

# พฤษภาคม 2558

**1. Title** [Service quality and customer satisfaction: qualitative research implications for luxury hotels](#)

**Author** Carol Lu | Celine Berchoux | Michael W. Marek | Brendan Chen

**Journal** International Journal of Culture, Tourism and Hospitality Research, Vol. 9 Iss: 2,

**Abstract** Purpose

The goal of this study was to determine whether luxury hotel managers and customers have the same understanding of service quality and satisfaction and whether there is a disparity between services offered by luxury hotels and the way customers actually experience them.

Design/methodology/approach

This study used interviews with managers and guests of 5-Star hotels in Taiwan and qualitative analysis to understand definitions and perceptions of luxury, service quality, and satisfaction.

Findings

The major findings of the study were that (1) there were no fundamental disconnects in the respective understandings of managers and guests, however the two groups used different language to describe luxury, service quality, and satisfaction; (2) the managers evaluated satisfaction in terms of services provided, but the guests conceptualized satisfaction in terms of value received for the price of lodging, and (3) luxury, service quality, and satisfaction were closely related in the minds of the managers and guests and were not independent constructs.

Research limitations/implications

Recommendations are made based on marketing communications theory, that (1) all factors identified in this study can be considered to be part of the brand identity of the hotel, (2) local culture can introduce variables that may be outside the scope of international standards, and (3) information on local expectations and preferences can inform advertising and public relations efforts of the hotel.

Originality/value

This study is significant because little research into luxury hotel customer satisfaction has been done using qualitative methodology, which provides a richer understanding of the experiences of the participants than can quantitative design.

**Database** Emerald Insight

**2.Title** [Buddhist economics meets agritourism on the Thai farm](#)

**Author** Wanna Prayukvong | Nara Huttasin | Morris John Foster

**Journal** International Journal of Culture, Tourism and Hospitality Research, Vol. 9 Iss: 2,

**Abstract** Purpose

Buddhist Economics differs significantly from mainstream (neoclassical) Economics in its ontological underpinning. This means that assumptions about human nature are different: the core values of mainstream economics are self-interest and competition in the pursuit of maximum welfare or utility; while in Buddhist Economics, “self” includes oneself, society, and nature, which are all simultaneously interconnected. The core values of Buddhist Economics are compassion and collaboration through which well-being is achieved leading to higher wisdom (pañña). Because of this, the interconnectedness of activities and relationships, even those not initially obviously so linked, is crucial. The aim of the paper is to demonstrate that both leisure and sustainability objectives can be achieved via Buddhist Economics informed agritourism.

Design/methodology/approach

The theoretical argument is illustrated by a pilot study of an agritourism, package tour to visit the properties of Thai farmers involved with a project known as ‘running a one rai farm to gain a one hundred thousand baht return’. The research is exploratory in character.

Findings

A result of this study is to reveal agritourism as a significant market channel to promote sustainable agriculture.

Originality/value

Agritourism can be considered an instrument for rural development with its contribution to positive economic impacts, providing economic opportunities to sustain financial security for the farming family, maintaining viability of the agricultural sector and local communities, and creating jobs for rural residents together with sustainable agriculture.

**Database** Emerald Insight

**3.Title** [The role of movie images and its impact on destination choice](#)

**Author** Vanessa Quintal | Ian Phau

**Journal** Tourism Review, Vol. 70 Iss: 2

**Abstract** Purpose

This study examines whether movies are pivotal in developing empathy, nostalgia, perceived risk, place familiarity and place image that can shape viewer attitude toward and intention to visit a place.

Design/methodology/approach

Data was collected from two sample frames of patrons at a large cinema chain located in a major shopping centre in Perth, Western Australia. The experimental group watched the romantic comedy, 'Friends with Benefits.' The control group watched the romantic comedy, 'Dezi Boy' which is set in London and India and is not associated with New York. A quota for data collection was set at 230 subjects in each group. The two groups watched their movies concurrently in different theatres at the same cinema chain in the same shopping centre. Subjects in both groups were asked for their responses to New York immediately after viewing the movie.

Findings

In an experimental study, subjects who watched a romantic comedy set in New York had significantly higher empathy, place familiarity, attitude toward and intention to visit New York and significantly lower performance/financial risk associated with visiting New York than the control group. However, perceived risk played no significant role in influencing place familiarity in the experimental group, whereas nostalgia played no significant role in influencing place familiarity in the control group.

Originality/value

The proposed decision-making framework provides academics with theoretical underpinning for future empirical tourism studies in the research area. The findings also encourage more collaboration between government, movie producers, destination management organisations and marketers to deliver a movie that provides consistent branding in its story, location and product placement strategies.

**Database** Emerald Insight

**4.Title** [Participation, interaction, and academic achievement in an online discussion environment](#)

**Author** Binbin Zheng | Mark Warschauer

**Journal** Computers & Education Volume 84, May 2015

**Abstract** Though online writing can be beneficial for diverse students in out-of-school environments, there is little consensus on the value of its use in schools. This study examined the online discussion of 48 fifth-grade students and their teachers over the 2009–2010 school year in a public school with large numbers of English learners. We collected students' statewide standardized writing and reading test scores, as well as an archive of all participants' discussion threads during the school year. Students' participation and interaction pattern in the online discussion environment over a school year was examined using growth model analysis and social network analysis. The effect of students' participation on their academic achievement was analyzed using multiple regressions. The results suggest that well-designed online discussions among linguistically diverse upper elementary students can result in increased participation and interaction, leading to language and literacy development.

**Database** ScienceDirect

**5.Title** [What's the difference? Learning collaboratively using iPads in conventional classrooms](#)

**Author** Garry Falloon

**Journal** Computers & Education Volume 84, May 2015

**Abstract** Since its release in 2010, Apple's iPad has attracted much attention as an affordable and flexible learning tool for all levels of education. A number of trials have been undertaken exploring the device's efficacy for specific purposes, such as improving delivery of course content and learning resources at tertiary level, and the performance of apps for meeting specialised learning needs. However, with increased mainstreaming of these devices through iPad-supported modern learning environment (MLE) and Bring Your Own Device (BYOD) programmes, data are becoming available that provides insight into how these devices function as part of regular classroom environments. This article reports an analysis of data collected over almost 3 years from nearly 100 New Zealand primary (elementary) students of different ages, who used iPads daily for most curriculum tasks. Specifically, it uses different data sources to explore how observed and recorded device design and app attributes, affected the students' ability to work collaboratively.

Results suggest fundamental differences exist between iPads and other digital devices that helped these students collaborate, and that when combined with cloud-based apps and services such as Google Docs, extended this collaboration to much wider audiences well beyond the school gate. It concludes that beyond the hype and rhetoric, exciting potential

exists for this tool to support a 'blurring in the line' between learning in formal school and informal environments.

**Database** ScienceDirect

**6.Title** [Satisfaction and continuous use intention of e-learning service in Brazilian public organizations](#)

**Author** Computers & Education Volume 84, May 2015

**Journal** Fernando Antonio de Melo Pereira | Anatólia Saraiva Martins Ramos | Maria Aparecida Gouvêaa | Marconi Freitas da Costa

**Abstract** The aim of this paper is to investigate the constructs of Technology Readiness Index (TRI) and the Decomposed Expectancy Disconfirmation Theory (DEDT) as determinants of satisfaction and continuous use intention in e-learning services applied in public organizations. The research was conducted by online survey in a sample of 343 employees of two public organizations in Brazil who have had e-learning experience. The results showed that quality, quality disconfirmation, value and value disconfirmation positively impact on satisfaction, as well as disconfirmation usability, innovativeness and optimism. Likewise, satisfaction proved to be decisive for the purpose of continuous use intention. In addition, technological readiness and performance are strongly related. The main contribution of this study is the delivery of an assessment tool for performance oriented to training courses at distance and applied in public organizations.

**Database** ScienceDirect

**7.Title** [Business Cycle Fluctuations, Large Macroeconomic Shocks, and Development Aid](#)

**Author** Era Dabla-Norris | Camelia Minoiu | Luis-Felipe Zanna

**Journal** World Development Volume 69, May 2015,

**Abstract** We examine the cyclical properties of development aid using bilateral data for 22 donors and 113 recipients during 1970–2005. We find that bilateral aid flows are on average procyclical with respect to the business cycle in both donor and recipient countries. While aid outlays contract sharply during severe downturns in donor countries, they rise steeply when aid-receiving countries experience large adverse shocks. Our findings suggest that development aid may play an important cushioning role in developing countries, but only during times of severe macroeconomic stress. Our results are robust to alternate definitions of aid flows, specifications, and estimation techniques.

**Database** ScienceDirect

**8.Title** [A flowchart-based intelligent tutoring system for improving problem-solving skills of novice programmers](#)

**Author** D. Hooshyar | R.B. Ahmad | M. Yousefi | F.D. Yusop | S.-J. Horng

**Journal** Journal of Computer Assisted Learning

**Abstract** Intelligent tutoring and personalization are considered as the two most important factors in the research of learning systems and environments. An effective tool that can be used to improve problem-solving ability is an Intelligent Tutoring System which is capable of mimicking a human tutor's actions in implementing a one-to-one personalized and adaptive teaching. In this paper, a novel Flowchart-based Intelligent Tutoring System (FITS) is proposed benefiting from Bayesian networks for the process of decision making so as to aid students in problem-solving activities and learning computer programming. FITS not only takes full advantage of Bayesian networks, but also benefits from a multi-agent system using an automatic text-to-flowchart conversion approach for engaging novice programmers in flowchart development with the aim of improving their problem-solving skills. In the end, in order to investigate the efficacy of FITS in problem-solving ability acquisition, a quasi-experimental design was adopted by this research. According to the results, students in the FITS group experienced better improvement in their problem-solving abilities than those in the control group. Moreover, with regard to the improvement of a user's problem-solving ability, FITS has shown to be considerably effective for students with different levels of prior knowledge, especially for those with a lower level of prior knowledge.

**Database** Wiley Online Library

**9.Title** [The impact of computer-based instruction on the development of EFL learners' writing skills](#)

**Author** A. Zaini | G. Mazdayasna

**Journal** Journal of Computer Assisted Learning

**Abstract** The current study investigated the application and effectiveness of computer assisted language learning (CALL) in teaching academic writing to Iranian EFL (English as a Foreign Language) learners by means of Microsoft Word Office. To this end, 44 sophomore intermediate university students majoring in English Language and Literature at an Iranian university who had enrolled in a course called Advanced Writing were randomly divided into two groups. As a pre-test, a pen-and-paper writing task was given to both groups at the beginning of the semester. The control group including 24 male and female students was taught based on traditional approach while the experimental group including 20 male and female students was taught based on CALL. At the end of one semester, a pen-and-paper writing task was given to both groups. The results of the post-test revealed that the students who were exposed to computer-based instruction outperformed their counterparts in terms of using appropriate articles, tense, plural forms and spelling. Moreover, the students in the

experimental group produced paragraphs of higher quality. The findings of this study confirmed the efficacy of computer-based instruction in the development of EFL learners' writing skills.

**Database** Wiley Online Library

**10.Title** [SCOOP: A measurement and database of student online search behavior and performance](#)

**Author** Mingming Zhou

**Journal** British Journal of Educational Technology

**Abstract** The ability to access and process massive amounts of online information is required in many learning situations. In order to develop a better understanding of student online search process especially in academic contexts, an online tool (SCOOP) is developed for tracking mouse behavior on web to build a more extensive account of student web search process. Over 100 university students' search activities with SCOOP were recorded as they searched for answers to assigned questions. The primary use of the SCOOP dataset is thus to provide the raw data for the development of online information search models. Further complications will arise because other personal and contextual factors affect the search process for different students with different personalities, learning styles or types of tasks. Hence, the dataset is also for testing the relationship between other factors and online search processes.

**Database** Wiley Online Library