

FOREWORD

At the closing of this significant year of 2019, on behalf of the ABAC JOURNAL Editorial Board and the Editorial Team, I hereby proudly make three important announcements: First, on December 7, 2019 we, the AU Community are honored and privileged to host **a royal visit of Her Majesty the Queen** who will graciously preside over the opening of the **AU 50th Anniversary Celebration** at Suvarnabhumi Campus, Assumption University. Please view www.au.edu for more information. Alumni and friends of AU are wholeheartedly invited to join us.

Secondly, immediately after Christmas, from December 26, 2019 until January 5, 2020, the **40th WUDC (World Universities Debating Championship)** will commence its exciting final round, concluding the new 40th World Debate Champion, and Runner-Ups (<http://www.wudc2020.au.edu/>).

Third, and perhaps most importantly, as it directly involves our readers and authors, may I call your attention to our new announcement just posted on the ABAC JOURNAL website. Honestly, it has been our long desire to establish theme-based issues.

Various challenges have stood in our way, but it is now finally time to meet our long-awaited dream, starting with our brave announcement that from September 2020 onward, the ABAC JOURNAL will have 2 theme based editions per year, one in September and the other in December. The 2020 themes are:

- Beginning with the **September 2020 edition**, in which our theme will be **SUSTAINABLE TOURISM & HOSPITALTY**
- And the **December 2020 edition** will focus on **SUSTAINABLE MARKETING**

A special note for the September 2020 issue: we welcome best papers from the **University of Phayao Bangkok's 3rd Conference on Health-oriented Tourism & Hospitality** <<http://www.healthorientedtourism.org>>; like other papers, these will still be subject to our peer review process.

We welcome original research, innovation, best practice, ideas and insights that promote Sustainable Tourism & Hospitality and Sustainable Marketing as per the *Call for Papers* announcement currently posted on the ABAC JOURNAL Website.

For researchers and authors interested in publishing work in the ABAC JOURNAL's September 2020 or December 2020 issue, we strongly encourage you to read our *Call for Papers* announcements for more details.

In this issue, we are pleased to present 8 articles and 1 article review.

1) Influence of Designs Following Green Assessment Criteria On Decision to Buy Houses in Housing Projects: Thailand's Ecovillage

This 2016 study investigates the influence of the Ecovillage design concept on house purchase decisions in Bangkok, Thailand. Data were collected by a quantitative method from 813 samples from housing projects in Bangkok. Findings indicated that certain distinct criteria influenced consumers' decisions to buy a house: namely, the infrastructure in the area was the main factor affecting their decision, including electricity, paved roads and water supply. Most respondents considered the accessibility of markets, convenience stores and other stores within the area to considerably affect their decisions. Interestingly, energy and environmental conservation factors were also found to be influential. These findings can be used as a guideline in designing housing projects to satisfy consumers' needs.

2) The Effects of Team Leader Coaching on Team Members: An Action Research Project at DHL Thailand

This study investigated the impact of team leaders who used coaching skills with their team members, at DHL Thailand's Supply Chain Division. The challenge for DHL Thailand is to develop its team leaders and members to meet the corporate vision and mission. The research examined how development of team leaders' coaching skills affected the dimensions of the team leader/team member relationship using the Perceived Quality of the Coaching Relationship (PQCR), a tool which measures a team member's perceptions of the various dimensions of the relationship that the team member creates and shares with their team leader. Additionally, the Gallup Q12 survey was given to team members to measure changes in team member engagement before and after the intervention. The research findings indicated that the ODI did have an impact on the team leader and team member relations, and on employee engagement.

3) Foreign Institutional Ownership and Liquidity: Evidence from Thailand

This paper examines the impact of foreign institutional ownership on stock liquidity in a sample of 950 firm-year observations from 190 companies listed in the Stock Exchange of Thailand (SET), over the period from 2011 to 2015. Multiple regression analysis was used to examine the relationships between foreign institutional

ownership and liquidity measures. Two-stage least squares (2SLS) were also employed to ensure that the regression results were not susceptible to endogeneity problems. After controlling for price, return volatility, and firm size, the results indicated that equity ownership by foreign institutional investors has a negative impact on stock liquidity. The results remain robust even after controlling for endogeneity. The findings of this paper support the idea that foreign institutional ownership may increase the degree of information asymmetry between foreign and local investors, and that foreign institutional investors adopt a buy-and-hold strategy following their high ownership in local firms. Both the higher information asymmetry and the inactive trading activity reduce liquidity.

4) The Influence of Extrinsic & Intrinsic Motivations on the Use of Facial Skin-care for Males in Bangkok

Previous studies of facial skin-care usage in males have largely focused on intrinsic motivations involving confidence building, or gaining tangible benefits. However, this study will expand into the extrinsic motivations which can help to explain why male facial skin-care has become a fast growing business segment in contrast to its virtually non-existent status just a few decades ago. Qualitative focus group discussion sessions of four groups, categorized by age and usage, were conducted to aid the questionnaire given to 400 male respondents in Bangkok, divided into facial skin-care users and non-facial skin-care users. The findings showed that the perpetuation of marketing efforts promoting the metrosexual lifestyle and the greater acceptance of this lifestyle among reference groups, has enabled a confound shifting of socio-cultural attitudes. This change in attitude translates to changes in behavior, enabling the male facial skin-care segment to off-shoot from the pre-existing female skin-care segment and become a segment all of its own.

5) Generation C's Internet Searching Behavior and The Factors Influencing the Intention to Follow Electronic Word-Of-Mouth in Online Hotel Reservations

With growing competitiveness in the hotel industry, related businesses should take full advantage of the internet in this digital economy. The main purpose of this study was to study a model of hedonic features, utilitarian features, trust in electronic Word-Of-Mouth (eWOM), and attitudes towards eWOM. The concept of Generation C addresses the lifestyle of people living in the digital age, and was used to guide the selection of 400 samples from Generation C in Thailand.

The results showed that hedonic and utilitarian features do have an effect on trust in eWOM, which in turn has an effect on attitudes towards eWOM (e.g. more trust leads to more positive attitude toward electronic word-of-mouth), and attitudes towards

eWOM also have an effect on the intention to follow eWOM among individuals of Generation-C in Thailand.

6) A Factor Analysis of Student' Perceived Service Quality in Higher Education

The objectives of this research were to identify the indicators and components of the student satisfaction of service quality, and to examine the appropriate integration of indicators using a confirmatory factor analysis of the theoretical factors of student satisfaction toward service quality in light of an empirical data set encompassing six components. A questionnaire was distributed to 499 senior bachelor's degree students studying business in the Faculty of Management Science, Ubon Ratchathani University. The results showed that the observed set of data for student satisfaction of service quality in FMS fit the factor theory model. The most significant factor was the service quality of instruction. All correlations among the six main factors for student satisfaction of service quality were statistically significant.

7) The Potential for Key Success of Community-Based Tourism Sustainability: Case Study Baan Rim Klong Homestay, Samut Songkram, Thailand

Globalization has affected the behavior of visitors from an entertainment-focus to the seeking of new experiences through tourism. Community-based tourism is a form of tourism which links the national economy and local community. This qualitative research examined the key success potential of community-based tourism in Baan Rim Klong Homestay, Samut Songkram, Thailand, using in-depth interviews with the leader and members of community-based tourism, combined with participant and non-participant observations. The results revealed that the success potential of the place comes from the self-reliance of its economy and community, together with the availability of local cultural activities (e.g. giving alms to the monks, making Thai dessert, boat-ride to view fireflies). The main purpose of the Homestay is to preserve the original lifestyles of the riverside community, nature and environment, which is the main factor leading to success. Moreover, successful tourism of the place would not occur without strong leadership, effective tourism management, active community participation, and a tourism network.

8) Identification of Service Quality Competency Framework for the Lounge Attendants: A Case of Privately Owned Airline in Thailand

Service quality is a critical competitive differentiator, particularly for A Airways, which cannot compete with low-cost carriers (LCCs) based on price; the airport lounge service has been identified as a critical aspect of overall airline service quality. However, there is no competency framework for airline lounge staff, and no clear

understanding of the competencies that contribute to service quality. This research was conducted to determine whether staff competencies influence service quality ratings for airport lounges and to identify the most important staff competencies for providing exceptional service. 419 customers of A Airways were surveyed, and qualitative data were also collected in a series of interviews with 20 airport lounge staff and passengers, and focus groups with 8 industry experts. Multiple regression analysis of the survey data indicated five competencies influencing service quality ratings: efficiency, helpfulness, communication skills, the ability to maintain a neat, professional appearance, and knowledge. Content and thematic analysis of the interviews and focus group transcripts highlighted the importance of additional competencies, such as problem solving and conflict resolution skills, attention to detail, situational awareness, and service-mindedness.

9) Article Review

Our December 2019 edition would not be complete without an exciting article review. Two or three decades ago who would imagine eating insects for food, worst still as a food industry business? **Opportunities and Hurdles of Edible Insects for Food** may be an eye-opening experience for many readers. Drawing on several significant relevant pieces of research and the UN's SDGs (Sustainable Development Goals) along with cost comparisons between the conventional food industry and insect farming, the authors quite effectively convince readers to the importance of edible insects as food. The article provides vast, useful information for all stakeholders, especially investors, entrepreneurs, and researchers interested in the food industry.

Approaching Christmas and New Year, I wish to express our best wishes to all readers and contributors for a joyful holiday season and a Happy New Year 2020. My deep gratitude goes to Rev. Brother Dr. Bancha Saenghiran, for his unfailing support and leadership. My heartfelt thanks to the Board of Advisers, the Editorial Board members, and the Editorial Team for their continued support and guidance; my deep appreciation to all contributors, reviewers and editors.

Enjoy your restful holiday after a yearlong hard work. Again, we will be thankful to hear your feedback and look forward to receiving your papers in tourism & hospitality.

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ABAC Journal