

**The 6th International Conference on Management and  
Technology in Knowledge, Service, Tourism &  
Hospitality 2018  
(The 6th SERVE 2018)**



# **Conference Program**

**Bima Meeting Room**

**Kuta Paradiso Hotel**



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(SERVE 2018)

Kuta Paradiso Hotel : Jl. Kartika Plaza, PO Box 1133, Tuban, Kuta, Bali, Indonesia  
15 December 2018

## **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. Professor Pavel N. Zakharov, D.Sc



**Director of Institute of Economics and Management of Vladimir State University (VISU), Vladimir, Russia.**

**Title :** The Concession Model in the Tourist and Recreational Sphere in the Regions with Lack of the Self-Development Capacity.

### **Abstract:**

At most Russian regions very necessary are need to solve the contradiction between reach tourist and recreation potential (a lot of picturesque, memorable places of architecture, landscape, attractions, monuments of culture, archeology, etc.) and possibilities to satisfice demand from tourist flow (internal and international tourist flow). This aspect are restrain sustainable regions socio-economic development in the long term in view of the definition of tourism and recreation in their strategies as one of the more perspective way.

The main restrictions in the use of tourist and recreational resources are: low quality of tourist services, insufficient development of tourist and supporting infrastructure (hotels, catering facilities, etc.), high level of wear and tear, which requires significant investment in the restoration of historical sites and their improvement. And the most promising tool in smoothing this contradiction is the use of public-private partnership, namely a specific model of concession in the development of tourism and recreational areas of the regions.

The purpose of this article is identifying the prerequisites and limitations of the self-development potential formation of tourist and recreational areas in the Russia center regions (on the materials of Vladimir, Ivanovo,



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Kostroma and Yaroslavl regions), and the development of a model of concession in the tourism and recreational sector in relation to the specifics of the conditions of regions with insufficient potential for self-development.

The study used the following methods and tools: system approach, as well as the use of General methods (methods of comparison and analogy, analysis and synthesis) and General scientific (normative and positive, etc.) research methods, as well as methods of modeling of socio-economic processes.

The result of the research is a model of concession in the development of tourism in the Russia center regions. At the same time, it is proved that in regions with insufficient potential for self-development, the most acceptable will be those concession models that involve significant guarantees from the public authorities. In view of the limited budget resources of the Russia center regions, the most relevant source may be the resources of state financial development institutions or various funds accumulating funds on both market (rental) and non-market basis (instruments of state stimulation).

**Short-bio:**

Pavel N. Zakharov is a Director of Institute of Economics and Management of Vladimir State University (VISU), Vladimir, Russia. Also he is currently a professor of Economics and Strategic Management Department of VISU. He has more than 15 years of experience in teaching, in research and in academic leadership in the field of economics and strategic management.

He has been serving in different roles such as co-editor-in chief, associate editor, editorial review committee, member of several scientific journals. Dr. Zakharov has been involved in international professional activities including organizing conferences and serving as conference and program committee chair. He has co-edited several books in the area of economics and strategic management. He has more than 100 papers published in journals and conference proceedings.



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## 2. Prof. Dr. Made Budiarsa, M.A.



**Title :** The Polite Communication in Tourism Industry

### **Abstract:**

This paper is aimed at discussing the importance of polite English as a means of Communication in tourism Industry. Those people in tourism business who provide service to the customers need to be able to use English in polite manner to show their profesional skill. English language as an International language is often used by tourist service providers to interact with customers in their daily activities. In tourism industry service encounter is very important to be taken into consideration by everyone who involves in this kind of business, so to be able to use polite English is really needed. It is because of the fact that all customers who come to visit a country as tourists expect to be treated with excellent services to satisfy their needs. So that is why those tourist service providers are very much necessary to have profesional communication skills. The role played by the service encounter actors are not only how to behave and act properly as their work needed but also able to use polite English is very important to support their career choice. How they must do this important need in order to support their performance is to be able to choose and use appropriate English expressions to be used to interact with the customers in their daily job activities. The polite service will result in giving good impression to the clients and this will bring possitive effects to the business in tourism industry.

### **Short-bio:**

Lecturer at Udayana University.

at the present Head of Doctorate Tourism Program.

Used to be Director for Academics purposes Postgraduate Program Udayana University.



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## Program Schedule

### 15 December 2018

08:30 - 09:30	<b>Registration &amp; Coffee Break</b> - Bima Meeting Room	
09:30 - 09:45	<b>Opening &amp; Welcoming Speech</b> by General & Conference Chair	
09:45- 10:00	<b>Welcome Dance</b> : Traditional Dance	
10:00 - 10:45	<b>Keynote Talk</b> : Professor Pavel N. Zakharov, D.Sc	
10:45 - 11:30	<b>Keynote Talk</b> : Professor Dr. Made Budiarsa, M.A	
11:30 - 12:00	<b>Photo Session</b>	
12:00 - 13:00	<b>Lunch Break</b> - Elpatio Restaurant	
13:00 - 15:00	Sessions: <b>Service Science 1</b>	
<b>Bima Meeting Room</b>	158	<b>Study of interpersonal interaction of educational process subjects in social and pedagogical environment of the University</b>
	159	<b>Strategies of decision making on financial markets</b>
	160	<b>A Conceptual Discussion on Factors Affecting Malaysian Muslim Millennials in choosing Indonesia as their Halal Tourism Destination</b>
	161	<b>Goal-Setting Theory (GST) and Gamification in Mobile Fitness App Engagement</b>



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	162	A Cross-cased Analysis Approach on Heritage Tourist's Behavioural Intention to Revisit
	163	Strategic partnership as a form of management structure improvement in the hospitality industry
	164	: INFLUENCE OF THE EFFECTIVENESS OF AN INNOVATIVE PROJECT TEAM ON KEY INDICATORS OF ITS EFFECTIVENESS
	165	The adaptation of the concept of fuzzy logic in the management of socio-economic systems
	166	A Sequential Explanatory Study on Factors that Impede the Use of MyHEALTH Portal among Malaysians
	167	Financial performance of Islamic and conventional mutual funds in Indonesia Stock Exchange
	168	Role of government in keeping price stability through pure market operations from an Islamic economic perspective
<b>15:00 - 15:15</b>	<b>Coffee Break</b>	
<b>15:15- 17:30</b>	<b>Sessions: Service Science 2</b>	
<b>Bima Meeting Room</b>	<b>103</b>	<b>Identifying Hotspot Areas of Substance Abuse with Geographical Information System in Malaysia: A Case Study</b>
	<b>108</b>	<b>Integrating Risk Management Practices and Risk Behaviour to Sustain R&amp;D Project Performance</b>
	<b>109</b>	<b>Risk Management Practices for Effective Management of Risk in Research Universities</b>
	<b>110</b>	<b>Assessing Viral Advertising Pass-On Behaviour of Online Consumers; The Consumer Attitude Perspective</b>
	<b>115</b>	<b>Ecotourism Potential as City Branding: A Case Study of Pinrang District, South Sulawesi, Indonesia</b>
	<b>128</b>	<b>The Effect of Quality Management Principles of ISO 9001 on Innovation Performance In Teaching And Learning Process</b>
	<b>134</b>	<b>Employee Commitment; Role of Leadership and organizational culture</b>
	<b>149</b>	<b>The Socio-economic Impacts of Urban Riverfront Development (URD): A Malaysian Case</b>
	<b>150</b>	<b>The strategy of the enterprises of the marine transport at integration into the word economy</b>
	<b>151</b>	<b>Alternative culture as part of genius regionis</b>
	<b>152</b>	<b>The financial security monitoring in terms of threats and vulnerabilities associated with the people's financial literacy level</b>
	<b>153</b>	<b>User perception of sharia compliance in PayTren</b>
	<b>154</b>	<b>Peers' social support and academic stress among boarding school students</b>
	<b>155</b>	<b>EXPERIENCE OF THE SMALL INNOVATIVE TOURIST COMPANY IN THE EDUCATIONAL STRUCTURE OF THE UNIVERSITY</b>
	<b>156</b>	<b>Accession of Students' Human Capital through Higher Education</b>
	<b>157</b>	<b>Behavior of Thai customers in the business of co-working space</b>
<b>19:00 - 20:30</b>	<b>Gala Dinner - Elpatio Restaurant</b>	



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# Conference Venue



## Kuta Paradiso Hotel

Il the fun is right at your doorstep at Kuta Paradiso Hotel

Centrally located right in the heart of Bali's thriving hub of Kuta, lies the five-star Kuta Paradiso Hotel – the ideal home away from home for your Bali holiday. With complimentary transportation to and from Ngurah Rai International Airport, Kuta Paradiso Hotel is also in 5 minutes walking distance from stunning Kuta Beach, the local arts market, restaurants, night clubs, shops and close to the excitement of the famous Waterbom Bali water park and Discovery Shopping Mall, Matahari and Kuta-Square shopping centers.

We invite you to stay at the Kuta Paradiso Hotel in Kuta Bali.

Address : Jalan Kartika, Kuta, Kabupaten Badung, Bali 80361



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