

PENYERAHAN KERTAS KERJA, SEMINAR, PERSIDANGAN, DAN BENGKEL

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Tarikh: 4 NOVEMBER 2008

Pustakawan
Bahagian Bahan-Bahan Bersiri & Dokumen
Perpustakaan Hamzah Sendut
Universiti Sains Malaysia
11800 Minden
Pulau Pinang

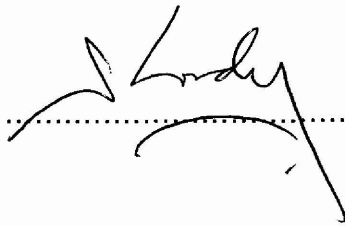
(U.P.: Rosnani Ahmad)

Bersama ini saya sertakan kertas kerja seminar, persidangan, dan bengkel yang dipohon:

- ☞ "International Conference on Coastal Planning, Architecture and Tourism 2008"
28 - 29 Oktober 2008
Manado, Indonesia

Terima kasih.

Tandatangan & Cop Jabatan:



DR. SHARDY BIN ABDULLAH

PENSYARAH

Rancangan Bandar dan Desa

Pusat Pengajian Perumahan,

Bangunan dan Perancangan

Unit 11800

Nama: Dr. Shardy Abdullah

Pusat Pengajian Perumahan, Bangunan dan Perancangan

Tarikh: 1-12-2008

**INTERNATIONAL CONFERENCE
COASTAL PLANNING, ARCHITECTURE AND TOURISM 2008
DEPARTMENT OF ARCHITECTURE SAM RATULANGI UNIVERSITY
IN COLLABORATION WITH
NUSANTARA URBAN RESEARCH INSTITUTE
28th - 29th OCTOBER 2008
MANADO - INDONESIA**

TUESDAY, 28 th October 2008				
07.00 - 08.30	BREAKFAST			
08.30 - 09.00	PARTICIPANTS REGISTRATION			
09.00 - 10.00	OPENING CEREMONY			
	Pray by Pingkan Pegy Egam			
	Welcoming Speech by Prof. Jefrey I. Kindangen			
	Conference Opening by Governor of Sulawesi Utara			
10.00 - 10.15	COFFEE BREAK			
10.15 - 12.15	KEYNOTE SPEECHES			
	10.15 - 10.35	Prof. Abu Hasan Abu Bakar (Project Management)		
	10.35 - 10.55	Prof. Abdul Ghani (Tourism Development and Planning)		
	10.55 - 11.15	Prof. Totok Roesmanto (Architecture and Environment)		
		Moderator: Noviati	Notes: Aristotulus Tungka	
	11.15 - 12.15	Souvenir / Photography		
12.15 - 13.15	LUNCH BREAK			
13.15 - 15.30	PARALLEL SESSION			
	Topics	COASTAL PLANNING	ARCHITECTURE	TOURISM
	13.15 - 13.30	A - 001	B - 001	C - 001
	13.30 - 13.45	A - 002	B - 002	C - 002
	13.45 - 14.00	A - 003	B - 003	C - 003
	14.00 - 14.15	A - 004	B - 004	C - 004
	14.15 - 14.30	A - 005	B - 005	C - 005
	14.30 - 15.30	DISCUSSION A	DISCUSSION B	DISCUSSION C
		Panelist : Prof. Edy Darmawan	Panelist : Prof. Mohd. Sabrizaa	Panelist : DR. Paulus Bawole
		Moderator :	Moderator :	Moderator :
		Notes :	Notes :	Notes :
15.30 - 16.00	RESUME THE PARALLEL SESSION			
	PLANNING	Prof. Edy Dharmawan		
	ARCHITECTURE	Prof. Totok Roesmanto		
	TOURISM	Prof. Abdul Ghani		

16.00 - 16.30	CLOSING CEREMONY : DR. Linda Tondobala
16.30 - 17.00	COFFEE BREAK
17.00 - 19.00	RECESS

WEDNESDAY, 29 th October 2008	
07.00 - 08.30	BREAKFAST
08.30 - 10.00	TRIP TO BUNAKEN
10.00 - 12.15	1 st TOUR
12.15 - 13.15	LUNCH BREAK
13.15 - 16.00	2 nd TOUR
16.00 - 16.30	COFFEE BREAK
16.00 - 17.30	BACK TO MANADO
17.30 - 19.00	RECESS
19.00 - 21.00	DINNER

THURSDAY, 30 th October 2008	
07.00 - 08.30	BREAKFAST
08.30 - 10.00	CHECK OUT
10.00 - 12.15	GO TO AIRPORT

Manado, October 28th 2008
SECRETARIAT

**INTERNATIONAL CONFERENCE
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**ADDITIONAL
PRESENTER OF PARALLEL SESSION**

I. COASTAL PLANNING

No	Name	Title
A - 001	Mohd. Zaki Arif, Rohaya Ghani, Nor A. Yusuf	Identifying Core Competency for Property Managers
A - 002	Prof. DR. Abdllah. Moh. Said	Limitations of a of a Project Based Environmental Impact Assessment in Malaysia

II. ARCHITECTURE

No	Name	Full Papers
B - 001	Fahrizal Zulkarnain & Wahyuddin Ramli	Characteristic of Lightweight Concrete for Sustainable Housing Development
B - 002	Prof. Sangkertadi, Prof. Manalip, A. Tungka	Wind Safety Consideration of Tropical Coastal Architecture

III. TOURISM

No	Name	Full Papers
C - 001	DR. Shardy A. R, Nor A. Yusof & Illias S	An Evaluation Frame Work for Resort Operators in Eco-Tourism Industry in Malaysia
C - 002	Djafar Sulaiman	Tourism in Palestina

**Manado, October 28th 2008
SECRETARIAT**

An Evaluation Framework for Resort Operators in Eco-tourism Industry in Malaysia: towards a Synthesis

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ABSTRACT

There is increasing competition in eco-tourism destination and Malaysia has the opportunity to benefit from this industry. Little is known about tourists' needs and expectations to the eco-tourism destinations albeit the overwhelming attention given. Therefore, this issue is subjected for further scrutiny. In the same vein, organizational culture has been regarded as one of the biggest challenges in the management in service industries. The organizational culture in the eco-tourism resort operators helps to sustain competitiveness and retain customers. It seems clear that it is an essential task for any resort operators in eco-tourism industry to direct, behave, maintain and sustain their organizational culture; regardless of the products or services they provide. This study attempts to synthesize and develop an organizational culture evaluation framework for resort based services. It further attempts to identify the characteristics associated with the organizational culture in the resort operators' organizations, which seems to be important to the eco-tourism industry. The outcome of this study will provide a good reference for evaluating and assessing resort performance and the culture of the organizations among resort operators.

Key words: organizational culture framework, resort, eco-tourism

BACKGROUND OF THE STUDY

The World Tourism Organization regards Ecotourism as one of the fastest growing market in the tourism industry that contributes 5% to the annual growth worldwide and 6% of the world gross domestic product, 11.4% of all consumers spending. It seems to suggest that Ecotourism caters a huge market and gives

an impact to the world's economy. However, there seems to be a little contributions of the Malaysian Ecotourism to the economic shares; and it only accounts for islands situated in the South China Sea with most activities are for diving, snorkeling and eco-adventure. Ecotourism areas on the mainland of Peninsular Malaysia seem to be not popular and limited.

Ecotourism has unique characteristics that need special management in order for tourists to enjoy their stay, while at the same time maintaining the natural environment. There are 4 characteristics which are common to ecotourism. These are: 1) the development must be able to attract tourist to its nature-based setting which is unique and accessible (Cater and Lowman, 1994), 2) it must have educational value and encourage conservation awareness (Herbig and O'hara, 1997), 3) the development includes local participation and gives benefits to the community (Groniger, *et al.*, 2002), 4) ecotourism development must be sensitive to the environment and be able to minimize the impact of tourist activities (Mehmet and Kashif, 2005). Thus, the success of any eco-tourism resort operators is depended on providing the needs of the customers' wants. In doing so, a good organizational culture among resort operators helps in many ways to enhance better quality of services and facilities to the customers. The best marketing device is no other than a good word from a satisfied customer that raises the number of guests (Crosby, 1993; Soderlund, 1998).

It seems clear from the literature that the concept of organizational culture and working culture in ecotourism industry has not been the focus of many scientific discussions over the last years. Therefore, this paper developed a framework for organizational culture and working culture for resort-based services. It begins with a definition of organizational culture and working culture. Then it identifies the factors influencing organizational culture and working culture. At the end of the paper it outlines a framework to organizational culture and working culture that affect the performance of resort operators. The framework drawn from the discussion is expected to benefit resort managers in assessing their

organizational culture, working culture and business performance of the resort operators in Ecotourism.

Research Questions

This research argues that the framework, concept and approaches of resort operators in Malaysia are affected by social, economic and environment due to the cultural diversity among the resort operators . Therefore, a research on modelling resort operators organizational culture is necessary to provide framework/s of the Malaysian resort operators. The research questions are posed as follows:

1. Are resort operators in Malaysia different in terms of ethnicity? Is so how can the resort operators be different?
2. Are resort operators of different ethnicity perform differently? Is so to what extent the differences would be?
3. Is organizational culture helps the tourism industry to prosper? Is so how can organizational culture helps to enhance the performance of the resort operators.
4. Is Organizational culture affects the working culture of resort operators? Is so how can organizational culture affects the working culture of the resort operators.

Research Objectives

The main objective of this research is to study the organizational culture and differences among the resort operators in Malaysia.

The specific objectives are:

1. To investigate the organizational culture and working culture among the resort operators in Malaysia.
2. To assess the performance of resort operators based on their organizational culture and cultural differences.
3. To investigate the influence of cultural differences and working culture to the management approach of the resort operators.
4. To make recommendation based on the organizational culture and working culture to the resort operators in Malaysia for future research.

ORGANIZATIONAL CULTURE AND RESORT OPERATORS IN MALAYSIAN CONTEXT

The purpose of this research is to review and investigate the organizational culture of resort operators and to systematically bring up different views put forward regarding this issue. Therefore, this research attempt to review the 'diversity management' different views about the effective organizational culture in the Ecotourism industry, i.e. among the resort operators, and their working culture. The outcomes of this research; Resort Operators Organizational Framework is hoped to give answers to the question of how organizational culture, cultural diversity and performance should be managed by the resort operators.

Research oriented to the unified cooperation between managers and other workers in organisations, the people coming from different cultures and the struggles to understand the similarities and differences between one another have rapidly increased (Iles, 1995; Spector et al., 2001; Smith et al., Chang,

2002:2/9). On the basis of this development, the fact that most countries now have a multicultural makeup in terms of demographical structure (Loo, 1999), the fact that the world market is integrating through globalisation and the fact that multinational corporations are becoming commonplace (Bhadury et al., 2000) are some underlying reasons. Attempts to cross border implementations of these businesses, the gradual increase of more and more businesses coming face to face with a gradual increase of more and more businesses (McGuire et al., 2002) coming face to face with a multicultural workforce structure by departing from national boundaries and their requirements to challenge cultural obstacles in order to obtain competitive advantage are other fundamental reasons (Canen and Canen, 1999).

As the world is shrinking through globalisation, more and more people live and work in foreign countries and thus they continually come into contact with the people coming from very diversified cultural origins, involving language, norms, lifestyles, etc (Zakaria, 2000; Montaglini and Giacalone, 1998:1/9).

On this point, it can be said that the fact of cultural diversity in all organisations, ignoring national boundaries in aspect of the field of activity, possesses greater significance and meaning in comparison with domestic organisations that finally become their working culture. On the other hand, it has seen that a lot of research has been conducted, particularly on recent years, related to the dimensions of values involving business and the need to know how cultural variety brings in the organisational concept should be managed. However, the research brings in the different perspectives apart from each other and hence a lack of implicit agreement.

METHODOLOGY

The main aim of this research is to investigate the organizational culture, performance and cultural differences of resort operators in Malaysia. This study

intends to gauge the perceptions of the respondents in a natural non-contrived setting within the business organizations. This study also involves observations of resort operators in Malaysia. Due to the nature of the study and the background of the respondents, a combination of qualitative and quantitative would be the best data collection method for this research. This is a correlational study, i.e. an investigation to study the organizational culture, cultural differences and performance of resort operators in Malaysia. The unit of analysis for the study is the resort operators. The population of this study comprises of resort operators operating in Malaysia. This study will adopt a simple random sampling procedure and it could be generalized to the entire resort operators (Sekaran, 2000). This research will employ two methods of data collection strategy, and these are: (1) questionnaires, and (2) interviews and observations as the medium for data collection.

Convenient sampling technique will be utilized in selecting respondents for the pilot study, and the respondents for pilot study will be drawn from all resort operators in Penang. The development of theoretical framework and conceptualization of variables will be developed during literature search and review process.

This design of this study combines the quantitative and qualitative approach. The data will be analyzed using frequency distributions, correlations, and means, standard deviations, and other statistics will be obtained by the Frequencies, Pearson Correlations, and Regression. The hypotheses will be tested through the correlations obtained, t-tests, and multiple regression analysis. On the other hand, the qualitative data will be obtained through many sources, prime among them being in-depth interviews, and participants and non-participant observations. These data will be analyzed using the appropriate analysis for quantitative approach.

The outcome of this study will serve as a guideline for future research to embark into researching the cultural differences, organizational, working culture, business performance and business organisations in the tourism industry.

CONCLUSION

This paper is a conceptual paper in nature, however, it highlights and coins up the importance of organizational culture framework to measure the successfulness of resort operators, especially in the eco-resort management. It should be noted that the Eco-resort management is not entirely responsible for fulfilling all of guest needs and ensuring better performance, but also need to ensure an environment within which they can be addressed by the guest or other relevant parties. The objective of organizational culture of resort operators should be understood in the context of an eco resort management of the natural areas. The objective is not to maximize but to manage the resort appropriately. Proper choice of the measures of organizational characteristic and the fair interpretation of the result will enable the eco resort management to satisfy its own multiple objectives connected with the management of the protected natural areas.

Further comments and feedback from the participants are welcome in ensuring the successfulness of this research; that at the end of the day will benefit the industry at large.

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