

**The 5th International Conference on Management and  
Technology in Knowledge, Service, Tourism &  
Hospitality 2017  
(The 5th SERVE 2017)**



# **Conference Program**

**Shinta Room**

**Discovery Kartika Plaza Hotel**



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(SERVE 2017)

Discovery Kartika Plaza Hotel Jl. Kartika Plaza PO BOX 1012 - South Kuta 80361 Bali, Indonesia  
21 - 22 October 2017

## **Instructions for Presenters**

1. Please check this Program for your presentation time(s) and room(s). Please go to the room five minutes before the session starts and report to the Session Chair.
2. Please do not exceed your allotted time. Please follow the instructions of the Session Chair.
3. If the Session Chair(s) is/are absent from the session, the last speaker should serve as the Session Chair.

## **Instructions for Session Chairs**

Session chairs are kindly requested to do the following:

1. Calculate the time allocated for each paper in your session. The time allocated to a paper may be different in different sessions, due to uneven distributions of papers in different areas (the number to the left of a session in the "Conference Program" next page shows the number of papers allocated to this session) and a small number of absentees due to visa and other reasons.
2. Arrive at the room of the session five minutes before the session starts and identify each of the speakers for the session.
3. Do not allow presentations or the subsequent discussions to run beyond the starting time of the next presentation.
4. If the presenter of a paper is absent ("no-show"), please continue to the next presentation. Please check again at the end of the last presentation whether the "no-show" turns up. Best efforts have been made to reduce the number of no-shows; however, they may not be eliminated.
5. Each oral presentation room is equipped with an LCD projector. If something is not working properly, please contact conference staff.



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# Keynote Speakers

## 1. Dr. Jenny Panchal



**Title:**

**Shaping Sustainable Tourist Behaviour**

In pursuit of sustainable tourism, different stakeholders share the challenge of getting tourists to adopt a sustainable behaviour. With changing consumption patterns, wider variety of experiences, technological advancement and other trends that affect tourism and leisure, shaping sustainable tourist behaviour can be more difficult. However, the literature offers conceptual schemes and mechanisms that can educate tourists throughout their tourist experience from pre-travel, at the destination, and post-travel. In this talk, the challenges and opportunities of shaping tourist behaviour will highlighted.

**Short bio:**

Dr. Jenny Panchal is a Senior Lecturer in tourism, hospitality and management in both undergraduate and postgraduate levels at James Cook University (Singapore). She was born and raised in the Philippines, but she has lived, studied and worked in several countries. Dr. Panchal obtained her Bachelor of Science in Tourism from the University of Baguio (in the Philippines), and her Certificate in Japanese Language and Arts from Nagasaki Wesleyan University (in Japan). After a few years of working in resorts in Thailand and in the Philippines, she pursued her Masters in Tourism Management



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at Victoria University of Wellington (in New Zealand) under the International Postgraduate Scholarship from NZAID. Upon completion of her master's degree, she started teaching at the University of the Cordilleras in Baguio, Philippines. In 2007, she received the prestigious Australian Leadership Awards Scholarship from AusAID (now known as Australia Awards Scholarship) and embarked on her PhD in Tourism at James Cook University in Townsville, Australia the following year. She was supervised by Distinguished Professor Philip Pearce, Associate Professor Laurie Murphy and Dr. Pierre Benckendorff.

Dr. Panchal's research interests broadly include tourist behaviour and the application of positive psychology in different specific forms of tourism such as spa and wellness tourism and slum tourism. She is mainly interested in Asian tourism, specifically in the Southeast Asian region. Currently, she is the Deputy Secretary General of the ASEAN Tourism Research Association (ATRA). She is also the tourism and leisure consultant for Ayurva Traveller (a 'luxury and wellness' holiday specialist based in Sri Lanka). She also does consulting work for spas in India and the Maldives.

## 2. Prof. Liudmila Goncharenko



**Title:**

**Impact of innovative Enterprises Management on Govermental Financial and Economic Security**

**Short bio:**

**TBA**



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## Program Schedule

Notes/Session ID

<b>Day 1: 21 October 2017</b>		
08:30 - 09:00	Registration (Open for 2 days) - Shinta Room	
09:00 - 09:10	Opening & Welcoming Speech by General & Conference Chair	
09:10 - 09:20	Welcome Dance : Traditional Dance	
09:20- 10:10	Keynote Talk : Dr. Jenny Panchal - James Cook University - Singapore	
10:10 - 10:50	Keynote Talk : Prof. Liudmila Goncharenko, Ass. prof. Sergey Sybachin - Plekhanov Russian University of Economics - Russia	
10:50 - 11:00	<b>Photo Session &amp; Coffee Break</b>	
11:00 - 12:00	Sessions: <b>Science : Session Chair :</b>	
Shinta Room	114	Effect of Saccharin as Additive in Nickel Electroplating on SPCC Steel
	115	The Effect of Sodium Citrate as an Additive on Properties of Electroplated Nickel on SPCC Steel
	118	Numerical Solutions for the Effects of Unsteadiness and Power-Law Parameter on Magnetohydrodynamics of Nanofluid Past a Stretching Sheet with Gyrotactic Microorganisms
	120	Understanding the mechanism of heart dysfunction through modelling and simulation
	121	Mathematical Model for Plant Disease Dynamics with Curative and Preventive Treatment
12:00 - 13:00	<b>Lunch Break - The Pond Restaurant</b>	
13:00 - 15:00	Sessions: <b>Telecommunication : Session Chair :</b>	
Shinta Room	101	Business processes of managing media assets: technology and practice of implementation MAM-class systems
	102	APPROACHES TO THE DESIGN OF AN AUTOMATED INFORMATION SYSTEM FOR THE MANAGEMENT OF MUNICIPAL PROGRAMS
	104	Synthesis of 4G outdoor femtocells under rain conditions inMataram
	105	Performance of temperature and humidity sensors with WSN mesh topology



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	106	Wireless Sensor Network for Water Quality Monitoring
	107	A general S-bend Approximation by Cascading Multiple sections of uniformly curved Waveguides
	108	Characterization and Gain Investigation Designing L-Band Erbium Doped Fiber Amplifier
	109	Relative Navigation with Laser-Based Intermittent Measurement for Formation Flying Satellites
	110	Large Neighborhood Search to Optimize Fresh Vegetables Distributions (A Case Study)
	111	Performance Modeling of DTN-based File Transmission for Space Internet
	112	The Method of Lines Analysis of Asymmetric Optical Waveguides
	113	The Relation of Internet User Penetration To Indonesian Economic Growth
	114	Rectangular Fractal Antenna 2.4 GHz Based on the Sierpinski Carpet Geometry
15:00 - 15:15	<b>Coffee Break</b>	
15:15- 17:30	Sessions: <b>Service Science : Session Chair :</b>	
Shinta Room	101	Tourism development in Russian under conditions of globalization
	102	The problem of Sustainable Development in the Printing Industry
	103	A comparative analysis of megaproject risk management models
	109	The impact of innovation on the development level of the power grid sector: a comparison of Russia and Kazakhstan
	110	Russian experience in assessing employee's innovative potential
	111	TAX ELECTIONS IN HOTEL BUSINESS
	112	Management of "COSMOPOLITAN" brand in Russia: past, present, future
	115	INDOOR AIR QUALITY ASSESSMENT AT CARE CENTRE ABC, MALAYSIA
	117	The Public's Perception of Affordable Housing Quality
	123	Defferent Thinks of Siwa Ratri Traditions Unique in Mataram
	124	Energy and Cost Saving Potential of Lighting System in Teaching Building
		125
18:45 - 20:00	<b>Gala Dinner - The Pond Restaurant</b>	

## Day 2: 22 October 2017

08:30 - 12:00	<b>Networking Time</b>
12:00 - 13:00	<b>Lunch - The Pond Restaurant</b>



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15:00 - 15:15	<b>Networking Time</b>
18:45 - 20:00	<b>Dinner - The Pond Restaurant</b>

## Conference Venue

# The Discovery Kartika Plaza Hotel

The Discovery Kartika Plaza Hotel enjoys a private beachfront location in Kuta, north of the Ngurah-Rai International Airport. With 318 modern rooms, suites and villas, guests can rest in comfort and experience Balinese hospitality with international service standards.

The hotel caters to leisure and business travellers alike with its 7 restaurants and bars, 9 function spaces, a spa, a fitness center, a spacious sculptured pool, and a helipad. The hotel is adjacent to the Discovery Shopping Mall and a 10-minute walk to Central Kuta.

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### Online Room Booking

As the participant of **The 5th SERVE 2017** Conference, we are pleased to inform you that you now can book your room on special rate on Discovery Kartika Plaza Hotel , **The 5th SERVE 2017** conference venue.

Please contact us via email at [istieconf@gmail.com](mailto:istieconf@gmail.com) to reserve your room in Discovery Kartika Plaza Hotel by mentioning that you are **The 5th SERVE 2017** participants.

