challenges of globalization. The poor in these developing countries has always been deprived from social protections because of the way domestic institutions are structured. Therefore, in developing countries “*where social institutions have historically failed to protect the very poor, the advent of globalization has not altered national institutional dynamics*”.

In the 1980s and 1990s, the scholar work on this topic argued that international market expansion causes a race to the bottom, government autonomy and domestic policies are being sacrificed and governments cannot manage distributional conflicts. Since market forces limit governments, they cannot implement necessary policies to protect the poor. And since all governments are competing to attract investment, they further and further limit their policies until they reach to the “lowest common denominator”. However, as mentioned above, this was not the case in advanced capitalist countries of the OECD. This is one the main puzzles that Rudra is trying to answer in her book: “*Why race to the bottom outcomes in developing countries and OECD nations differ?*”

In answering this question Rudra mainly focuses on labor market institutions. In less developed countries labor market institutions are so fragmented that they cannot counter balance the race to the bottom in the social security sector caused by globalization. On the other hand, in OECD countries economic and political conditions are more flexible for labor to overcome collective action problems so they can organize in a way to counter balance globalization pressures. She concludes that “*the effects of globalization are mediated by domestic institutions, especially labor market institutions, and, as a consequence, the same degree of resilience to race to the bottom pressures cannot be expected in the industrializing nations*”.

After finding analytical support for the argument that globalization increases the race to the bottom pressure on less developed countries, Rudra goes one step further to analyze who really gets hurts from race to the bottom and what governments can do, if anything, to alleviate negative consequences of globalization. Her main finding challenges the common perception that the poor is the main target of race to the bottom. In fact, she finds that the social policies in less developed countries were not designed to help the poor in the first place. It is middle class, or “select” labor groups that are beneficiaries of these social policies, therefore they are the immediate victims of any cutbacks.

Since she finds support that a race to the bottom exists in less developed countries and middle class is the mainly hurt by that, she analyzes options for governments to alleviate these negative consequences. For her, governments can do equity-enhancing reforms alongside globalization in mainly three categories of social spending which are education, health and social security. Firstly, she finds that increasing trade worsen income distribution in the developing world if the government does not engage



in policies to alleviate it. Secondly, the effects of social spending are much less favorable in globalizing less developed countries than OECD countries.

Only education spending leads to a more favorable distribution of income as the market expands. Health spending shows a weaker impact and social security spending even worsens income distribution. The causal link she builds here is that since benefits of education are *“well known and consistent with the normally divergent policy preferences of different social actors striving to cope with the competitive pressures of globalization”*, redistributive policies are welcomed by all social actors. However, since health and social security policies are more open to political lobbying and clientelism, it is harder to create a cross-class alliance to support these reforms.

So the conclusion is that governments in less developed countries are the ones that need and desire growth the most. In order to reach this goal, they open up for markets with the hope of increasing trade and attracting foreign direct investment. However, pressures of international capital leads to a race to the bottom in these countries as they need to compete with other similar countries in attracting foreign direct investment. Since middle class of in these countries are the main beneficiaries of welfare policies, they are the ones who would suffer the most from cutbacks. Therefore, governments in these countries face with a dilemma between growth and inequality. What determines the policy that government would choose to alleviate negative consequences and negotiate with international capital on behalf of its citizens being affected by a race to the bottom depends on how organized the labor market institutions and how much of an impact they have on government.

Rudra’s analysis is unique in the sense that it is the first attempt to systematically analyze race to the bottom in less developed countries. Studying these countries yields perhaps more important results than studying advanced capitalist countries, as less developed countries need trade and foreign direct investment more and therefore more vulnerable to yield pressures of global capital. If a race to bottom would happen due to opening up to the markets, it should be observed the most in these less developed countries which also finds support in Rudra’s results.

However, one weak point of her analysis is the starting point. She starts her analysis after less developed countries open up to markets and proposes that after opening up the winners and losers are determined according to domestic institutions of the countries. However, the same domestic groups could be influential on decision to open up to globalization at first place. If they know that they would benefit from opening up the domestic economy to global capitalism, they would pressure the governments in that direction from the beginning. And therefore they would take necessary precautions to protect themselves from a race to the bottom. Similarly, those who expect to get harmed from a race to the bottom would object to opening up to global markets at first place. So domestic politics not only determines how the benefits from opening up is distributed as Rudra argues, it also determines if the country should open up or not the first place.

Another weak point in her argument is that she uses the level of organization of the labor markets as a synonymous to power of the labor to influence decision making at government level. However, in some countries such as China, the labor can be very organized as it is obligatory to be a part of a labor union but has little influence in political decision making. Therefore, power of the labor should have been measured by different means than level of organization.

Overall, her book provides thoughts for further research on impact of globalization and how less developed countries can pursue a sustainable development without cutting the necessary benefits of a



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portion of their population. Her explanation of the mediating role of domestic institutions and how well a government can alleviate negative consequences of globalization by relocating the benefits is not only academically unique but also has important policy implications.

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Sciences and Humanities**



## Responsibilities of a human resource manager in organization: A general review

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**Keywords:**

*HRM, Human resource  
manager, organization*

**Abstract**

The human resources (HR) department handles a range of different functions within an organization. The first thing to understand about HR professionals is that their responsibilities can vary considerably. HR has a number of important functions in the organization. These include recruitment, performance management, learning and development, and many more. In short, HRM is concerned with the management of employees from recruitment to retirement. Although there are many functions of human resource management, we will go over some functions of Human Resources and explain how they help move the organization forward. Since every organization is made of people, HRM is all about acquiring services of people, developing their skills, motivating them to the foremost level and making sure that they continue to maintain their commitment towards the organization. HRM have strategic and functional responsibilities for all of the HR disciplines. A human resource manager has the expertise of an HR generalist combined with general business and management skills. An HRM has two basic functions as overseeing department functions and managing employees. That's why HRM must be well-versed in each of the HR disciplines – compensation and benefits, training and development, employee relations, recruitment and selection and other functions. The HR department's duties will vary between companies, some be explained in this study from the data in literature.

The first function of HR is all about knowing the future needs of the organization. It is called as human resource planning which include the recruitment, selection, performance management, learning and development, and all other HR functions. Human resource managers develop strategic solutions to meet workforce demands and labor force trends. Recruitment is the process of captivating, screening, and selecting potential and qualified candidates based on objective criteria for a particular job. It is very important to every organization because it reduces the costs of mistakes such as engaging incompetent, unmotivated, and underqualified employees. Training and development are the indispensable functions of human resource management. The human resources department handles the training and development of staff within an organization. Employee training and development includes new hire orientation, leadership training and professional development. HRM conduct periodic needs assessments to determine when training is necessary, and the type of training necessary to improve performance and productivity. Performance management is essential in ensuring that employees stay productive and engaged. Performance management involves leadership, clear goal-setting, and open feedback. Another function of HR is career planning is related to

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performance management which include guidance, and development for employees, together also referred to as career pathing.

The human resources department handles employee relations matters within an organization. The HRM has ultimate responsibility for preserving the employer-employee relationship through effective employee relations strategies. Employee relationship is a very broad concept and it is one of the crucial functions of human resource management. It also ensures that employees have a safe working environment, free from discrimination and harassment. The HRM manages all aspects of employee benefits, including health and dental insurance, long-term care or disability programs as well as employee assistance and wellness programs. Within this discipline, human resources managers develop strategic compensation plans, align performance management systems with compensation structure and monitor negotiations for group health care benefits. The HR department is responsible for various aspects of employee compensation and interpreting and enforcing employment and labor laws such as equal employment opportunity, fair labor standards, benefits and wages, and work hour requirements.



## The effects of emotional intelligence on management decision at hotels

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**Keywords:**

*Emotional intelligence,  
management decision, hotels*

**Abstract**

Emotion is a wide range of observable behaviors, expressed feelings, and changes in the state of mind and body while intelligence is the ability to acquire and apply knowledge and skills. According to Daniel Goleman, there are five main elements of emotional intelligence such as self-awareness, self-regulation, motivation, empathy and social skills. The concept of emotional intelligence was first introduced in the 90s by Peter Salovey and John Mayer. It shows how one can unlock the intelligence potential one possesses and how to use it in the right way; the ability to recognize, understand and use emotions effectively.

The purpose of the study was to examine the effects of emotional intelligence on management decision at hotels. Spearman's Rank Correlation and ANOVA revealed that of the 317 employees surveyed, those who participated in hotels. Data were collected in Mallorca, Sevilla and Barcelona in the summer 2019 using survey questionnaires which included the Goleman's EI scale, and demographic questions. A correlation analysis was performed to examine the relationship between EI and management decisions. The findings of the study indicated that emotional intelligence and management decision factors had positive correlation.

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## The main differences and importance of the Islamic economy in the Islam World

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**Keywords:**

*The main differences, Islamic economy, Islam World*

**Abstract**

The main aim of this paper is to analyze the reasons for believing why the study of Islamic economic system is needed to put forward the Muslim world. So, this study examines whether the Islamic economic system can be an alternative approach to solving the economy problems in Islam World. The Islamic economic system is the collection of rules, values and standards of conduct that organize economic life and establish relations of production in an Islamic society. It is difficult to understand and study Islamic economics and the structure of the Islamic financial mechanism in isolation; unlike in 'Western' type economies where it is done with some degree of ease. Islamic Economics differs fundamentally from man-made laws and systems in defining economic problem. The Islamic economy effectively uses the natural resources and the labor capital in order to improve the state of prosperity. Because it is an economic system which owes much of its philosophy to the Islamic belief system, but it is an independent and self-sustainable system.

The Islamic economic system accepts neither oppressing capitalism nor the brutal and dreamy socialism. Islamic Economics represents a new approach to economics and to the problems of human society, as it is based on a distinct worldview and a vision of man, society and history. That's why the economic system of Islam is the collection of rules, values, and standards of conduct that organize economic life and establish relations of production in an Islamic society. As a result, the economic system of Islam aims to achieve economic well-being and betterment of the people through equitable distribution of material resources and through the establishment of social justice



## The comparison of Ibn Haldun and Adam Smith's economic approaches

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**Keywords:**

*Ibn Haldun, Adam Smith,  
economic approaches*

**Abstract**

When students study economics they learn, early on, that Adam Smith is the “father of modern economics.” This idea is one of the most basic facts of western economics—but it doesn’t stack up. A recent article in economics highlights the overlooked work of 14th century North African scholar Ibn Khaldun, who outlined strikingly similar ideas to those of Adam Smith almost half a millennium earlier (Goldhill, 2017, <https://qz.com>). The purpose of this study is to present the comparison of Ibn Khaldun and A. Smith’s economic approaches. And it aimed that its affect in the field of economic.

*Ibn Khaldun* (1332-1406) was a leading Tunisian Arab historiographer, historian, economic and demography. He is widely considered as a forerunner of the modern disciplines of historiography. His best-known book is the *Muqaddam* or *Prolegomena* ("Introduction"). The book influenced 17th-century some Ottoman historians who used the theories in the book to analyze the growth and decline of the Ottoman Empire. 19th-century European scholars acknowledged the significance of the book and considered Ibn Khaldun to be one of the greatest philosophers of the Middle Ages. Adam Smith was an 18th-century economist and philosopher who wrote what is considered the "bible of capitalism," *The Wealth of Nations*, in which he details the first system of political economy. Smith is also known for his theory of compensating wage differentials, meaning that dangerous or undesirable jobs tend to pay higher wages to attract workers to these positions.



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## Tourism and national economic development

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**Keywords:**

*Tourism, national economic  
development, GDP*

**Abstract**

Tourism is an industry with the capability to transform international development and it is the largest service industry globally, accounting for nearly 10 percent of global GDP. Tourism – in terms of its contribution to gross domestic product, employment and trade – is an important sector in many economies, and its growth is increasingly. The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. Tourism activities are a sector that provides economic and social benefits to countries such as creating employment, providing foreign exchange inflows, increasing national income and accelerating foreign capital inflow.

Economic development is the process by which emerging economies become advanced economies. In other words, Economic development, the process whereby simple, low-income national economies are transformed into modern industrial economies. Economic development also refers to the process by which the overall health, well-being, and academic level the general population improves. It is also the process by which the economic well-being and quality of life of a nation, region or local community are improved. The term has been used frequently in the 20<sup>th</sup> and 21<sup>st</sup> centuries, but the concept has existed in the West for centuries. "Modernization", "Westernization", and especially "industrialization" are other terms often used while discussing economic development.

This study was prepared to indicate the importance and effects of tourism sector in economic development of a country. It is a qualitative study, so regional, national and international data were used to reach for goal. In the first stage, the relationship between national development and tourism have been discussed and tourism policies, investments, activities in the country, which are included in development plans, have been evaluated.



## An Investigation of the attitudes toward psychological needs and psychological adaptation of public universities and students of private universities in Moldova

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**Keywords:**

*Attitudes, psychological needs,  
psychological adaptation,  
public universities, private  
universities, Moldova*

**Abstract**

The aim of the present study is to examine the psychological needs and psychological adaptation between students of public universities and students of private universities in Moldova. The sample was 142 students of public universities and 151 students of private universities enrolled. The scales used in this research; a demographic variable questionnaire which includes 12 variables prepared by the researcher, The Psychological Needs Scale adapted from literature and Big Five Personality Scale. A psychological adaptation is a functional, cognitive or behavioral trait that benefits an organism in its environment. Big Five Personality Scale includes the general consensus in academic psychology is that there are five fundamental personality traits. This model is assumed in most personality research, and is the basis of many of the most well-regarded tests employed by psychologists who maintain close connections with academia. The "big five" tend to not be popular in consumer-focused personality assessment or self-help because to many people the feedback of the model seems relatively basic. Reliability studies of the scales used for 293 students of public and private universities were conducted. Data were analyzed by various statistical analyses. The analyses used in the present study were, ANOVA, MANOVA, t tests and Tukey HSD tests. The findings showed that students of private universities had higher levels of psychological needs, and students of public universities presented better psychological adjustment than students of private universities students. Students of public universities and students of private universities showed no significant differences in psychological needs and psychological adjustment levels regarding areas of study.

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## The evaluation of health tourism in Greece

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**Keywords:**

*Health tourism, Greece,  
Tourism*

**Abstract**

This paper has focused on the evaluation of health tourism in Greece. Greece is recognized as a rising medical tourism country in recent years. It has become first choice of tourists because of its quality of doctors, cost, health technology and location. Athens has become head health center of Greece because of its location in south-eastern of Europe. This city combines its medical resources as like Wellness, Spa with accommodation opportunities and provide qualified and advantage tourism packages to health tourists. Tourists' needs who come to Greece for health are met by specialist health tourism guide and travel agency personnel. Health Tourism Greece offers high quality services to international patients who wish to combine their treatment with a holiday in Greece and facilitates patients from all over the world to find high quality, low-cost medical care. The quality of service of Greece's health institutions is also approved by international organizations such as Joint Commissions International and Joint Commission on Accreditation of Healthcare Organizations.

In the land that gave birth to modern medicine, the homeland of the man that wrote the Hippocratic Oath, medical services meet modern expertise and Greek hospitality. In ancient times, travelers from all across Europe used to visit Greece to sample the various healing treatments and tonics offered by the Greeks. In some sense, Greece can be regarded as the very first medical tourism destination. Greece is a unique medical tourism destination for many reasons. It combines medical excellence, unparalleledly medical infrastructure, clinics and hospitals, using the latest technology and equipment and very good, experienced doctors. Healthcare costs are about 50-60% lower when compared with the same treatments in United Kingdom or Canada or the United States. People can find medical expertise in various fields, including; IVF, plastic surgery, dental care, ophthalmological procedures, laparoscopic & robotic surgery, SPA tourism, dyslexia,

As a result, Greece will have an important place in world health tourism thanks to its quality facilities, doctors, low cost and tourism attractions. This would lead to a significant increase in Greece's tourism revenues.



## A budget deficit: Reasons to be concerned about a budget deficit

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**Keywords:**

*Budget, reasons, budget deficit*

**Abstract**

A budget deficit is an important issue for the economy in a country. All indicator, statistic and other documents showed that the budget deficit has critical role economic development. A budget deficit is a financial loss for during a period where expenses exceed revenues. This concept is often used in business but more commonly used to refer to governmental spending in excess of revenues collected. In other word, the deficit is a state of financial health that affects a large variety of businesses, organizations, and governments. Due to the budget deficit is when spending exceeds income, it has potential economic costs, but it depends on the economic climate, the exchange rate system, interest rates and the reason for government borrowing. The opposite of a budget deficit is a surplus. It occurs when spending is lower than income. A budget surplus allows for savings. In contrary, there is a balanced budget term which is when revenues equal spending. A budget deficit plays an important role in stabilizing economic growth and limiting the rise in unemployment. There some reasons to be concerned about a budget deficit. These are; need to cut spending in the future, increasing national debt, opportunity cost of debt interest payments, crowding out, potential rise in bond yields, potential inflation and confidence effects.

Many factors can cause spending to exceed revenue. There are immediate penalties for most organizations that run persistent deficits as well as countries. But governments are different. They receive income from taxes. Their expenses benefit the people who pay the taxes. Government leaders retain popular support by providing services. There are only two ways to reduce a budget deficit. Either increase revenue or decrease spending. Governments can only increase revenue by raising taxes or increasing economic growth. Tax increases are tricky. If they are too excessive, they will slow growth. Cutting spending also has pitfalls. Government spending is a component of GDP. If the government cuts spending too much, economic growth will slow. That leads to lower revenues and potentially a larger deficit. The best solution is to cut spending on areas that do not create many jobs.

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## Changing generations as a factor of changes in work values in Lithuanian Society in Period 1990 – 2008

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**Keywords:**

*Work values; European Value  
Survey (EVS) in Lithuania,  
generation theory, generational  
change*

**Abstract**

Purpose of the paper is to analyze the changes/stability of work values of Lithuanian society which were caused by changing generations.

European Value Survey is the biggest and the most comprehensive pool of empirical data concerning work values; it covers a period of almost twenty years and allows analyzing values changes in the society. European Value Survey initially was based on the modernization theory, but the results of 2008 wave were unexpectedly: researchers found, that modernization theory can't to explain values changes any more. It is the reason, why the other theory – theory of generations (framework by Strauss and Howe, 1991) - was chosen for the analysis in this presentation.

The research is based on the data of 2nd (1990), 3rd (1999) and 4th (2008) waves of European Value Survey. Exploratory factor analysis method was used to reduce a list of work values, which were explored, into fewer numbers of factors and these factors were compared across generations. Cronbach's alpha method was used to measure the internal consistency of extracted factors.

Research results shows that the understanding of work values in the period of 1990 – 2008 is changing and gradually approaching to understanding of work values classification to instrumental, cognitive and affective types, which is described in the scientific literature. Generation X, which entered labor market at the 1990 and Generation Y, which entered labor market in 2008 waves, cared out new aspects and new approach on work values. Transformation in social, economic and political context (1990 – the period of planned economy of Soviet Union, 1999 – the period of economic downturn, caused by Russian economic crisis, 2008 – the highest point of economic uplift) is the other factor, which had a strong impact on understanding of work values also.

The main limitation of this study is that the research is based on the data which were collected at the 2nd (1990), 3rd (1999) and 4th (2008) waves of European Value Survey. 5th wave of the survey is already in progress but the data are not available yet.



## Health tourism worldwide: Featured destinations with various health tourism

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### Abstract

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### Keywords:

Health tourism, medical  
tourism destinations

Health tourism is popular and is becoming an important service sector for the future, is seen as a market-creating serious level of income for many countries and marketing activities carried out accordingly and links established. This paper has focused on the health tourism and people's decision is affected by 5 major factors in health tourism demand such as affordable, accessible, available, acceptable and additional service. As a result, it is seen that health tourism encompasses a wide range of treatments, from medical tourism (such as treatment and surgery in hospitals, clinics), thermal and SPA tourism (thermo-water bath, drinking, by inhalation as well as the treatment of various types of mud services such as rehabilitation and rest in thermal facilities), elderly and disabled tourism (long-term stays with social and tourism activities in geriatric treatment centers).

### Introduction

Health tourism and medical tourism are often confused. Some researchers and experts use this concept in same meaning but recently, objections are increasing that the concept of medical tourism does not correspond exactly to the true meaning of health tourism. Health tourism is widely used and generally defined as organized travel from the local environment to another city or country for the maintenance, enhancement, or rehabilitation of an individual's wellbeing in mind and body. Medical tourism refers to people traveling abroad or another city in a country to obtain medical treatment. According to Republic of Turkey Ministry of Health (2012) based on Ross (2001) and Theobolt (1998) "The essence of health tourism is that the health tourist travels from the place where they live to another place for healthcare purposes. Ross (2001) defined health tourism as tourism by people traveling from the place they live to another place for healthcare purposes. Theobolt (1998), in contrast, introduced a time limit and considered anyone who receives services away from the home environment for a period longer than 24 hours as a health tourist". So, health tourism also includes medical tourism.

Health tourism in the world, seen as a highly important service sector for the future, is seen as a market-creating serious level of income for many, especially, developing countries, with investment, marketing and management activities carried out accordingly and links established (Republic of Turkey Ministry of Health, 2012). Health tourism is a booming global sector -due to do aging populations, rising healthcare costs, and pressures on the insurance industry- estimates of investment budget and market size vary but the Patients Without Borders publishing group puts its value at around €60 to €80 billion worldwide, each year, with 20 to 24 million patients traveling for medical treatments annually (Miner & Noni Edwards, 2019). According to international statistics and reports over 30 million people will travel to another country in next 5-10 years to appreciate the benefits and advantages of health tourism such as economic, social, environment, medical, etc.

### Why do patients go abroad or another city in a country?

Researchers and health tourism experts agreed that people's decision is affected by 5 major factors in health tourism demand such as affordable, accessible, available, acceptable and additional service.

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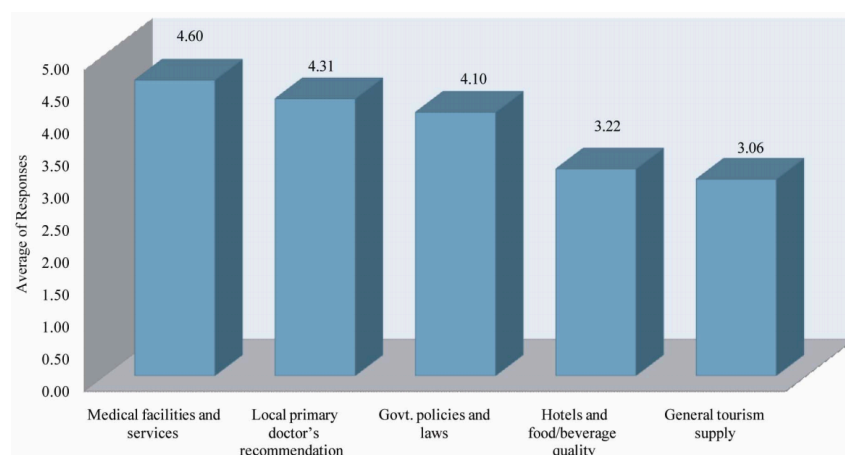
Affordability is a key factor bringing patients to a country. This is particularly true for patients from the well-off where private health care is expensive, and some surgeries are not covered by their insurance. One of the most important issues in attracting foreign patients to a country is medical cost. Because medical tourists compare medical service costs and look for the destinations where provide their desired services at low and affordable price (*Najafi, Raeissi, Gorji, Ahmadi, Haghighi, 2017*).

Available is often because the medical treatment they need is not available in their local areas. The demand for medical tourism is driven by the limited availability and accessibility of many medical services in developed countries. The motivations for people seeking medical treatment overseas are primarily economic factors, availability of particular therapies, and a desire to minimise waiting time (*Jotikasthira, 2010*). When a service is available it must be located within reasonable reach of those who should benefit from it. The capacity of the service is limited by the number of people who can reach and use it – *accessibility*. There are two main dimensions of accessibility: physical access and affordability (*WHO, 2012*).

Acceptable applies to services, which may be affordable, available, and accessible, but they are not acceptable in the patient's own country for religious, political or other social reasons (<http://healthtourism.pro/medical-tourism/vygody-preimushhestva/>). Acceptability includes culture, beliefs, religion, gender, age-appropriate services and confidentiality; as well as aspects of affordability that relate to people's perceptions of the value of health services (*WHO, 2012*). Additional refers to the availability of better care, technology, specialist, other service and personalized care abroad compared to care in home country (<http://healthtourism.pro/medical-tourism/vygody-preimushhestva/>). Additionally, there are various other factors that will contribute to the flow of medical tourism in developing countries: opportunity to vacation, privacy and anonymity, fewer waiting lines, and some procedures that are not offered in developed countries (*Gill & Singh, 2011*).

However, there are many different factors affecting the choice of destination for health tourism. For example, as *Gill & Singh (2011)* mentioned in figure 1, there are 5 factors considered before choosing destination outside the US such as medical facilities and services, local primary doctor's recommendation, government policies and laws, hotels and food-beverage quality and general tourism supply.

Figure 1. Factors considered before choosing destination outside the US



Source: *Gill & Singh (2011)*.



## Featured destinations with various health tourism

There many reasons for seeking healthcare solutions abroad or another city in a country for patients. This patient empowerment is motivated by a need to find high-quality and quantity medical tourism services for a fraction of the cost in their home countries. But it is difficult to choose the best healthcare facilities and destinations.

Medical tourism is the movement of people of different nations to the other countries to access medical treatment which is either not offered in their home countries or is offered at a lower cost in other countries. Thailand is the most popular country for medical tourism in the world followed by Mexico, the US, Singapore, and India (Miaschi, 2017). As seen in table 1 Thailand was visited by 1.2 million medical tourists in 2013. It shows that medical tourism has a crucial impact on a country’s revenue from tourism. Singapore, India, Thailand is among the countries with high levels of interest from developed countries.

Table 1. Top destinations for medical tourism across the globe

Rank	Country	Number of Tourists (in thousands), 2013
1	Thailand	1,2
2	Mexico	1
3	United States	800
4	Singapore	610
5	India	400

Source: Miaschi (2017).

Table 2. Top 10 Medical tourism destinations

Country	Medical Services
Thailand	Plastic Surgery
Malaysia	Dermatology
Germany	Oncology
Costa Rica	Dental Care
Mexico	Dentistry
Turkey	Eye Specialists
United Arab Emirates	Bariatric Surgery
Poland	Dental Implant
Hungary	Teeth Whitening
Brazil	Liposuction

Source: Medigo (2019)

The countries have different features in medical tourism services. While medical tourists travel to Brazil to take advantage of cheaper cosmetic procedures in a country where plastic surgery is almost the norm, Malaysia offers some of the best value for money medical treatments in all of South-East Asia (Skirka, 2019). India is another attractive country for foreign patients. India is one of the key players in the medical tourism industry as it strives to provide health care services with cutting-edge technology (Stephano, 2019). Patients can save up to 85 per cent on western healthcare costs and so a growing



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number of visitors are heading here for low-cost fertility treatments. Thailand draws thousands of health travelers every year. Popular services include dental work, dermatology and cosmetic surgery (Skirka, 2019). Health tourism in Turkey is quite advanced and country has become the center of some medical services. Its geographical location and many of healthcare organizations which have advanced infrastructure, well-trained staff, geothermal resources with high technical infrastructure in healthcare field have an important potential with low cost (<https://www.barsanhealth.com/>).

Malaysia has won the number one spot in the International Medical Travel Journal's award for "Health and Medical Tourism Destination of the year" in 2015 and 2016. Malaysia ranks among the best providers of healthcare in all of South-East Asia. Health travelers who visit Malaysia save 65% to 80% on health cost compared to the cost in the US. Mexico has 98 hospitals accredited by the country's Federal Health Ministry and 7 hospitals which are JCI-accredited. Mexico is most reputed for advanced care in dentistry and cosmetic surgery (Stephano, 2019). Mexico also specializes in weight loss treatment and surgery. On the other hand, building on Singapore's global reputation for high-quality health care, its government is promoting it as a regional center of excellence for general surgery and medicine, as well as cardiology, oncology and organ transplants. Cosmetic or restorative dental procedures in Hungary cost between 40 percent and 75 percent of what they would in the US, UK, Germany and other developed European Countries (Barnato, 2019).

### Result

Health tourism is at the top of the fastest growing tourism segments in the world within the last decade. As seen that health tourism encompasses a wide range of treatments, from medical tourism (such as treatment and surgery in hospitals, clinics), thermal and SPA tourism (thermo-water bath, drinking, by inhalation as well as the treatment of various types of mud services such as rehabilitation and rest in thermal facilities), elderly and disabled tourism (long-term stays with social and tourism activities in geriatric treatment centers). On the other hand, for many countries, the health tourism includes many various sub-segments besides, facilities, operations and patient care due to the availability of its resources, such as SPA & Wellness and thermal tourism as retirement tourism, barrier-free tourism, healthy nutrition, care and beauty tourism and high active lifestyle tours.

Protecting the health service-facilities and resources, using them properly, and passing them down to future generations with the same qualities is also important for the country's future. Many countries continue to make large investments in health tourism. Besides being an indispensable holiday destination for tourists, some destinations have also seen considerable growth in health care tourism in recent years. It seems that a tough competition between health tourism destinations will become inevitable. Health tourism destinations are important for patients to choose it. They choose destinations for a variety of reasons, including price, quality, climate, distance, technical conditions, short waiting periods and high-end facilities. Many destinations hold a prominent place in the treatment of cardiovascular diseases, beauty and care, teeth, organ transplantation as well as dental care and plastic surgery.

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### Return performance of M&As in the hospitality industry

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Abstract

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M&A activity in the hospitality industry is being driven by the desire for incremental growth, to resist economic shocks and to advance the bargaining position with online travel agents. Global M&A activity is the result of the desire of the hotel companies to be present globally to counteract the economic weaknesses in certain regions with better returns from other regions. In this study, we review the literature on the return performance of M&As in the hospitality industry which gives us clues about the motives for M&As in the industry.

**Keywords:**

*M&As, M&A returns,  
abnormal returns,  
hospitality industry*

### Introduction

It is argued that hotels have three ways to grow: increasing the sales or profits of the current facilities, expansion by new units or acquiring other hotels. Acquisition is considered to be the most cost-effective way of growth. Several studies in the literature show that lodging M&As are basically done to speed the growth of the firms. Park and Jang (2011) compare the post M&A firm growth with non-M&A firm growth for five years following the M&As for restaurant firms. They show that both large and small acquiring firms have higher sales growth than non-M&A firms in first post-merger year. Nevertheless, sales growth rates of M&A and non-M&A firms are similar during or after the third-post merger year.

M&A announcement returns is a generally used measure for the success of mergers. This study reviews the literature on the returns of M&As in the hospitality industry.

### Return performance of hospitality M&As

Kim and Canina (2013) provide evidence supporting that M&As are motivated by value creation in the lodging industry and offer premiums reflect the value of synergy. The authors find that offer premiums have a relationship with operating performance improvement in the properties of the acquirers but do not have a relationship with the operating performance change in the properties of the target. This finding indicates that operating performance of the acquirer's properties is improved with the use of target's properties in the lodging industry. Eventually, the offer premium can be considered as the payment made to control the target's properties.

Kim and Arbel (1998) examine the factors that are important in predicting merger targets in the hospitality industry. They find that larger firms, firms that have a mismatch between growth opportunities and liquid financial resources, firms that have a high ratio of capital expenditures to total assets and firms with a low price to book ratio have a higher probability to be a merger target.

There is mixed evidence in the literature regarding the announcement return performance of the hospitality M&As. Kwansa (1994) find that targets in the lodging industry achieve significant positive abnormal returns at the announcement. Canina (2001) also find that both the acquirers and the target firms in the lodging industry earn positive abnormal returns at the time of the merger announcement. She argues that the results of her study may be different than those of the overall market studies because mergers in lodging industry involve firms with identical core businesses where firms acquire businesses with which they are familiar. Furthermore, because senior managers own a large part of the shares in



the equity of the lodging businesses, their goals are aligned with those of the owners. These factors may make the lodging industry mergers more successful. Ma, Zhang and Chowdry (2011) find that only firms that acquire unlisted target firms achieve positive abnormal returns at the announcement in the lodging industry. In their study that analyze the merger announcement return of the lodging acquirers, Hsu and Jang (2007) find that there is no abnormal return around the announcement.

There is also mixed evidence regarding the long run stock performance of hospitality acquirers. Yang, Qu and Kim (2009) show that hospitality acquirers earn significantly positive abnormal returns within 12 months post merger and abnormal returns decrease with cash payments. Chatfield, Chatfield and Dalbor (2012) find that that hospitality bidders gain positive abnormal returns after the merger in the long term if the payment is made in cash. However, abnormal returns were not different from zero if the payment is made by stock. Sheel and Napgal (2000) find significant negative abnormal returns for the hospitality acquirers in the long run. Yang, Kim and Qu (2010) find that acquiring firms in the hospitality industry achieved positive abnormal returns when compared to the S&P index in the long term. However, no such abnormal returns exist when compared to sector indices. Hsu and Jang (2007) show that acquiring firms in the lodging industry have negative abnormal returns in the long term. They also provide evidence that ROA and ROE of the acquirers worsen after the mergers in the lodging industry.

Studies that examine the abnormal returns of hospitality M&As provide contradictory evidence. Canina (2001) show that both the target and the acquirer have positive abnormal returns on the merger announcement date. The author states that the positive reaction of the market to the M&A announcement may be due to expectations of the investors about enhanced market power and rising efficiency because of synergies. Ma, Zhang, and Chowdhury (2011) find that firms that acquire private targets in the lodging industry realize positive significant abnormal returns. On the other hand, Hsu and Jang (2007) find no abnormal return for the lodging acquirers around the announcement.

Kim and Olsen (1999) provide evidence showing that the most important purpose of the acquirers in the lodging industry is speeding up growth. The authors also show that the success of M&As depends on the appropriate estimation of the synergies by calculating the true value of the target and the costs of realizing the synergies. Proper estimation of long-term earnings and cash flow affects in the pre-acquisition phase are found to be important critical success factors for M&As. Kim and Olsen (1999) also show that analysis of performance by examining the trend in occupancy rate, revenue per available room (RevPAR) and average daily room rate (ADR) of the target in addition to free cash flow in the preacquisition process is also a critical success factor in lodging M&As.

The location of the target's lodging properties affects the purchasing decision of the acquirers. Many M&As in the lodging industry are driven by the ambition to achieve exceptional locations (Kim and Olsen, 1999).

The majority of the acquisitions are paid in cash in the hospitality industry (Oak, Andrew and Bryant, 2010). Oak, Andrew and Bryant (2010) provide evidence that a high debt ratio increases the likelihood that the acquisition will be paid in cash in the hospitality industry. Large restaurant companies also make their acquisitions with cash if they have high debt ratios. The authors argue that the number of cash acquisitions (albeit financed with debt) will be higher than stock acquisitions if pecking order theory is applied which indicates that firms prefer to use internal sources of funds first, debt second, and equity last in the financing of their investments (Myers, 1984; Myers and Majluf, 1984). They also state that acquirers may prefer high debt levels to reduce the agency costs of free cash flow (Jensen, 1986).

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Dogru (2017) show that financially constrained acquirers earn significantly higher returns than unconstrained acquirers in the hotel industry, suggesting that constrained acquirers make better acquisition decisions than unconstrained ones that aid them to overcome the informational asymmetries that prevail in the capital markets. Moreover, the author finds that well-governed acquirers earn higher returns than poorly governed ones, signaling that managers of hotel firms that are protected by a higher number of antitakeover provisions (ATPs) are involved in less successful acquisitions that may bring the managers personal benefits.

Dogru (2017) provide evidence that poor corporate governance practices, or overinvestment problems, have a negative effect on the returns of financially constrained hotel firms. The author also shows that both hotel-REITs and franchising hotel firms gain lower returns from acquisitions than C-corporation hotels, signaling that these organizational forms make poorer acquisitions. Hotel-REITs and franchising hotel firms earn negative returns regardless of the level of financial constraints. The reason of negative returns for franchising hotels can be the high costs of free-riding problem that are incurred because of the distance of some of the divisions from the headquarters. Hotel-REITs that have weak governance practices gain positive returns from acquisitions. This finding suggests that the organizational form of REIT could be beneficial in mitigating the overinvestment problems.

## Conclusion

There is controversy in the literature about the financial impact of global diversification on hotel companies. Global diversification may aid hotel companies to decrease their business risk and have a positive financial impact (Lee, Koh and Xiao, 2014). However, it can also be more difficult and costly to monitor the managers in an international operation and those costs may adversely affect the financial well-being of the company (Burgman, 1996). Oak and Dalbor (2009) provide evidence that hotel acquirers that are involved in international acquisitions experience positive abnormal returns on the day of the announcement which shows that the investors expect wealth gains from cross-border M&As.

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## A literature review of the motives for mergers and acquisitions

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**Abstract**

The literature uses abnormal returns around the merger announcements as a signal for whether or not financial markets expect that the M&As will create value. Several empirical studies in the literature find that while target firms have high positive abnormal returns at deal announcements, acquirers experience insignificant or negative abnormal returns. These findings are interpreted as a mere transfer of wealth from the acquirer shareholders to target shareholders without any value generation. This paper reviews the literature on the motivations for mergers and acquisitions.

**Keywords:**

*M&As, M&A motives, Synergy*

### **Introduction**

Acquisition is a quicker method for expansion in the line of business that the acquirer plans to enlarge than internal growth because the target has a production capacity and clientele already in place. Moreover, expansion through acquiring an existing business may be a lower-cost alternative to internal expansion if the market value of target assets is lower than the replacement cost of the assets (Luybaert and Huyghebaert (2007).

### **Motives for mergers and acquisitions**

Managers have an incentive to make suboptimal investments to grow their firms because growth increases the resources under their control, their compensation with the rise in sales and their prestige (Stulz, 1990; Jensen and Murphy, 1990; Rose and Shepard, 1997). Moreover, managing a larger firm reduces the unemployment risk of the managers and make them indispensably important for the firm (Amihud and Lev, 1981; Shleifer and Vishny, 1989).

One other motive for M&As is given as the replacement of managers with poor performance. The inefficient management hypothesis for M&As indicates that if there is a possibility to lower costs and increase sales and earnings for a firm, those firms are good candidates to be targets (Brealey and Myers, 1991; Palepu, 1986). This hypothesis is tested with two different approaches. A group of studies analyzed the stock returns of the targets over short periods of time around the announcement of the M&As. The second approach is analyzing the q ratios or operating performance measures of the target firms before the merger.

The literature does not strongly support the notion that targets underperform before the takeover. Several studies find that there is no underperformance that can be reported for the targets before the acquisition when stock returns, operating performance measures or q ratios are considered (e.g. Agrawal and Walking, 1994; Agrawal and Jaffe, 2003; Franks and Mayer, 1996; Lang, Stulz, and Walkling, 1989). There are no strong signs of underperformance of the target even in tender offers where hostile takeovers that result from poor performance are expected to be accomplished through (e.g. Martin and McConnell, 1991; Kini, Kracaw, and Mian, 1995). The studies that find underperformance for the target are rare in number (e.g. Asquith, 1983; Mitchell and Lehn, 1990; Shivdasani, 1993).

Several studies in the literature show that cash financed acquisitions brings positive abnormal announcement return to the acquirers, however the abnormal returns are negative when acquisitions are financed with stock (e.g. Bouwman, Fuller and Nain, 2009; Fuller, Netter and Stegemoller, 2002;



Travlos, 1987, Wansley, Lane and Young, 1987). Information asymmetry theory (Myers and Majluf, 1984) suggests that managers have better information about the value of their firm than outside investors. They prefer a cash acquisition if they think that the firm is undervalued and a stock acquisition if their firm is overvalued. As a result, a stock acquisition gives a negative signal to the market and this brings a negative abnormal announcement return.

Loughran and Vijh (1997) show that acquirers earn negative abnormal returns during the five year period after the merger when payment is done with stock. When the payment is done with cash, acquirers gain positive abnormal returns during the same time period. The authors indicate that their findings are compatible with both the asymmetric information hypothesis of Myers and Majluf (1984) and the market underreaction hypothesis. Acquirers prefer to pay for mergers with stock when the stock is overvalued and pay with cash when the stock is undervalued. If the market underreacts to the payment terms announcement, the correction of overvaluation and undervaluation will be seen in long term returns. Huang and Walking (1987) provide evidence that cash offers have higher returns than stock offers. The authors indicate that because shareholders pay taxes instantly on the gains in cash offers, they require higher premiums. Mueller (1985) show a reduction in the growth rate of the acquirers in the 5 years after the merger.

Harford (2005) argues that firms react to the unexpected shocks to the industry with M&As. He gives the merger wave that began in March 1985 in the restaurant industry that aims to respond to the new trend of take-away from restaurants and purchase of supermarket delis as an example. The merger wave was also a response to the competition and saturation in the market. Chatfield, Chatfield and Dalbor (2012) gives the merger wave in the lodging industry that began in 1996 as an example. Hotel operators started buying sprees and other properties to be more competitive in the corporate account business market.

Danbolt (2004) show that targets in cross-border acquisitions gain significantly more than targets in domestic acquisitions in the months around the acquisition. The author provides evidence that the reason of the cross-border effect is related to the method of payment effect. Targets gain more in cash acquisitions and a higher share of cross-border acquisitions than domestic acquisitions are financed with cash. Smith and Kim (1994) provide evidence that combination of firms that lack financial slack and that have high free cash flow results in higher returns for the acquirer and the target. The authors suggest that gains from M&As is a result of the resolution of the underinvestment problem (Myers and Majluf, 1984) and the overinvestment problem of free cash flow (Jensen, 1986).

The corporate governance argument in cross-border M&As suggests that an important motivation for these M&As is the improvement in the protection of target firm shareholders in the combined firm if they are acquired by firms from countries with better governance standards. In his study that analyses the determinants of cross border M&As, Rossi (2004) show that target firms are generally from countries with poor shareholder protection, suggesting that cross-country M&As has a governance role to increase the level of shareholder protection within the targets. The authors also find that the probability that an acquisition will be paid with cash increases as the level of investor protection in the country of the acquiring firm increases, suggesting that stock acquisitions necessitates high investor protection.

Erel, Liao and Weisbach (2012) find that quality of accounting disclosures influences the probability of M&As between two countries. The authors show that acquirers from developed countries with higher accounting standards tend to purchase targets from countries with lower accounting standards. Because



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development and high accounting standards have a relationship with better governance practices, this finding supports the corporate governance argument in cross-border M&As.

Erel et al. (2012) also argue that acquirers from countries with appreciated currencies are more likely to purchase firms from countries with depreciated currencies because these targets will be relatively inexpensive. Moreover, the probability of cross-border M&As is expected to increase with a reduction in the distance between two countries because the costs of merger decreases with a decrease in the physical distance. Amount of bilateral trade between two countries also is expected to affect the probability of M&As. As the quantity of bilateral trade increases between two countries, the probability of mergers increases because realized synergistic gains will be higher. The authors provide support for these arguments in their study that analyze the determinants of cross border M&As. The authors find that the probability of M&As between two countries increases as the distance between the two countries decreases and as the quantity of bilateral trade between the two countries increases. Moreover, acquirers are generally from countries with appreciated currencies and targets are mostly from countries whose currencies depreciated.

## Conclusion

M&As serve as the major tool for restructuring and consolidation in different industries and the predominant instrument by which the market for corporate control operates. They also constitute the leading investment decisions at the firm level. Excessive premiums paid that do not reflect the synergistic gains are generally given as the reason for the failure of M&As to generate value for the acquiring firms. Because there is empirical evidence that do not support this value enhancing motive of M&As, empire building and personal rewards have been offered as motives for M&As.

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## Underinvestment and overinvestment hypothesis: A review of the literature

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### Abstract

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### **Keywords:**

*M&As, Overinvestment,  
Underinvestment*

If firms do not have adequate internal funds to finance a positive NPV project, they will forego the project because external investors will discount the price that they will pay for the securities. Therefore, firms encounter the underinvestment problem because they fail to undertake value increasing investments as a result of this discounting. Several studies in the literature find evidence that investments become sensitive to cash flow in firms that are induced to be financially constrained because of high external financing costs. On the other hand, Jensen's free cash flow theory argues that if the firm has more cash than that is needed to finance positive NPV projects, managers may be inclined to misspend the excess cash by making unprofitable investments. If managers of firms with high free cash flows turn into empire builders that aim excessive growth that will serve their interests, free cash flows will be used for investments that are undertaken without the objective of maximizing shareholder value. This fact is called the overinvestment problem. Several studies in the literature find support for the overinvestment hypothesis. This paper reviews the literature on underinvestment and overinvestment hypothesis.

### Introduction

The pecking order theory proposed by Myers (1977) and Myers and Majluf (1984) indicates that firms prefer internal to external financing due to adverse selection. Firms will forego a positive NPV project if they do not have adequate internal funds to finance it because external investors will discount the price that they will pay for the securities (Greenwald, Stiglitz, and Weiss, 1984; Myers and Majluf, 1984). Thus, firms encounter the underinvestment problem because they can not undertake value increasing investments as a result of this discounting. Several studies in the literature find evidence that investments become sensitive to cash flow in firms that are induced to be financially constrained because of high external financing costs (e.g. Allayannis and Mozumdar, 2004; Fazzari, Hubbard and Petersen, 1988; Gilchrist and Himmelberg, 1995).

Free cash flow theory argues that if the firm has more cash than that is needed to finance positive NPV projects, managers may be inclined to misspend the excess cash by making unprofitable investments (Jensen, 1986). The retained excess cash also decreases the need for external financing and free the managers from the monitoring of external financiers. Shareholders would prefer this excess cash to be passed on as dividends or used in a share repurchase program if the growth potential of the firm is low and the excess cash cannot be used for positive NPV projects (Harford, 1999). Jensen (1986) suggests that instead of distributing the excess cash as dividends, managers primarily undertake acquisitions.

Managers have an incentive to make suboptimal investments to grow their firms because growth increases the resources under their control, their compensation with the rise in sales and their prestige (Stulz, 1990; Jensen and Murphy, 1990; Rose and Shepard, 1997). Moreover, managing a larger firm reduces the unemployment risk of the managers and makes them indispensably important for the firm

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(Amihud and Lev, 1981; Shleifer and Vishny, 1989). Gorton, Kahl and Rosen (2009) suggest that managers may undertake acquisitions to enlarge the firm to reduce the probability that it is taken over by another firm. However, if managers turn into empire builders that aim excessive growth that will serve their interests, FCFs will be used for investments that do not aim to maximize shareholder value (Jensen, 1986). This fact is called the overinvestment problem.

### **Underinvestment and overinvestment hypothesis**

#### *Underinvestment hypothesis*

The pecking order theory proposed by Myers (1977) and Myers and Majluf (1984) indicates that firms prefer internal to external financing due to adverse selection. Myers (1977) and Myers and Majluf (1984) The authors suggest that adverse selection costs caused by asymmetric information between the investors and the firm makes it costly for the firm to fund investments with external capital. Internal funds do not have any adverse selection cost. If firms do not have adequate internal funds to finance a positive NPV project, they will forego the project because external investors will discount the price that they will pay for the securities (Greenwald, Stiglitz, and Weiss, 1984; Myers and Majluf, 1984). Therefore, firms encounter the underinvestment problem because they fail to undertake value increasing investments as a result of this discounting. Several studies in the literature find evidence that investments become sensitive to cash flow in firms that are induced to be financially constrained because of high external financing costs (e.g. Allayannis and Mozumdar, 2004; Fazzari et al., 1988; Gilchrist and Himmelberg, 1995).

Alshwer et al. (2011) and Harford (1999) argue that constrained firms aim to hold a buffer stock of cash to decrease the uncertainty about how future investments will be financed. Alshwer et al. (2011) provide evidence that acquirers that are financially constrained keep more cash in the year before the acquisition than acquirers that are not constrained. Moreover, they show that constrained firms finance the acquisitions with their cash holdings. Vogt (1994) also demonstrate that financially-constrained firms with high investment opportunities pursue low dividend payout policies to accumulate cash flow. Additionally, Dogru (2017) shows that the returns of financially constrained acquirers are higher than those of unconstrained acquirers, suggesting that constrained acquirers that finance the acquisitions with internal funds undertake better acquisitions than unconstrained firms.

Debt overhang theory (Myers, 1977) suggests that the probability that a firm will give up positive NPV projects rises with an increase in leverage. Excessive debt causes high risk of default and as the risk of default increases, debt's market value will fall below its nominal value. The investment will increase the market value of debt and if the investment will benefit the debtors more than the shareholders, the investment is not attractive to the shareholders and the firm will underinvest. The resulting underinvestment lowers the growth option value of the firm. Therefore, rise in leverage can induce a lower market price for the stock. Underinvestment hypothesis signals that firms with high leverage should invest less.

Aivazian et al. (2005) show that there is a negative relationship between leverage and level of investments and this relationship is stronger for firms with low growth opportunities. Moreover, Lang et al. (1996) find that leverage has a negative effect on the level of investments in low growth firms. McConnell and Servaes (1995) show that leverage has a negative effect on firm value for firms with high growth opportunities, providing support for the argument that leverage prompts underinvestment and decreases firm value.



Because it enables firms to evade raising external finance with underpriced securities, which dilute existing shareholder value, internal funds have a critical role in total financing of the firms. Firms with low free cash flow are expected to undertake acquisitions that increase value because these firms are less likely to waste limited free cash flows on negative NPV projects.

## **Overinvestment hypothesis**

Managers have an incentive to make suboptimal investments to grow their firms because growth increases the resources under their control, their compensation with the rise in sales and their prestige (Stulz, 1990; Jensen and Murphy, 1990; Rose and Shepard, 1997). Moreover, managing a larger firm reduces the unemployment risk of the managers and make them indispensably important for the firm (Amihud and Lev, 1981; Shleifer and Vishny, 1989). However, if managers turn into empire builders that aim excessive growth that will serve their interests, FCFs will be used for investments that are undertaken without the objective of maximizing shareholder value (Jensen, 1986). This fact is called the overinvestment problem.

Jensen's free cash flow theory argues that if the firm has more cash than that is needed to finance positive NPV projects, managers may be inclined to misspend the excess cash by making unprofitable investments. The retained excess cash also decreases the need for external financing and makes the managers free from the monitoring of external financiers. Shareholders would prefer this excess cash to be passed on as dividends or used in a share repurchase program if the growth potential of the firm is low and the excess cash can not be used for positive NPV projects (Harford, 1999). Jensen (1986) suggests that instead of distributing the excess cash as dividends, managers primarily undertake acquisitions. The theory suggests that managers of firms with unused debt capacity and high free cash flows are more frequently involved in M&As that have a negative effect on firm value. Jensen (1986) argue that mergers that bring negative returns mostly occur in industries with high cash flows and no growth opportunities.

Several studies find support for the overinvestment problem. Richardson (2006) shows that firms with high cash flows are more inclined to over-invest. In the same vein, Blanchard, Lopez-di-Silanes and Vishny (1994) provide evidence that firms that receive a cash windfall from a lawsuit make superfluous investments and failed acquisitions.

Titman et al. (2004) show that firms that extensively increase investments earn negative abnormal returns in the long run. Moreover, firms with higher cash flows have a stronger negative relationship between investments and long term abnormal returns. The authors argue that managers' empire building tendencies is responsible for this strong negative relationship. Masulis et al. (2007) find that acquiring firms with more antitakeover provisions gain lower abnormal announcement returns. The authors argue that managers encountering pressure from the market for corporate control undertake better acquisitions. Additionally, Dogru (2017) shows that firms with a higher number of antitakeover provisions (ATPs) undertake poorer investments. This evidence suggests that ATPs urge managers to build empires and cause a rise in agency costs.

Harford (1999) provide evidence showing that cash rich acquirers have negative abnormal announcement returns. Moreover, the market reacts negatively to firms that accumulate cash through low dividends. The author argues that if the market expects wasteful investments, it incorporates this possibility into the stock price of cash stockpilers. Oler (2008) provide evidence showing that cash level of acquirers have a negative relationship with both post acquisition returns and post acquisition operating performance. Free cash flow theory shows that acquisitions made by firms have a higher

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probability to decrease value. Accordingly, the market's reaction to acquisitions made by firms with limited free cash flows is expected to be better than its reaction to acquisitions made by firms with high free cash flows. The following hypothesis is proposed based on the overinvestment hypothesis.

## Conclusion

Faulkender and Wang (2006) argue that the marginal value of cash is higher for financially constrained firms than for unconstrained firms because liquidity enables financially constrained firms to invest without using costly external funds. Thus, cash holdings should affect investment and acquisition decisions. Erel, Jang, Minton and Weisbach (2017), Harford (1999) and Yang, Guariglia and Guo (2017) show that firms with higher cash holdings are more likely to make acquisitions. Furthermore, Erel et al. (2017) provide evidence that larger cash holdings lower the sensitivity of acquisitions to macroeconomic indicators by easing the financial constraints during times when there is an increase in the cost of external funds. In the same vein, Shleifer and Vishny (1992) and Eisfeld and Rampini (2006) argue that high liquidity is a critical factor that generate merger waves. On the other hand, Harford and Uysal (2014) also show that cash holdings have a negative relationship with acquisition tendency.

Free cash flow theory presumes that firms that have high level of internal sources are more likely to undertake M&As. Consistent with the agency costs of free cash flow explanation for acquisitions, Yang et al. (2017) show that cash rich firms have a higher probability to become a bidder, however cash acquisitions underperform both in the short and in the long-run. In connection to this, Harford (1999) provides evidence that cash-rich firms have a higher tendency to undertake diversifying acquisitions that are less likely to create synergies and are value decreasing. Opler, Pinkowitz, Stulz and Williamson (1999) find that there is a positive relationship between the amount of excess cash and acquisition spending, even for firms with poor investment opportunities. Moreover, Harford (1999) and Oler (2008) show that mergers undertaken by cash-rich acquirers are followed by poor operating performance. Recently, Erel et al. (2017) show that acquisitions undertaken by firms with high liquidity in good macroeconomic conditions are of lower quality.

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### Effect of growth and franchising on acquisition returns

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Abstract

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Because firms with low growth opportunities generally do not have projects with positive NPV, they have a higher probability to undertake value decreasing acquisitions if they have adequate cash flow. On the other hand, while the capital scarcity theory predicts positive abnormal returns for acquirers that are franchising firms, the agency theory of franchising postulates both positive and negative abnormal returns. This paper reviews the literature on the effect of growth and franchising on acquisition returns.

**Keywords:**

*Growth, Franchising, M&As,  
Abnormal Returns*

#### Introduction

Several studies in the literature argue that firms with low growth prospects undertake acquisitions that have a lower success probability because they do not have positive NPV projects. Supporting this argument, Servaes (1991) shows that acquirers with high Tobin's q ratios have higher announcement abnormal returns and argue that firm with better growth opportunities make better acquisitions.

On the other hand, organizational form of franchising affects the degree of underinvestment and overinvestment problems faced by the firms. Two theories explicate why firms adopt the franchising investment model. Capital scarcity theory postulates that firms choose franchising instead investing in corporate-owned outlets because financing the company-owned investments with debt or equity will bring negative NPV. Therefore, firms with high growth opportunities choose franchising for expansion because franchising does not create substantial capital spending (Carney and Gedajlovic, 1991; Caves and Murphy, 1976; Oxenfeldt and Thompson, 1968-1969). The acquisitions made by these firms are expected to bring positive abnormal returns.

Agency theory is also given as the rationale behind the use of franchising investment model (Brickley and Dark, 1987; Hunt, 1973; Lafontaine, 1992; Rubin, 1978). This theory argues that if a manager is employed to run the division of the firm, he/she may show suboptimal performance because of being motivated by self interest. However, a franchisee makes a financial investment and is committed to the success of the established business (Klein, 1995). Because the franchisee has strong incentives to be successful, there is a higher probability of better performance of the business relationship. Dogru (2017) argues that franchising can aggravate the overinvestment problem which grow with both their own capital investments and franchising because access of the managers to the cash flow from franchising and loyalty fees may urge them to invest in negative NPV projects. Therefore, agency theory postulates both positive and negative abnormal returns for acquirers that are franchising firms.

#### Growth, franchising and acquisition returns

Lang, Stulz, and Walkling (1989) show that acquirers with high q ratios have positive abnormal announcement returns, while acquirers with low q ratios experience negative abnormal returns. Megginson et al. (2004) also provide evidence that acquirers with high Tobin's q ratios earn superior abnormal announcement returns. Furthermore, Megginson et al. (2004) show that announcement abnormal returns of the acquirers with high q ratios are higher than those of acquirers with low q ratios for foreign acquisitions. Higher positive announcement returns for the acquirers with high growth



opportunities signal that the market expects that synergistics gains will be realized from the merger and the assets of the target will be efficiently used.

Officer (2011) show that dividend initiation announcement returns of firms with low Tobin's Q and high cash flow levels are more positive than those of the other firms. The author argues that the finding provides support for the argument that initiation of dividends signals a decrease in agency costs of overinvestment because managers will have less cash to waste (Rozeff, 1982; Jensen, 1986). Denis and Sibilkov (2009) provide evidence that firms with strong growth prospects and high external financing costs depend on internal funds for investments and these firms accumulate more cash to avoid underinvestment and bypassing positive NPV projects.

Vogt (1997) argues that small firms with high growth opportunities rely on cash flow for capital spending. Because of their untapped investment opportunities, market should react positively to the investment announcements of these firms, mainly if the investment is financed with cash flow. The author provides evidence showing that small firms and firms with low cash flows relative to their investments earn positive abnormal returns at announcements of capital spending. Besides, abnormal returns rise with an increase in the level of cash flow financed investments for small firms.

Franchising can be used as a mechanism to decrease the underinvestment problem by firms that encounter asymmetric information problems. Several studies show that firms that endorse the franchising model are financially constrained (e.g. Brickley and Dark, 1987; Norton, 1995). Hunt (1973) shows that firms are inclined to buy back the franchised outlets as they grow and get older.

Firms employ the organizational form of franchising to have access to capital that is needed to grow fast. It is difficult for newly established and small firms to raise capital from the financial markets or obtain financing from internal funds. Fast growth may be necessary to reach economies of scale in purchasing and advertising so that the firm is able to compete with older firms (Carney and Gedajlovic, 1991). Therefore, young and small firms may choose to have access to capital through franchising. Capital scarcity theory argues that the need to reach economies of scale persuade the firms to grow to a size that is not possible to achieve with the use of only internal sources of funds. Several studies (e.g. Dant, 1995; Gonzalez-Diaz and Solis-Rodriguez, 2012; Roh et al., 2013) provide empirical support for the capital scarcity theory.

Agency costs created by the separation of ownership and control can be reduced by using the franchising model because franchisees are the residual claimants on the profits of the outlets (Norton, 1995). Agency theory suggests that managers are inclined to shirk as a result of fixed compensation and the owners will incur high monitoring costs to observe the behaviors of the managers to make sure that the managers act in their interests. Franchisors aim to maximize the value of the franchise system by minimizing the monitoring costs. Because franchisee interests are expected to be more aligned with the franchisor interests, franchisee monitoring costs are lower than manager monitoring costs (Rubin, 1978; Combs and Castrogiovanni, 1994). Several studies (e.g. Brickley and Dark, 1987; Brickley and Weisbach, 1991; Combs and Ketchen, 2003; Combs, Michael and Castrogiovanni, 2004) provide support in favor of the agency theory of franchising.

The literature also has studies that provide evidence that deviation from the optimal franchising levels of the outlets can lead to agency costs, that in turn negatively influence the financial performance (Madanoglu and Karadag, 2016; Perryman and Combs, 2012; Vazquez, 2007). Dogru (2017) argues that franchising can aggravate the overinvestment problem in hotel firms which grow with both their own capital investments and franchising because access of the managers to the cash flow from

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franchising and loyalty fees may urge them to invest in negative NPV projects. Moreover, Dogru and Sirakaya-Turk (2017) argue that cash has lower value in firms if franchising will lead to overinvestment by the managers. The authors provide evidence that cash holdings have a higher value for well-governed franchising hotel firms than poorly-governed franchising hotel firms. We see that while capital scarcity theory predicts positive abnormal returns for franchising firms, the agency theory of franchising postulates both positive and negative abnormal returns.

## Conclusion

There are several studies in the literature that argue that firms with low growth prospects might be under pressure to improve performance and can undertake acquisitions that have a lower success probability. On the other hand, organizational form of franchising is expected to affect acquisition returns because of the degree of underinvestment and overinvestment problems faced by the firms. Capital scarcity theory postulates that firms choose franchising instead investing in corporate-owned outlets because financing the company-owned investments with debt or equity will bring negative NPV. On the other hand, agency theory argues that if a manager is employed to run the division of the firm, he/she may show suboptimal performance because of being motivated by self interest. However, a franchisee makes a financial investment and is committed to the success of the established business. Franchising is also considered to aggravate the overinvestment problem because access of the managers to the cash flow from franchising and loyalty fees may urge them to invest in negative NPV projects. While capital scarcity theory predicts positive abnormal returns for franchising firms, the agency theory of franchising expects both positive and negative abnormal returns.

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## The evaluation of eco-label in sustainable tourism

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### Abstract

Natural and socio-cultural resources have been decreasing and polluted while the increase tourism movements in the world. Therefore, tourism businesses, destinations, local authorities have changed over to environmentally friendly production and service and aim at proving that these products are eco-friendly and organic, through certificates given by the international organizations, governments and other institutions. Eco-friendly and organic certification is called eco-label is an important tool for overcome the problem of sustainable tourism. The main purpose of this study is to investigate the role and place of eco-labels in tourism which relies on natural and socio-cultural resources. This research, presents secondary data related to the effects of eco-labels on tourism. The evaluation has revealed that environmental consciousness of tourists has an effect on their tourism destination choosing and purchasing behavior of eco – labelled and eco – friendly package tour. It has been concluded that tourists who have become more self-aware regarding the environment are more willing to choose destination or hotels that are eco – labelled and environment friendly.

### Introduction

Tourism is one of the most important sources of income in some country. However, as a result of irresponsible activities, it has natural and socio-cultural negative effects. On the other hand, eco labels in tourism is a current topic in last two decades and is discussed by the researcher, local managers, business owners and others in tourism industry. Sustainable tourism is a prerequisite for the sound programming of the future, utilizing the tourism's resources more efficiently. It has socio-cultural dimension as well as economic, technological and environmental dimensions.

Recent surveys in tourism reveal a growing demand for 'sustainable activities and practices' holidays as more and more travelers consider the environmental and socio-cultural impact when making destination and hotel choices. This means tourists are more likely to choose destination or hotel if they are informed about the environmental and cultural benefits.

Eco-label

Eco-labels are labeling systems for food and consumer products which is a voluntary method of environmental performance certification and labeling that is practiced around the world. It an official symbol that shows goods and services proven environmentally preferable overall, within a specific product or service category (The Global Ecolabelling Network, 2019). Eco-label works to reduce the environmental impact from production and consumption of goods and services and to make it easy for tourists, travel agencies, tour operators to choose the environmentally best destinations and hotels.

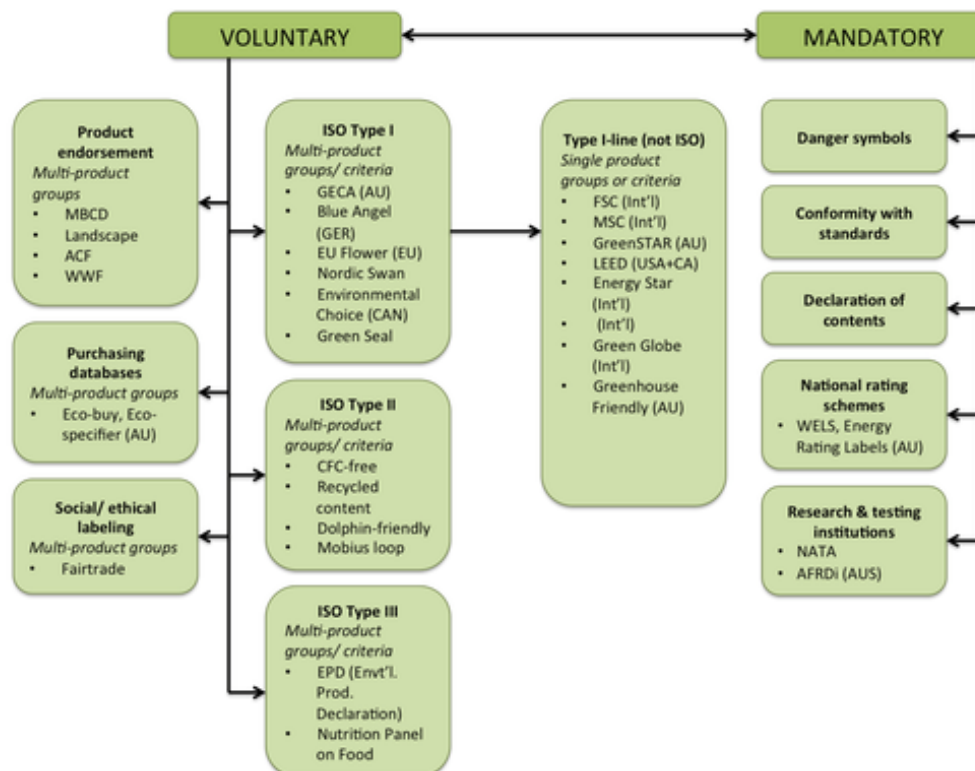
The first eco labels in tourism emerged around 1987 when the Blue Flag for European coastal zones were introduced. In 1998, the Blue Swallow appeared acknowledging environmentally and socially acceptable accommodation in Germany. In recent years, the number of eco labels increased significantly. Naturally, there are great differences how the given eco organizations assess these criteria at the service provider. Some of them award the eco labels from behind the table in their office, others send external experts to evaluate the projects (Kraus, 2016). The goal of eco-labeling initiatives is to promote sustainably managed tourism as destination or hotel and highlight their products to consumers.

Prior to eco-labeling certification, a set of ‘sustainability’ standards or criteria against which tourism goods and services or destinations is to be evaluated must be developed. Achieving and identifying ‘sustainability’ in tourism is a complex process. The acceptance and credibility of standards are closely related to how the standards were developed, the standards and principles themselves, and the eco-labeling accrediting or certifying process by which institutions or organizations are evaluated against the standard.

Ecolabelling programmes usually fall into one of the following categories (FAO, 2019):

1. First party labelling schemes: These are established by individual companies based on their own product standards.
2. Second party labelling schemes: These are established by industry associations for their members’ products.
3. Third party labelling schemes: These are usually established by an initiator (public or private) independent from the producers, distributors and sellers of the labelled products.

Figure 1. Classification of eco-labels



Source: <https://en.wikipedia.org/wiki/Ecolabel>

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The International Organization for Standardisation (ISO) has identified three broad types of voluntary labels (The Global Ecolabelling Network, 2019);

Type I: a voluntary, multiple-criteria based, *third party* programme that awards a license

Type II: informative environmental *self-declaration* claims

Type III: voluntary programmes that provide quantified environmental data of a product,

Table 1. Eco-label index related to tourism and its features

Eco-Label	Features
AENOR Medio Ambiente	Type I ecolabel system aimed at recognizing environmentally friendly products or services. Certification procedure based on auditing and labs test. The program will mark those products with less environmental impacts.
Audubon International	Audubon International's environmental and sustainability education and certification programs require individuals responsible for the membership type to meet specific environmental or sustainability performance requirements. Standards currently exist for communities, neighborhoods, new land developments, land development renovations, schools, businesses, golf courses, and lodging facilities.
B Corporation	B Corporations are a new type of corporation which uses the power of business to solve social and environmental problems. B Corporations are unlike traditional responsible businesses because they meet comprehensive and transparent social and environmental performance standards, institutionalize stakeholder interests, and build collective voice through the power of a unifying brand.
Beluga	Beluga's objective is to improve quality of life by promoting environmental conservation and ecologically sustainable development. We do this by arousing interest in environmental issues in collaboration with the government and government ministries, municipalities, companies and individuals.
BIO Hotels	This certification covers organic and regional products in Hotels. BIO Hotels uses only organic certified products that meet the standard of Bioland or similar ecolabels.
Blue Angel	The Blue Angel was initiated by the German government and awarded by an independent Jury to products that are environmentally friendlier than others serving the same use. Each label specifies that the product or service focuses on one of four different protection goals: health, climate, water, and resources.
Blue Flag	An ecolabel awarded to over 3200 beaches and marinas in 36 countries across Europe, South Africa, Morocco, New Zealand, Canada and the Caribbean in 2006.
Calidad Galapagos	Galapagos Quality is a seal of quality given to tourism businesses in Galapagos that have voluntarily committed to meeting environmental standards and requirements. This initiative is aimed at strengthening sustainability practices through tourism services.



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Carbon Neutral Certification	A Carbon Neutral Certification is a label given to businesses that offset their Scope 1 and 2 carbon footprint. Verus Carbon Neutral first calculates the carbon footprint of a business wanting to be Carbon Neutral Certified. They then offset the carbon footprint by retiring carbon credits.
Carbon Neutral Product Certification	Carbon Neutral certification program requires an initial carbon audit in the form of a Life Cycle Analysis - a comprehensive carbon audit which calculates the CO2 emissions used in raw materials, fuel & electricity and waste used in the production and distribution of that product.
Carbon Reduction Label	The Carbon Reduction Label is a public commitment that the carbon footprint of a product or service has been measured and certified and the owner of the product or service has committed to reduce that footprint over the following two years.
Certified Green Restaurant	Green Restaurant Association Seal is an ecolabel for restaurants that have committed to sustainability.
Climatop	The aim of climatop is to label the most climate friendly products and services (best-in-class). Similar products of a product family (functional unit) are compared with respect to their environmental emissions.
David Bellamy Conservation Award	Ecolabel for holiday parks, caravan and camping sites and park home estates based on specific measures and management criteria.
EarthCheck	EarthCheck is a benchmarking certification and advisory group for travel and tourism.
Earthsure	The purpose of the Earth sure program is to provide comprehensive environmental data to purchasers (business and individuals) so that the power of the market can moves the economy towards overall environmental improvement.
ECO certification	ECO certification is an ecolabel given out by the Malta Tourism Authority to hotels on the islands of Malta.
Eco Hotels Certified	This certification stands for more ecology, more sustainability and more regionality in a business. It is certification of sustainably operating tourism businesses and takes account of their total resource use.
EcoLabel Luxembourg	The EcoLabel is an initiative by the Ministry of Tourism and the Ministry for sustainable development and infrastructure, running since 1999.
EcoMark Africa	The EcoMark Africa ecolabel is currently in development. It will consist of threshold criteria and indicators suitable for the African continent. The standard will be designed in such a way that existing standard systems may be benchmarked against it and accredited certifiers may use it to certify companies against it.
Ekologicky setrny vyrobek / Environmentally Friendly Product	The ecolabel "Ekologicky setrny vyrobek" is the official registered label of The Czech ecolabelling programme (National Programme for Labelling Environmentally Friendly Products). It was launched on 14. April 1994. The programme is administered by CENIA, Czech Environmental Information Agency. The guarantor of the programme is the Ministry of the Environment
Environmentally Friendly Label: Croatia	The main objective of awarding the Environmental Label is the promotion of products with a reduced adverse environmental impact as compared to other equivalent products.
Estonian Ecotourism Quality Label	This label indicates tourism options which promote local economic development and the conservation of natural and cultural heritage of Estonia.



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EU Ecolabel	A voluntary scheme designed to encourage businesses to market products and services that are kinder to the environment and for European consumers - including public and private purchasers - to easily identify them.
Fair for Life	"Fair for life" is a brand neutral third party certification programme for social accountability and fair trade in agricultural, manufacturing and trading operations.
Good Shopping Guide Ethical Award	The aim of the Ethical Company Organisation is to set an independent benchmark for corporate social responsibility. The Ethical Accreditation scheme enables companies and brands to display an independently-verified bill of health across the fields of people, animal welfare and the environment.
Green Business Bureau	The Green Business Bureau's Green business certification is a program that helps companies implement environmentally responsible practices in the workplace and gives them visibility for doing so.
Green Certificate: Latvia	An eco-label affirming environmental quality in vacation properties which save natural resources and use them rationally, offer environment friendly tourist activities, healthy, locally produced food and extensive information on the local natural, cultural and historical attractions.
Green Crane: Ukraine	Green Crane is a voluntary, multiple specifications based environmental labelling program that operates to international standards and principles. It is awarded to products with relatively less environmental impact compared to similar products, during their entire life cycle, from extracting and collecting the product materials, to the manufacturing, distribution, use and consumption, disposal, and recycling.
Green Globe Certification	The Green Globe Standard facilitates responsible and sustainable environmental and social activity; and improved environmental and social outcomes for travel and tourism operations.
Green Key	International ecolabel for tourism products. The Green Key is a diploma awarded to companies within tourism.
Green Key Eco-Rating Program	The Green Key Eco-Rating Program is a graduated rating system designed to recognize lodging facilities that are committed to improving their fiscal and environmental performance. Based on the results of a comprehensive environmental audit, hotels are awarded a 1-5 Green Key rating and given guidance on how to reduce operating costs and environmental impacts through reduced utility consumption
Green Leaf Eco Standard	The Green Leaf™ Eco Standard (GLES) is a sustainability and certification assessment tool for the performance management of any international organisation or property.
Green Seal	An independent non-profit founded in 1989, Green Seal certifies thousands of products and services that meet science-based environmental standards that are credible and transparent.
Green Tick	Independent sustainability certification of products, services, and corporations based on a life-cycle audit of performance against the Green Tick Sustainability Standards.
Green Star Hotel Certification Programme	The Green Star Hotel (GSH) Certificate for tourist accommodation businesses is awarded to tourist accommodations in Egypt for their commitment to the field of environmentally friendly management and social responsibility.
Green Tourism Business Scheme	The GTBS is the national sustainable tourism certification scheme for the UK & Ireland with over 2400 members. It is the only national certification programme endorsed by the National tourism agencies.



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Hungarian Ecolabel / Környezetbarát Termék Védjegy	Hungarian national ecolabel developed by the Ministry of Environment in 1994. Goals and procedures meet the requirements of ISO 14024 standard.
Ibex fairstay	Depending on their engagement for and performance in sustainable development, accommodation enterprises are certified by ibex fairstay as either Bronze, Silver, Gold, or Platinum. The label controls a hotel's achievement in the 5 dimensions: Management, Economy, Environment, Social responsibility, Regional creation of value and culture
International Eco Certification Program	The ECO Certification program assures travellers that certified products are backed by a strong, well managed commitment to sustainable practices and provides high quality nature-based tourism experiences. It has three levels: nature tourism, ecotourism, advanced ecotourism
Legambiente Turismo	Eco-tourism label for Italy for any type of tourist accommodation business. Since 1997 Legambiente Turismo has worked to help tourist businesses to reduce tourist impacts in the destination and raise awareness in holiday makers, while enhancing quality and comfort and involving local businesses and tourists in more sustainable choices.
LowCO2 Certification	For businesses operating in circumstances which deem carbon neutrality unrealistic, the option for Low CO2 certification is available.
National Green Pages Seal of Approval	The National Green Pages™ is a directory listing nearly 3,000 businesses that have made firm commitments to sustainable, socially just principles, including the support of sweatshop-free labor, organic farms, fair trade, and cruelty-free products.
Nature's Best Ecotourism	Nature's Best certifies ethical, high quality nature tours in Sweden. It was developed by travel associations, land owners, nature conservation associations, non profit organizations, public authorities, tourist companies and institutions.
NoCO2	NoCO2 takes into account 100% of emissions generated from all aspects of your business operation. Any business displaying the NoCO2 logo is certified as 100% carbon neutral.
Nordic Ecolabel or "Swan"	Demonstrates that a product is a good environmental choice. The "Swan" symbol, as it is known in Nordic countries, is available for 65 product groups.
NSF/ANSI 336: Sustainability Assessment for Commercial Furnishings Fabric	This NSF ecolabel addresses the environmental, economic and social aspects of furnishing fabric products, including woven, non-woven, bonded and knitted fabrics used for upholstery (e.g. office and hotel furniture), vertical (e.g. drapery or panel systems fabric) and decorative top of bed applications (e.g. bedspreads) commonly used in institutional, hospitality and office settings.
Österreichisches Umweltzeichen (Austrian Ecolabel)	The Austrian Ecolabel addresses itself primarily to consumers but also to manufacturers and public procurement. The ecolabel provides consumers with guidance in order to choose products or services with least hazardous to the environment or health.
SEE What You Are Buying Into	SEE What You Are Buying Into is a labelling scheme for businesses that are open and honest about their Social, Environmental and Ethical (SEE) policies and practices.
Singapore Green Label Scheme (SGLS)	The Singapore Green Labeling Scheme (SGLS) aims to help the public identify environment-friendly products that meet certain eco-standards specified by the scheme and seeks to encourage the level of eco-consumerism in Singapore as well as to identify the growing demand for greener products in the market.

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Sustainable Tourism Education Program (STEP)	The Sustainable Tourism Education Program, or STEP, is a sustainability management program designed by the tourism industry. STEP is based on a framework that measures all aspects of sustainability for tourism businesses and serves as a practical tool for assessment, benchmarking and education. Participating businesses learn how to manage their triple bottom line more effectively by discovering how to effectively make an investment in sustainability.
Tunisia Ecolabel	The Tunisian ecolabel is a Type 1 national ecolabel established by decree in 1997. It was created in order to facilitate the access of Tunisian products and services to the European and International markets. The technical and ecological criteria for the certification of textile products and tourism accommodation services are established while Agro-food products criteria are under development.
Viabono	Certifies accommodation businesses, destinations and other tourism businesses in Germany. Viabono's prerequisite for "natural enjoyment" is an intact environment and natural world, plus a high-quality tourist product.
Vitality Leaf	"Vitality Leaf" was developed by the Russian NGO Non-profit partnership Ecological Union in 2001, is officially registered, open and clear for all potential participants.

Source: Ecolabel Index (2019)

Ecolabels in tourism are commonplace but uncoordinated. Established by individual companies, industry associations, voluntary organizations and government agencies, ecolabels range in scale from single villages to worldwide, from single activities to entire destinations; and they include voluntary codes, awards, accreditation and certification schemes (Buckley, 2002). But, effectively implemented, ecolabel schemes can also change the way both producers in tourism (hotel, travel agency, restaurant, pubs, beach club, transportation, etc.) and consumers (local and international tourists) behave.

To qualify for the ecolabel, products have to comply with a tough set of criteria. These environmental criteria, set by a panel of experts from a number of stakeholders, including consumer organizations and tourism industry, take the whole product life cycle into account. Eco-label enables the creation, deployment and safe and easy usage of eco-friendly products and solutions. These applications add value by deploying a user-friendly platform, providing eco-friendly products and solutions, by creating synergy and by providing real-time insight into the achievement of realizing actually sustainable tourism.

## Result

Eco-labels should be provided by local or international institutions/organizations that identify products or services that comply with sustainable standards and principles as a quality mark that are less environmentally harmful or promote a fair business in the tourism industry. Eco-label practices and certificates are sometimes criticized by partners, customers service providers. But, the most credible labels are needed to award by impartial third parties and should involve independent audits on site. In which within the standard information about the environmental, social, cultural and economic impact of the products and services is important for incorporating and verifying. The criteria to obtain the eco-label in the tourism category are needed to be very demanding.

There are numerous voluntary eco-labels that have been developed by individual companies, industry associations, local and international organizations, government agencies, and institutions in the tourism industry. Eco-label in tourism is designed to help hotels, campsites and holiday rental comply with international sustainability requirements. The standards were developed by eco-labels to guide the



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entities to develop its activity under the principles of sustainability in all its dimensions, promoting among tourists, human resources their awareness and the adoption of responsible behavior in tourism.

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### Determinants of mergers and acquisitions: A review of the literature

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Abstract

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M&As serve as the major tool for restructuring and consolidation in different industries and the predominant instrument by which the market for corporate control operates. They also constitute the leading investment decision at the firm level. Because the acquisition decision is identical to a common investment decision in that it is restricted by the availability of resources and it should aim to maximize shareholder wealth, certain firm-specific characteristics of acquirers are expected to affect the acquisition decision. This study reviews the literature on the firm-specific determinants of mergers and acquisitions.

**Keywords:**

*Mergers and Acquisitions,  
Acquirers, Targets*

#### Introduction

The literature on M&As has brought to light several factors that affect the decision to make acquisitions. Examples include synergies that come from the fusion of complementary assets, capabilities, skills and resources (Sirower, 1997); overinvestment that aim managerial empire building (Jensen, 1986; Stulz, 1990); managerial hubris (Roll, 1986) and overvaluation of the acquirers' stock (Shleifer and Vishny, 2003). There are also several firm-specific characteristics determined in the literature that affect acquisition propensity.

#### Determinants of mergers and acquisitions

##### *Operating performance*

Haleblian, Kim and Rajagopalan (2006) argue that good operating performance can motivate managers to adopt an assertive acquisition strategy. Sorenson (2000) provides evidence that acquirers are more profitable than non-acquirers, suggesting that firms with above average profitability aim to growth through acquisitions for profit improvement with a rise in sales. Caprio, Croci and Del Giudice (2011), Harford and Uysal (2014) and Martynova, Oosting and Renneboog (2006) also show that acquiring firms have better operating performance than non-acquiring firms. Because we expect that managers of firms with good performance are confident about their operations, the likelihood of making an acquisition is higher for these firms.

##### *Being financially constrained*

Alshwer, Sibilkov and Zaiats (2011) and Harford (1999) argue that constrained firms aim to hold a buffer stock of cash to decrease the uncertainty about how future investments will be financed. Alshwer et al. (2011) provide evidence that acquirers that are financially constrained keep more cash in the year before the acquisition than acquirers that are not constrained. Moreover, they show that constrained firms finance the acquisitions with their cash holdings. Vogt (1994) also demonstrate that financially-constrained firms with high investment opportunities pursue low dividend payout policies to accumulate cash flow.

##### *Growth opportunities*

There are several studies in the literature that argue that firms undertake acquisitions when they use up their growth opportunities (e.g. McCardle and Viswanathan, 1994; Jovanovic and Braguinsky, 2004).



Savor and Lu (2009) suggest that firms with low growth prospects might be under pressure to improve performance and can undertake acquisitions for that reason. Harford and Uysal (2014) show that there is a negative relationship between market-to-book ratio and acquisition probability. However, Buehler, Kaiser and Jaeger (2006) provide evidence that M&As are undertaken to catch growth opportunities.

Fazzari et al. (1988) show that firms with high Tobin's q values have the highest investment sensitivity to the availability of internal funds. Denis and Sibilkov (2009) provide evidence that firms with strong growth prospects and high external financing costs depend on internal funds for investments and these firms accumulate more cash to avoid underinvestment and bypassing positive NPV projects. Furthermore, Vogt (1997) argues that small firms with high growth opportunities rely on cash flow for capital spending. .... Firms with high growth opportunities have a higher probability to undertake acquisitions if they have adequate cash flow. Therefore, we propose the following hypothesis:

### ***Growth rate***

Trahan (1993) argues that low growth firms are more likely to undertake acquisitions because they aim to increase future growth. The author suggests that high growth firms may not feel the need to grow further through the acquisition of other firms. In connection to this, Gort (1969) indicates that having a low growth rate signals that the firm had encountered difficulties in its growth efforts and may aim to grow through acquisitions. Lehn, Netter and Poulsen (1990) suggest that because low growth firms have low capital needs, their capital available for acquiring other firms can be higher.

Contrary to these arguments, Harford (1999) and Caprio et al. (2011) finds that firms with higher sales growth rates have a higher tendency to acquire other firms. Moreover, Park and Jang (2011) also provide evidence that acquirers have higher growth rates than non-acquirers in the year before the acquisition.

### ***Financial distress***

Several studies in the literature suggest that firms that are in financial distress and that have a survival focus do not take risky actions and prefer to cut costs and preserve their resources (March and Shapira, 1987; Staw, Sandelands and Dutton, 1981; Starbuck, 1992). In a similar vein, Iyer and Miller (2008) argues that although firms under the risk of bankruptcy may have the motivation for acquisitions because they may want to diversify away from problematic business lines, the absence of adequate financial resources and the aim to protect the firm from resulting risks prohibit investments in acquisitions. The authors provide evidence that financial distress precludes acquisitions. Sudersanam and Lai (2002) show that while firms that recovered from financial distress undertake M&As for further recovery of operations, firms under financial distress have an internal focus and adopt fire-fighting strategies.

### ***Dividend***

Jensen (1986) argues that if the firm has more cash flow than it needs to finance positive NPV investment projects, managers tend to mispend the excess cash by undertaking negative NPV investments. Distributing the free cash flow to shareholders would prevent the managers from investing in unprofitable projects.

### ***Size***

Trahan (1993) argues that because the amount of resources in terms of financial strength and the number of employees that can work on the acquisition decision is higher for large firms, they are more likely to make acquisitions. Moreover, the author argues that larger firms have a better ability to fulfill the operating synergies of M&As. Lynch (1971) suggests that large firms are more able to bear the high

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fixed costs incurred in M&As in the search for targets and in the effort to obtain required marketing, technical and other relevant information about them. Moreover, because they have a multidivisional structure, large firms can better absorb the operations of the targets into their own operations (Sherer, 1980). Supporting these views, Harford (1999), Buehler et al. (2006), Luypaert and Huyghebaert (2007) and Malmendier and Tate (2008) find that larger firms are more likely to acquire other firms. In the same vein, Park and Jang (2011) show that the majority of restaurant firms that undertake M&As are medium-large and large firms.

## Conclusion

Acquisition is a quicker method for expansion in the line of business that the acquirer plans to enlarge than internal growth because the target has a production capacity and clientele already in place. Moreover, expansion through acquiring an existing business may be a lower-cost alternative to internal expansion if the market value of target assets is lower than the replacement cost of the assets. Having knowledge about the characteristics that differentiate between acquirers and non-acquirers can help to better comprehend the reasons of M&As and improve prediction of acquisition propensity. Moreover, knowing the determinants of M&As help to determine whether corporate fundamentals support the M&As and arrange the best time for an M&A deal.

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**05-07 September 2019**

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# **EDUREST: 2<sup>nd</sup> International Conference on Education Research and Technologies**

# The Abstract and Proceedings Book of ICSER Conferences Series: Kiev 2019

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## The evaluation of inclusive education in science and technology in Georgia

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### Abstract

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**Keywords:**

*Inclusive education, science  
and technology, Georgia*

This study has focused on the situation of science and technology education. The main purpose of this paper is to reveal the conditions and situation of inclusive education practices to Georgia with evaluation of the e-literature and the level of basic science and technology. The development of inclusive schools and inclusive teaching practices is at the core of a country's education reform strategy and this double unit sets out to increase teacher's knowledge and understanding of what inclusive education involves. It seeks to develop and change teachers' attitudes towards inclusive education, and help them develop the skills needed to help them incorporate inclusive practices into their classrooms. The paper consists of 223 teachers selected from randomly chosen schools in 6 cities in Georgia. The data was collected by researchers using five scale questionnaires in Likert type and analyzed with SPSS. The correlation analysis has not addressed any significant correlation among the independent variables. But regression analysis has approved and estimated linear correlation between the dependent variable and independent variables. As a result, an evaluation of teachers' perceptions regarding their preparedness for inclusion had some interesting findings. Several variables are found which relate to teachers' attitudes, such as training, experience with inclusive education and students' type of disability. No conclusion could be drawn regarding the effects of teachers' attitudes and behavior on the learning efforts of students with special needs.



## Education System in Nigeria

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**Keywords:**

*Education System, primary education, secondary education, Nigeria*

**Abstract**

The education system in Nigeria has undergone major structure changes over the last 30 years: Before and after the 1960 Nigerian independence the Educational System at the primary and secondary levels mirrored the British system, i.e. 6 years of primary education and 5 years secondary and 2 years of higher level / A Levels. In 1973, the educational system was updated to the 6-3-3-4 (6 years primary, 3 years junior secondary, 3 years of senior secondary and 4 years tertiary education) similar to the American system. The process begins in primary school where children spend 6 years learning biblical and Islamic studies, English language, mathematics, science, and an ethnic language according to geographical location. At primary schools in cities, they may study computer science, French and art too. The first 3 of 6 years of secondary education take place at junior secondary school which may be privately or state funded. Education is intended to be free although most state-owned institutions require their students to purchase their books and uniforms, something which may be impossible for the poorest people.

It is during the three years of senior secondary school that the die is finally cast for the next generation in Nigeria. It has been said that vocational education and job training is the missing link in Nigeria's development plan. Certainly, in rural areas facilities and motivation are sparse, for what is there afterwards but a life in fields for most. The government has adopted tertiary education as a mechanism for development and largely controls it. There are 27 universities and 13 polytechnic colleges that evolved since independence.

Nigeria has a lower than expected level of educational achievement given its moderately high per capita income. Illiteracy rates are high and there are big gaps in achievement between rich and poor, boys and girls and different regions. Investing in early years education gives the greatest benefit for each Naira spent. One of the most pressing problems is the low rate of attendance of pre-primary schools, which is only 13% in Nigeria compared to an average of 20% in sub-Saharan Africa. Attending preschool has a lot of benefits, including better performance during later schooling, a lower dropout rate, less likelihood of involvement in crime and higher adult earnings. For each year of preschool, there is a 7-12% increase in lifetime earnings, with the greatest gains for children from disadvantaged backgrounds.

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## The main problems in the education system of Moldova

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**Keywords:**

*Education system, early  
childhood education, Moldova*

**Abstract**

This paper has focused on the Moldavian educational system. According to World Bank Group (<https://www.globalpartnership.org/country/moldova>) report, the government of Moldova explains education as a national priority and recognizes the role of education in building a knowledge-based society in the country. Education is considered as a determinant of quality of life and opportunities in Moldova. The education sector in the country is transitioning from a centralized, traditional system to a student-centered one. Moldova's main challenges relate to early childhood education coverage, especially for minority and disadvantaged children, and the management, monitoring, and evaluation of the education sector.

A major problem faced today by the Republic of Moldova and other countries in Europe is the large number of people excluded from the economic, social, political and cultural life of the community. Of course, such a society cannot be safe and effective, and education, in this context, can provide the key to the exit from the impasse, the key to improving personal skills, widening the field of options to take full advantage of the freedoms that gives meaning and value to the existence. The lack of qualified teaching and managerial staff, the lack of adequate technical and material resources, the lack of involvement of parents in school life and the disproportionality of the network of educational institutions are some of the most important problems of the educational system in Moldova.

The Government of Moldova held the conference about education problem in 2016. The education experts in the conference discussed the impact and efficiency of new models and mechanisms enforced under the Education Code, as well as the need to develop and improve legal norms, ensure access to information on opportunities of participation in projects on institutional development and ensuring quality education, necessity to train staff, in order to develop new competences, needed in the context of decentralization and delegation of duties to local authorities, managers of education institutions.



## **Evaluation of the educational system with regard to educational programs and methodology in Azerbaijan**

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**Keywords:**

*Educational system, educational programs, educational methodology, Azerbaijan*

**Abstract**

Prior to the Soviet period of Azerbaijan's history (1945-1991) the nation's education system featured a strong emphasis on Islamic training. During the subsequent Soviet era, the education system in Azerbaijan underwent dramatic improvements. The system became modeled after that of Moscow's, imposing state control of every educational institution. Since gaining independence, Azerbaijan has implemented few structural changes to its education system other than changing the script to a modified-Latin alphabet in lieu of Cyrillic. The aim of this research was to identify deficiencies in educational administration, program, methodology and schedule in the high school education system in Azerbaijan. In order to find the problem and offer a solution, the perceptions of teachers and students were investigated through questionnaires. The sample of the research were 224 students and 107 teachers. All participants' perceptions were compared and some statistically significant differences were observed. Then, the collected data were analyzed using descriptive statistic percentage and t test. Correlation analysis and linear regression analysis were used for the explaining statistic. The results revealed that the present schedule and program in education system in Azerbaijan are not comprehensive enough to meet the needs of the students in the system. There are significant differences among the opinions stated by the subjects involved in the study as well as significant similarities between two groups.

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## Evaluation of the education-based marketing: Challenges and gains

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**Keywords:**

*Education, education-based  
marketing, marketing strategy*

### **Abstract**

Education sector marketing is notoriously challenging in the world. Well-known hurdles include budget limitations and having to appeal to a completely new audience each year, and with the rise of digital marketing channels, marketing your educational institution effectively is becoming even more competitive and complex. Both students and their parents now expect online entry forms and an authentic presence on social media, and candidate recruitment becoming a year-round activity – and as digital channels continue to evolve, even established educational suppliers should be re-evaluating their marketing strategy annually.

Educational marketing is critical to boosting the profile of a school and encouraging those prospects to visit. In the digital age, people have seen a significant rise in ad spend on social media and the like, yet direct mail is still proving successful. Education-based marketing is the act of creating marketing materials and executing on strategies that distinguish the company as a knowledgeable authority and resource in the area of expertise. Professionals should notice the inclusion of “resource”, as it is uncharacteristic to antiquated marketing approaches. Education-based marketing is the sharing of knowledge with the purpose of building trust. It is a strategy that establishes credibility and trust with customers by using educational messages.

According to Lavinsky (2019, <https://www.growthink.com>) Education-Based marketing is the act of creating marketing materials and executing on strategies that distinguish your company as a knowledgeable authority and resource in your area of expertise. Notice the inclusion of “resource”, as it is uncharacteristic to antiquated marketing approaches. It follows the revised premise that to be an active and valuable participant in the information age, one must become an information center. With multiple, seemingly identical solutions popping up every day in various industries, those that will shine are those that can lend a hand to their audience, rather than using that same hand to bludgeon their audience with an exhausted sales pitch. As a result, implementing educational marketing strategies in different parts of the country; managers or educators can identify specific tools that could help their school to have better results in terms of earnings and long-term growth. In this prestatation it will be found out what it was about and why it was important to have an educational marketing strategy in the institution.



## **The relationship between education technology and education quality**

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Russia*

**Keywords:**

*Education technology,  
education quality, educational  
outcomes*

**Abstract**

This research focused on the relation between education technology and education quality. This paper aims to contribute to what people know about the relationship between educational technology and educational outcomes by addressing the findings of the research. Educational technology is defined as the use of digital or electronic technologies and materials to support teaching and learning. Educational technology in teaching and learning is an important and challenging aspect in all education level. Technology is not a substitute for great teaching, but it can improve the learning processes in any of the educational stages, from child education to university or post-university. Interactive screens and projectors, accessories for whiteboards and digital displays, collaborative learning centers, interactive response systems, capture cameras and 3D, as well as software for collaborative learning, conferences and virtual classrooms or classroom management software and training.

McKnight (2016, <https://www.ncbi.nlm.nih.gov>) said that the integration of technology into education helped teachers use their time more efficiently. Teachers used technology to keep track of students' absences, to monitor their progress on homework, and to provide immediate feedback. One effective way in which schools can leverage technology to benefit students is through the use of data, and the dissemination of information. While online learning environments continue to gain popularity, face-to-face learning is a long way from losing its status as the gold standard of education. To increase the quality of education in schools, teachers are encouraged to use digital contents and technological tools effectively and efficiently through in-service trainings provided in line with the requirements of it and to develop qualified human resources in the process of globalization. On the other hand, educational technology as an academic field can be considered either as a design science or as a collection of different research interests addressing fundamental issues of learning, teaching and social organization. Educational technology as practice refers to any form of teaching and learning that makes use of technology.



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## The effects of education administration on education quality

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**Keywords:**

*Education administration,  
education quality, educational  
establishments*

**Abstract**

Educational administration refers to a range of professionals—from supervisors, program administrators, and principals to deans, department heads, and chief academic officers—as well as organizations formed to administer school functions. Education administrators are responsible for facilitating the effective operation of educational establishments. The majority of jobs are in further and higher education institutions, but administrators are playing an increasingly important role in schools. A single teacher can have an impact on the lives of hundreds, if not thousands, of students over the course of their career, one classroom at a time. But that impact multiplies exponentially across an entire school or even a district when a teacher steps into an administrative or leadership role. Enacting change on this broader scale takes wisdom, inspiration and hard work—and a set of professional skills that build on existing classroom experience. Administrative leader has the potential to truly make a difference in the lives not just of students but also the teachers who look to people for guidance.

This qualitative study was conducted through conventional content analysis. In total, 27 administrators of high school who met the inclusion criteria participated in this study through purposive sampling with maximum variation. Data were gathered through 17 in-depth, semi-structured interviews, which continued until data saturation was achieved. Data collection also included constant and simultaneous comparative analyses. Data analysis led to four major themes: education technology, education program, the motivation of teachers and characteristic of students. All the participants believed that educational administration could play a vital role in the quality of education system.



## **The relationship between the psychological resilience and personality traits**

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Sayed**

**Abstract**

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**Keywords:**

*Educational psychology,  
psychological resilience,  
personality traits*

Educational psychology involves the study of how people learn, including topics such as student outcomes, the instructional process, individual differences in learning, gifted learners, and learning disabilities. Some of the different topics that educational psychologists are interested in include: educational technology, instructional design, special education, curriculum development and organizational learning. Educational Psychology is like a precious jewel that helps people become a better teacher and a star performer. It teaches how to become a real human being in terms of education and psychology. It is the study of behavior of students during teaching- learning process. In educational psychology the teacher looks for any unusual or disturbed state of mind in students so as to provide remedy to them.

The purpose of this study is to examine the relationship between the psychological resilience and personality traits of high school teachers and students. Examining the effects of perceived personality traits on psychological resilience was also aimed. Data gathered from 89 teachers and 154 students at 6 different high schools in Egypt in 2018. Data was solved by using SPSS and analyzed with factor analysis, correlation analysis and regression analysis. Data was also compared by t test for teachers and students. The findings indicated that a statistically significant correlation between psychological resilience and personality traits and were discussed in accordance with the literature.

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## School burnout of teachers as predictors of academic achievement and performance

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**Keywords:**

*School burnout, teachers,  
academic achievement,  
performance*

**Abstract**

Getting stressed while attending college is a normal phenomenon, and because it seems normal, sometimes people fail to recognize the signs and symptoms of a burnout. While it's often ignored or downplayed as normal college stress, burnout is much more serious than just day-to-day stress. Burnout is characterized by a state of emotional, mental, and physical exhaustion that is caused by excessive and prolonged stress. Burnout has also been described as an experience where the teachers are aware of considerable discrepancy between their efforts and the results, between the invested efforts and the rewards obtained at school. "Burnout is a condition that is caused by an individual's work, and their relationship to their work may lead to this condition

The purpose of this study is to evaluate and compare the impact of relational and organizational factors on teacher burnout in primary school teachers and secondary school teachers in Mexico. 5 hypotheses were constructed for the test model, developed based on theoretical knowledge. The research sample consisted of 357 teachers who were determined by using Stratified Random Sampling Method. Data were gathered by using five scale questionnaires analyzed with SPSS using correlation and regression analysis.

As a result of the analysis of the model, from school and school burnout variables have a direct or indirect effect on teachers' job performance. There are no significant differences between the two samples of primary school teachers and secondary school teachers with respect to burnout, school support, and workload. Correlations between burnout and the variables under investigation are significant in both samples. Regression analysis shows that optimism and school support have an impact on burnout only in the secondary school teachers; other variables have a stronger impact on burnout in the primary school teachers' sample.



## **Exploring the relationship between the beliefs of teachers-administrators and students on education program in local colleges in India**

**Rajesh Kumar Mishra<sup>a</sup>**  
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### **Abstract**

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### **Keywords:**

*Beliefs, teachers,  
administrators, students,  
education program, local  
colleges, India*

Students face significant barriers to inequity and discrimination in the education system in many new democracies, including India. When they are uneducated, their influence on community decisions may be limited, and they may be less likely to have access to resources available to the politically-active and well connected. The education policy, program, and administration of a schools raises the platform by supporting and challenging students to acquire the knowledge, skills, and attributes needed to effectively achieve in school, graduate high school, and to enroll for success in postsecondary education. It supports the individual needs of students' as they reach and grow to their full potential by infusing extra people and a culture of high expectations.

Barriers to education can take a variety of forms. They can be physical, technological, systemic, financial, or attitudinal, or they can arise from an education provider's failure to make available a needed accommodation in a timely manner. One of these barriers is the beliefs of teachers-administrators. The beliefs that teachers-administrators hold and the cultures that they embrace can heavily influence how we learn as students. The beliefs that our parents hold and the cultures that they embrace can heavily influence how we learn as students. Teachers' beliefs are strongly correlated with teacher performance. Non-discriminatory teachers with beliefs believe that they can teach students well and believe they have a certain degree of control over both teaching and learning process and their performance

The purpose of this research was to explore the relationship between the beliefs of teachers-administrators and students on education program in local colleges in India. The state of the program was investigated through exploring the beliefs of teachers and administrators. The current education policy, programs and administrations methods were also critically examined. A pilot study was done and it pointed to the need for interviews with various stakeholders of teacher education. Multiple semi-structured interviews were conducted to gather the data. It gathered from 42 teachers in different 5 cities in India. And 10 administrators were interviewed. All interviews with teachers and administrators were audio-recorded. The findings highlight various aspects of the education program in India. It indicated that the program had neither clear-cut standards nor educational philosophy, and suffered from distinctive administrative and academic problems. And despite the problems encountered, all participants agreed on the critical need for the local education program at Indian colleges.

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## A key element to students' success in Mathematics

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**Keywords:**

*K-12, mathematics education,  
students' learning, instruction  
methods*

**Abstract**

To improve mathematics education, there are many reform movements (Lucas & McCormick, 2007), such as redesigning curricula, adding more supplemental instruction, and providing more vigorous advising efforts and intervention. However, Zachry (2008) pointed out that these efforts still do not focus on actually changing the teaching methods that failed to improve students' learning in math. Most instruction methods for math classes are still "drill-and-skill," taught from K-12 (Goldrick-Rab, 2007), even though faculty who teach math courses have more content knowledge about math than K-12 school teachers (Lutzer et al., 2007).

Unless a substantial transformation is made from the way math is currently taught to using an instructional method that engages students with math concepts in a deep and lasting way, improvements in mathematics learning will be minimal (Stigler, Givvin, & Thompson, 2015). In terms of student learning, the National Council of Teachers of Mathematics (NCTM, 2000) suggests that mathematics in academia should be conveyed and taught as a subject that improves student's logical thinking, analytical reasoning, and evaluating skills, all of which are essential to many career paths. Thus, the main goals for students in learning mathematics are to improve reasoning and analytical skills, and to become mathematical problem solvers (NCTM, 2000).

According to several studies related to The Trends In International Mathematics and Science Study (TIMSS), video studies (Stigler et al., 2015; Hiebert et al., 2003; Stigler & Hiebert, 1999), procedures are most commonly instructional approaches in U.S. schools, which force students to memorize steps and make no connection in understanding mathematical concepts, compared to high-achieving countries in TIMSS that use teaching methods focusing on actively engaging students with understanding concepts thoroughly.

How can we break this cycle, from poor learning from grades K-12 to community colleges, and to colleges that produce future teachers? Where do we have to start? Through previous teaching experience, I will share that actively engaging students with math concepts is one of the most critical elements to students' success. Without meaningful learning, students will continually have a hard time improving their academic success in mathematics. I will provide a teaching model to deepen students' learning, in addition to noticeably improving students' academic success.

The components of this model include the following Goals:



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1. Providing a model for improving students' academic skills in the field of mathematics;
2. Demonstrating how to effectively help struggling students who are underserved, underachieving, and/or economically disadvantaged; and
3. Proposing how we can prepare highly qualified teachers in the field of mathematics.

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## Cooperative Education in Tourism Faculty: 8+3 Education model

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### **Keywords:**

*Cooperative Education,  
Tourism Faculty, 8+3  
Education model*

### **Abstract**

Cooperative Education is a structured method of combining classroom-based education with practical work experience. It combines higher education with business life, and by this means, equips students with both academic knowledge and work experience in tourism. A cooperative education experience, also known as a "8+3 Education model", provides academic credit for structured job experience. The purpose of 8+3 Education model is to integrate business world in tourism with higher education of tourism Faculty. Theoretical knowledge of students is enriched with practices carried out in tourism businesses.

This program also provides Grade 1, 2 and 3 in Tourism Faculty students with the opportunity to earn ECTS credits through the completion of work placement. It is designed to meet their individual career goals, strengths, interests, and learning styles, preparing you with the knowledge, skills, and work experience needed to be successful in the future.

### **Introduction**

The rapid and radical changes and increased complexity of today's world present new challenges and put new demands on the higher education system. There has been generally a growing awareness of the necessity to change and improve the preparation of students for productive functioning in the continually changing and highly demanding environment. In confronting this challenge, it is necessary to consider the complexity of the higher education system itself and the multitude of problems that must be addressed (Bar-Yam, Rhoades, Booth Sweeney, Kaput and Bar-Yam, 2002).

Cooperative Education (Co-op) is a structured method program that offers students the opportunity to alternate periods of academic study with periods of work closely related to their major field of study (N.C. A&T, 2019). Cooperative Education is taking on new importance in helping young people to make the school-to-work transition, service learning, and experiential learning initiatives (The Georgia Tech, 2019). The combination of academic study and work produces an overall learning experience that gives greater meaning to students' studies and more direction to career development (N.C. A&T, 2019). This program is compulsory and the Tourism Faculty urges students to gain work experiences either through internships or cooperative education assignments prior to graduation.

In the Tourism Faculty, Isparta University of Application Sciences each education year in the 1-3 class is divided into three parts as Fall, Spring and Summer semesters and it's called 8+3 Education Model. This is the first model in Tourism Faculties in Turkey and is not practiced in any other Tourism Faculties in Turkey. This model has focused on improving the students' work experience in tourism sector before they get their license degree from Tourism Faculty. All students in all departments have to join this model three times in the summer term in the classes of first-three year. In this program all students will be graduated with at least 1 year of work experience related tourism.



In Turkey, implemented only in the Tourism Faculty of ISUBÜ, cooperative tourism education is an important approach to higher education that enables students to gain work experience as well as salary in different areas of tourism prior to their graduation grounded on university-tourism sector cooperation. This model is an effective and structured educational strategy reinforcing professional development at different sub-sector of the tourism and involvement in an area associated with the expectation and future aims of the students.

### **The summer semester**

8+3 Education model is an intensive sixteen-week program where a rich variety of practices on hotel, restaurants, travel agency, tour operator, cruise, etc. in almost all tourism areas can be found. Students of Tourism Management, Tourist Guidance, Gastronomy and Culinary Arts departments work in tourism businesses for 3 times, for 4 months at a time in each three summer terms. Getting the opportunity to improve their theoretical knowledge gained at the classes, by practicing in the tourism sector. So, in this model, they get to develop themselves for the actual work area after graduation.

Summer term education provide a high-quality, personalized experience for students in tourism businesses. The courses offered during the summer (May 1-September 30) are the practice versions as their fall or spring semester counterparts, taught by the expert, chiefs, supervisor, and professionals. The only real difference is the summer education provide to gain wages and vocational practices and experience for the student than the fall and spring versions. Tourism education model of 8+3 curriculum encourages students to explore the relationship between theory and practice as well as provide the experience, interpersonal relation, the collaboration, and teamwork.

Table 1. Terms in 8+3 education model of Tourism Faculty

Year	Term		
	Fall	Spring	Summer
1 <sup>st</sup> Year	1 <sup>st</sup> Term	2 <sup>nd</sup> Term	+1 <sup>st</sup> Term
2 <sup>nd</sup> Year	3 <sup>rd</sup> Term	4 <sup>th</sup> Term	+2 <sup>nd</sup> Term
3 <sup>rd</sup> Year	5 <sup>th</sup> Term	6 <sup>th</sup> Term	+3 <sup>rd</sup> Term
4 <sup>th</sup> Year	7 <sup>th</sup> Term	8 <sup>th</sup> Term	-

This is a kind of semester system. Some of the objectives of the semester system are many (Mazumdar, 2011)

1. To broaden the outlook of the students and provide a sense of confidence and responsibility.
2. The student gets more chances to remain well versed.
3. Mid-term tests act as model tests for the final examination.
4. A detailed transcript of the student's progress graph can be produced in semester system.
5. The semester system allows greater interaction with teachers and the students will be more focused on preparing throughout the year.
6. It is also part of the current trend in education system in other parts of the country and beyond.



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## Operation of the 8+3 Education model

8+3 Education model is evaluated in 7 stage. When searching for a work placement, it is important that students search in a field of tourism that interests them. The placement gives students the opportunity to gain valuable work experience, develop essential skills, and make meaningful connections in tourism.

1. Each tourism business which takes part in the Summer Education program of Tourism Faculty signs an agreement.
2. The tourism business demand the quota in writing
3. Students report the city and type of tourism business they want to work.
4. The students are matched with the tourism businesses, with reference to the results of the interview by the business and department training committee.
5. Tourism business signs an agreement with students.
6. At the end of the term, students will be required to draw up a report and present their experience to the department they are enrolled in.
7. Training committee evaluates the reports and grade.

## Result

It is a unique component of education that benefits students, employers and the university. Theoretical education can never present to teach all the elements of knowledge required for a successful career in any profession in tourism. 8+3 Education model allows students to take on increasing levels of responsibility, communication, collaboration and to use their job knowledge and classroom learning to make meaningful contributions to the organizations in which they work in tourism sector. This model helps to raise the achievement of students in the tourism sector, build positive relationships among students and employees. And it is important for creating a learning community that values diversity. It provides experiences that develop both good learning skills and social skills. 8+3 Education model provides the bridge from school to work in tourism.

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## **How to build an effective on-the-job training program in tourism?**

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program, tourism, types of  
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### **Abstract**

There are several methods through which employees can improve their knowledge and skills. One of them is on-the-job experiences. It is very important since real learning takes place only when employees practice what they have learned. The purpose of this study is to explain the evaluating the scope, types, implementation and results of “on-the-job training methods” in tourism. First, on-the-job training program is evaluated in general. Second, the types of on-the-job training program is compared and explained. It is understood that the simple objective of on-the-job training program is to use the existing environment, tools, practice, and skill training available in the workplace to train employees to do on the job in the tourism industry. As a result, it is expressed that on-the-job training helps tourism businesses build the future of the organization with the employees.

### **Introduction**

Tourism plays an important role for developing countries and represents an economic source and social support those countries. Tourism also provides the direct and indirect employment to the people. So, tourism offers multiple benefits to the individuals as well as businesses. The human resource (HR) is major element of the tourism businesses. Human resource is concerned with the development of employees which its importance for tourism industry is increasingly being realized. Due to the importance of human resources in promoting competitiveness in tourism and hotel industry, on-the-job training becomes important for the development of HR.

On-the-job training is an important topic of HR that helps develop the career of the employees and the growth of tourism businesses. It is a hands-on method of teaching the skills, knowledge, practices, competencies and gaining a good interpersonal communication, teamwork and adapt needed for employees to perform a specific job within the workplace. It is based on the principle of “learning by doing” that is a training at the place of work while employee is doing the actual job.

### **On-the-Job Training Methods**

On-the-job training focuses on the acquisition of skills within the work to improve employees facilitate learning, performance and shorten the adaptation process under normal working conditions. It typically includes verbal and written teaching, role and scenario, demonstration and observation, practice, etc. To be effective at work, the process of training human resources while they’re actively performing their jobs must be part of the overall learning management and development strategy.

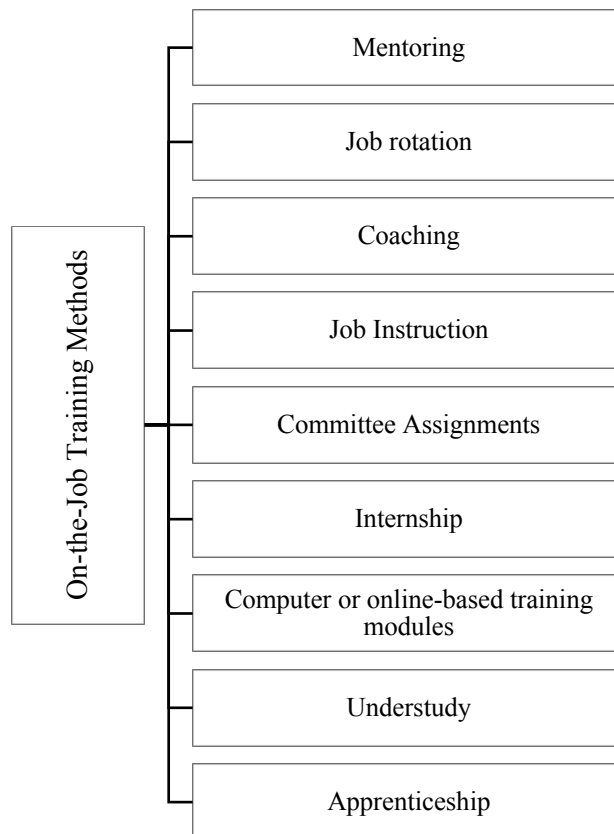
Employees learn in the environment where they will need to practice the knowledge and skills obtained during training. This training uses the existing workplace tools, machines, documents, equipment, and knowledge to teach employees how to effectively do their job. Training takes place within the employee's normal job environment and may occur as they perform actual work (Heathfield, 2019).

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Employee training and development is a broad term covering multiple kinds of learning method. There are several types of on-the-job training methods or programs used to acclimate an employee within their current organization. Each method has advantages and disadvantages.

Figure 1. On-the-Job Training Methods



**Mentoring:** Organizations should have a solid mentoring program. The more experienced employee who is on a strong career progression track makes a great mentor in the strategy of mentoring that focuses on growing an employee's overall skill set, fostering a positive attitude, and setting the employee up for success in general, not with just a specific task (RTD, 2017). This training is usually given to the managerial level people in the tourism industry.

**Coaching:** Coaching is role-specific and seeks to comprehensively train new employees on the duties of their role. It also highlights what is required of them to work efficiently and successfully in the team and wider business. The coach can be a manager, supervisor, chief or team member, but the central part of this technique is that it is conducted one-on-one, and seeks to increase the employee's knowledge, skills and practice, improving confidence and competence (Half, 2018). The coach usually works with the department manager to arrange a job training program in organizations.

**Job Rotation:** Job rotation teaches current employees how to do various jobs over time. The employees will rotate around to different jobs within the organization, performing various different tasks unrelated to their original job (Kadian-Baumeyer, 2019). It is a strategy where employees *rotate* between *jobs* at the same tourism business. With this system, employees gain experience, knowledge and skills by taking on new responsibilities



**Understudy:** Here, the superior gives training to the subordinate as an understudy or an assistant who is likely to perform a superior's job in case of the vacancy arising out of superior's retirement, transfer, promotion or death (Business Jargons, 2019). Understudy training is the process in which superior instructs the staff by considering them as an understudy. It is basically the person who replaces any staff in their absence.

**Job Instruction:** This method is also known as training through step by step. Under this method, the trainer explains the employees the way of doing the jobs, job knowledge, and skills and allows them to do the job. The trainer appraises the performance of the employees, provides feedback information and corrects the employees (Whatishumanresource, 2019). It is a systematic, fast, and effective method for teaching the employees to do a job correctly, safely and on time in tourism businesses.

**Computer or online-based training modules:** This method is easy on the job training that they are comprehensive and don't require the presence or time of other staff. It is possible to be tailored specifically to the needs of the new recruit and the team in which they will work (Half, 2018).

**Internship:** An internship is a professional learning experience that offers meaningful, practical work related to an employees' field of study or career interest. It gives employees the opportunity for career exploration and development, and to learn new skills. It is also a period of work experience offered by an employer to give employees to the working environment.

**Apprenticeship:** This type of training is generally given to the people in crafts, trade and technical fields that require long-term learning before they actually gain the proficiency in their respective disciplines (Business Jargons, 2019). The nature of apprenticeship training means that what employees interest is relevant to their job role. It is also a way to get the qualifications and experience needed to start the career, with quality, supportive training and on-the-job.

**Committee Assignments:** Under the committee assignment, a group of trainees is given and asked to solve an actual organizational problem. The trainees solve the problem jointly. It develops teamwork (Whatishumanresource, 2019). In this method, employees have to work together and are asked to solve the problem by discussing the problem.

Creating a training program is not difficult as long as breaking it down into logical steps. To build an effective on-the-job training program (Wormley, 2019);

- **Analysis:** Assess what employees need to know in order to successfully do their jobs.
- **Design:** Determine what the on-the-job training program will look like.
- **Development:** Establish methods, resources, and materials that will be in the training program.
- **Implementation:** Decide who/when/how the training program will be implement.
- **Evaluation:** Get feedback about business and employees' needs.

The most common method of training in which an employee is placed on a specific job and is taught the skills and knowledge necessary to perform it. On the job method is a flexible method as well as a less expensive method. The employee is highly motivated and encouraged to learn. On the contrary, much arrangement for the training is not required in this method. It also provides immediate feedback on performance and swift remediation if the task is not performed to standard

## **Result**

It is seen that tourism businesses grow and the war for talent intensifies which is increasingly important that training and development programs are not only competitive but are supporting the organization on its defined strategic path. Training that builds the skills of human resources will improve employee's

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motivation and performance. Therefore, exploring resources to plan the training strategies and prepare for future workforce needs is important. Good training and development programs help tourism businesses retain the right employees and grow profits.

With the help of right on-the-job training methods, the employees can be more productive, the business will remain competitive, positive company culture will be created and quality talent to the business may be attracted. As a result, on-the-job training helps tourism businesses build the future of the organization with the employees.

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- 05-07 September 2019 Kiev-UKRAINE

**Conference Program for Presentation**



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## Conference Program for Presentation

<b>05 September 2019</b>	<b>10:00-11:00</b>	<b>Hall:1 / Chair:</b> Weng W. Yingzhi
Henna Leppä	Metropolia University of Applied Sciences, Helsinki, Finland	The effects of social media use on university students' following vocational innovations
Siniša Kušić Sofija Vrclj Anita Zovkoc	University of Rijeka, Croatia	Sustainability of adult education: Andragogues as change agents
B. Batuhan Gecit Korhan Kaptanoglu	Beykent University, Turkey	Suggestions for marketing of Turkish football clubs as global brands
Weng W. Yingzhi	Fudan University, China	The role of the international economic organizations on regional economic development

<b>05 September 2019</b>	<b>10:00-11:00</b>	<b>Hall:2 / Chair:</b> Dimitar Koychev
Meltem Düzbastılar	Trabzon University, Trabzon, Turkey	Examining the relationship between the talent grades and the final grades of first-class undergraduate music education students
Dimitar Koychev	Sofia University "St. Kliment Ohridski", Bulgaria	Digital marketing as a different marketing tool: A conceptual review
Ramazan Sak İkbal Tuba Şahin- Sak	Van Yüzüncü Yıl University, Van, Turkey	Learning centers in preschool classrooms: Children's perspective
Badar Zaman	Shanghai University, China	Language and culture: English language as a threat to the local culture of Pakistan



<b>05 September 2019</b>	<b>11:30-12:30</b>	<b>Hall:1 / Chair:</b> Svetlana M. Verovna
Meltem Düzbastılar	Trabzon University, Trabzon, Turkey	The comparison of music teacher candidates' instrument test grades and instrument sight playing grades in talent exam with individual instrument exam grades during four-years education period
Muhammed Ali Chalikandy	Al Buraimi University College, Buraimi, Sultanate of Oman	Why do EFL students need grammar? EFL students' perception
Çiçek Coşkun	Baskent University, Turkey	Effect of second wave feminism on gender representations in Turkish cinema
Semih Delil	Baskent University, Turkey	Correct use of trigger icon animations in the user experience design

<b>05 September 2019</b>	<b>11:30-12:30</b>	<b>Hall:2 / Chair:</b> Ludmyla Kudrevych
Onur Şen Şirvan Şen Demir	Mersin University, Mersin, Turkey S. Demirel University, Isparta, Turkey	Explaining international trade structure with international and domestic determinants
Onur Şen Mahmut Demir	Mersin University, Mersin, Turkey Isparta Applied Sciences University, Isparta, Turkey	A critical review of the literature on why states consult IOs in security matters?
Arthur Filipe Barbosa de Araújo Armando Luís Vieira Carlos Costa	Lusophone University of Porto, Portugal / University of Aveiro, Portugal University of Aveiro, Portugal	Slum Tourism Motivations and the role of films: A structural approach
Valerie Erin Abundo	LCSSHS, Philippines	Redefining the business tourism image of poro point

<b>05 September 2019</b>	<b>11:30-12:30</b>	<b>Hall:3 / Chair:</b> Andrejs M. Kalinic
Aizhen Zheng	Center of Computer Engineering, Information Science & Application Technology, Hong Kong	Are robots storming the travel industry?
Andrejs M. Kalinic	International Center of Tourism and Travel Development, Latvia	Marketing strategies for tour organizer: Examples from tourism industry
Ani S. Purwanto	Universitas Gadjah Mada, Indonesia	The effects of ecolabelling on hotel customers' preferences
Javed Hadje and Nazir Hussein	Lahore University of Management Sciences (LUMS), Pakistan	Employee turnover in hotels: Causes and consequences



<b>05 September 2019</b>	<b>14:00-15:00</b>	<b>Hall:1 / Chair:</b> Mohammed Saleh bin Hafez
Mohammed Saleh bin Hafez	Saudi Commission for Tourism and Heritage, Saudi Arabia	Pilgrimage Tourism in Saudi Arabia
Morteza B. Okech	Kenya Tourism Board, Kenya	Agro-tourism in Kenya Vision 2030
Songshan Gao	China National Tourism Administration, Beijing, China	The Forbidden City: An evaluation from tourist attractions perspective
Şirvan Şen Demir Mahmut Demir Onur Şen	S. Demirel University, Isparta, Turkey Isparta Applied Sciences University, Isparta, Turkey Mersin University, Mersin, Turkey	The place and importance of the international tourism organizations in the sustainable tourism

<b>05 September 2019</b>	<b>14:00-15:00</b>	<b>Hall:2 / Chair:</b> Seeta G. Moukthar
Şirvan Şen Demir Mahmut Demir	Süleyman Demirel University, Isparta, Turkey Isparta Applied Sciences University, Isparta, Turkey	Innovative practices and samples in hotel businesses
Chen Chongyu	STG International Management Organization, Shanghai, China	Responsibilities of a Human Resource Manager in organization: A general review
Paula Torres Moreno	Valencia University, Spain	The effects of emotional intelligence on management decision at hotels
Seeta G. Moukthar	Qatar Islamic Bank, Qatar	The main differences and importance of the Islamic economy in the Islam World

<b>05 September 2019</b>	<b>14:00-15:00</b>	<b>Hall:3 / Chair:</b> Jana E. Mrázek
Faouzi Abdallah	University of Tunis El Manar, Tunis, Tunisia	The comparison of Ibn Haldun and Adam Smith's economic approaches
Jana E. Mrázek	Comenius University, Bratislava	Tourism and national economic development
Aysa İpek Erdoğan	Boğaziçi University, İstanbul, Turkey	Determinants of Mergers and Acquisitions: A Review of the Literature
Aysa İpek Erdoğan	Boğaziçi University, İstanbul, Turkey	A literature review of the motives for mergers and acquisitions

<b>06 September 2019</b>	<b>10:00-11:00</b>	<b>Hall:1 / Chair:</b> Giorgos D. Krokidis
Wojciech M. Pajewska	Warsaw School of Economics, Poland	A budget deficit: Reasons to be concerned about a budget deficit
Giorgos D. Krokidis	Hellas Healt Tourism Co., Athens, Greece	The evaluation of health tourism in Greece
Aysa İpek Erdoğan	Boğaziçi University, İstanbul, Turkey	Underinvestment and overinvestment hypothesis: A review of the literature
Aysa İpek Erdoğan	Boğaziçi University, İstanbul, Turkey	Effect of growth and franchising on acquisition returns

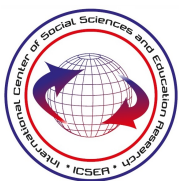
<b>06 September 2019</b>	<b>10:00-11:00</b>	<b>Hall:2 / Chair:</b> Weng W. Yingzhi
Aysa İpek Erdoğan	Boğaziçi University, İstanbul, Turkey	Return performance of M&As in the hospitality industry
Mihai Isacescu	Moldova State University, Moldova	An Investigation of the attitudes toward psychological needs and psychological adaptation of public universities and students of private universities in Moldova
Şirvan Şen Demir Mahmut Demir	Süleyman Demirel University, Isparta, Turkey Isparta Applied Sciences University, Isparta, Turkey	The evaluation of eco-label in sustainable tourism
Şirvan Şen Demir Mahmut Demir	Süleyman Demirel University, Isparta, Turkey Isparta Applied Sciences University, Isparta, Turkey	Health tourism worldwide: Featured destinations with various health tourism

<b>06 September 2019</b>	<b>11:30-12:30</b>	<b>Hall:1 / Chair:</b> Ludmila Stratila
David Jashashvili & Maia Biladze	Tiflis, Georgia	The evaluation of inclusive education in science and technology in Georgia
Solomon Anamikaye	Abuja, Nigeria	Education System in Nigeria
Ludmila Stratila	Moldova	The main problems in the education system of Moldova
Mikhail Huseynov	Center for Innovations in Education, Azerbaijan	Evaluation of the educational system with regard to educational programs and methodology in Azerbaijan

<b>06 September 2019</b>	<b>11:30-12:30</b>	<b>Hall:2 / Chair:</b> Nikolay Anchev
Madhav Srinivas & Sarita Singh	University of Delhi, India	Evaluation of the education-Based marketing: challenges and gains
Nikolay Anchev	St Petersburg University, Russia	The relationship between education technology and education quality
Reza H. Muhayyar	Tahran University, Iran	The effects of education administration on education quality
Yasser Mohammed El Sayed	Alexandria University, Egypt	The relationship between the psychological resilience and personality traits

<b>06 September 2019</b>	<b>14:00-15:00</b>	<b>Hall:1 / Chair:</b> Alejandra Rojas Corrales
Rogelio Perez Martinez & Alejandra Rojas Corrales	University of Guadalajara, Mexico	School burnout of teachers as predictors of academic achievement and performance
Rajesh Kumar Mishra & Astha M. Jayawardane	Chhatrapati Shahu Ji Maharaj University, Kalyanpur, India University of Moratuwa, Sri Lanka	Exploring the relationship between the beliefs of teachers-administrators and students on education program in local colleges in India
Şirvan Şen Demir Mahmut Demir	Süleyman Demirel University, Isparta, Turkey Isparta Applied Sciences University, Isparta, Turkey	8+3 Education model as Cooperative Education in Tourism Faculty
Onur Şen Mahmut Demir	Mersin University, Mersin, Turkey Isparta Applied Sciences University, Isparta, Turkey	Does FDI in Tourism Industry Cause a Race to the Bottom?

<b>06 September 2019</b>	<b>14:00-15:00</b>	<b>Hall:2 / Chair:</b> Wojciech M. Pajewska
Şirvan Şen Demir Mahmut Demir	Süleyman Demirel University, Isparta, Turkey Isparta Applied Sciences University, Isparta, Turkey	How to build an effective on-the-job training program in tourism?
Taik Kim	New Mexico Highlands University, U.S.A	A key element to students' success in mathematics
Giorgos D. Krokidis	Hellas Healt Tourism Co., Athens, Greece	Health tourism agency in Greece
Daiva Mazeikaite	Vilnius University, Lithuania	Changing Generations as a Factor of Changes in Work Values in Lithuanian Society in Period 1990 – 2008



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