

A conceptual Model of Sustainable Tourism based on Sustainable Marketing

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ABSTRACT

This paper presents a conceptual model for sustainable tourism based on sustainable marketing. The purpose of this study was to develop a conceptual model for sustainable tourism based on sustainable marketing. The model consists of independent variables: social stability, political stability, quality of service, environmental sustainability, cultural sustainability, Sustainable Marketing, tourist satisfaction, tourist confidence, loyalty tourism, and sustainable tourism is the dependent variable. To test the hypotheses, a questionnaire with 30 questions worth Gzary0-100 and design, and the Statistical Society (organized tourism in Kermanshah province, scenic and historic places), a total of 384 tourists, executives and experts in tourism, and marketing professionals were distributed. To increase the validity of teachers' professional organization of tourism leaders, statisticians and senior marketing students were used, and the reliability of the data obtained, using Cronbach's alpha, have been analyzed. The method used in this research is descriptive. To test the hypothesis, we used path analysis, and AMOS software was used for statistical analysis of data. P_value values obtained according to the assumed independent variables showing significant coefficients, 026. social stability, political stability, 018., 039. service quality, environmental sustainability 045., 011. Cultural Sustainability, Sustainable marketing, 001. consent tourists, 019., 005. Trust and loyalty of tourists and tourist 000. since all of these values are less than 0.05, we conclude that all the coefficients are significant, the variable fidelity of tourists, most effective and least variable environmental sustainability impact on sustainable tourism is changing.

KEYWORDS: sustainable tourism, sustainable marketing, conceptual model of tourism, Tourism Authority of Kermanshah province.

INTRODUCTION

Stated research question

Since the late 1980s, the development of key economic development towards the sustainable development of the movement. Sustainable development of tourism industry in the 21st century is an ideal spot to try (Zargham Boroojeni and Nikbin, 2011, 139). For decades, researchers have examined tourism as a larger system rather than a simple economic exchange process between businesses and consumers. Planners and economists have established tourism supply (businesses and community resources) and demand (tourist markets) sides, including linkages such as transportation and marketing communications (Jamrozy, 2007, 118).

Tourism can be an important source of jobs for nonmetro communities, especially for those that are economically underdeveloped. Because jobs in the tourist industry often do not require advanced training, local residents with few skills can readily work as food servers, retail clerks, and hospitality workers. Tourism also not only offers business opportunities to local residents, but it can serve as a vehicle for marketing a place to potential residents and firms, as today's tourist may return later to retire or start a business locally (Dennis, 2003, 1). Tourism is often advocated as a means to diversify economic conditions in rural and regional areas by providing alternative sources of employment and income generation arising from fluctuations and downturns in traditional industries such as agriculture and forestry, depressed commodity prices, and drought conditions. Furthermore, tourism can contribute to the enhancement of regional areas through public and private sector investment in new infrastructure and facilities (Wray, et al., 2010, 1). The relationships among five latent factors (i.e. personal benefits from tourism development, positive perceived tourism impacts, negative perceived tourism impacts, community satisfaction, and attitudes for additional tourism development) have been applied and

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proposed. Economic impacts include positive elements such as tax revenue, increased jobs and additional income, as well as negative elements such as tax burdens, inflation and local government debt. The social and cultural impacts include positive elements such as a resurgence in traditional crafts and ceremonies, increased intercultural communication and understanding, and negative elements such as increased crime rates and changes in traditional cultures. The environmental impacts include positive elements such as the protection of parks and wildlife, and negative elements such as crowding, air, water and noise pollution, wildlife destruction, vandalism and litter (Ching-Fu Chen and Pei-Chun Chen, 2010,529) . Tourism includes all activities that tourists do when traveling and can be linked to them, and this can include planning for travel, moving between origin and destination, accommodation and so on. Tourism marketing to identify and anticipate the needs of tourists, and provide the facilities to meet their needs and inform, and motivate their views (Amin Bidokhti and Nazari, 2009, 51). The core idea of sustainable tourism is sustainability of tourism environmental development, welfare of tourism benefit and fairness of tourism opportunities (Can and Hongbing, 2011, 1977). Walle (1998) argues for examining the micromarketing structure, including functionality (goals of marketing), institutions (who is involved) and commodities (what are we marketing) in the marketing of tourism (Jamrozy, 2007, 119). Revenues from tourism activities will focus on two important issues: the satisfaction of tourists, and promoting the enjoyment and quality of the tourism experience, the effort to protect the interests of host communities (Shabani Fard et al., 2009, 48). Yoon et al (2001), Tourism development has been identified as an effective way to revitalize the economy of a destination, whether rural or urban. However, tourism relies heavily upon the goodwill of the local residents as their support is necessary for the development's successful operation, especially for the sustainability of a destination. Pardos et al (1990) and Yun et al (2001) an understanding of local residents' attitudes towards tourism development and their determinants is essential in achieving a host community's support for tourism development. Okazaki (2008) Besides, the intensity of community participation for local residents has been advocated as an integral part of sustainable tourism development (such as Ching-Fu Chen and Pei-Chun Chen, 2011, 526). Jones (1999), Lin and Yüksel (2004), Due to its economic, social and psychological benefits, creation of comfortable yet exciting shopping districts in order to induce customer desire to visit and extend their stay has become an important concern to authorities at tourist destinations (Yüksel, 2005, 58). Tourism is a service sector which earns a substantial foreign exchange to developing countries (Srinivasan, 2009, 12).

THEORETICAL RESEARCH

The word tourism was the first time in 1811, the magazine has named *Sporting*. Tourism, one of the most developed industries in the second half of the twentieth century, and is often used as a key, or the key to economic growth in both developed countries and developing countries was used (Zarabi and Parikhany, 2010, 38). Generally, tourists can take, depending on the type of tourism into two categories: 1. Tourists who come from abroad (foreign tourists); 2. A native or resident of that country tourists (domestic tourists or native) (Seidayi and Hedayati Moghadam, 2010,101). World Tourism Organization, for the first time in 1988 term, sustainable tourism, according to Brandt Reports Disneyland criteria, defined as: "sustainable tourism needs of present tourists and host communities, conserve and enhance the opportunities of future generations to meet". Sustainable Tourism Development Committee, meeting in Thailand in March 2004, the revised definition of sustainable tourism. Define a new concept, to create a balance between the environmental aspects of economic, social and tourism, the need to implement the principles of sustainability in all sectors of tourism, the World Tourism targeting objectives (eg poverty alleviation) insists (Zargham Borojeni and Nikbin, 2011, 139). In this regard, the role of trust in promoting tourism tourists, it should be noted that the main element of trust and constructive social order in society and constituting it. Importance of trust, social interactions and functions, for society, it is necessary to pay more attention. The atmosphere based on trust, power and control devices such as formal, lost its importance, people on suspicion faith in social relations in society. Transactions. Thus, the underlying confidence collaboration of community members, and even different communities with each other, so that the lack of it, is shaken by common ties among members. Therefore, it can be noted that confidence has political functions, psychological, social and economic (Hezarjaribi and Najafi, 2010, 63). Overall customer loyalty, is important from many aspects. Loyal customers in determining the expected sales, and increase profit organization helps. In addition, customers who are familiar with the brand, the more likely it is to your friends and associates, advice, and feedback in the process and product evaluation of the impact of

these factors in today's business environment, is of vital importance (Alameh and Noktehdan, 2010, 110). In a competitive market, many companies are trying to focus, to gain a more loyal customer. Most organizations have their own strategies, to increase customer satisfaction and loyalty, in order to have quality services. Zimbabwe and colleagues found that, on being touched, actually taking and empathy, responsibility and reliability are important factors to be Customer Satisfaction (Zim et al., 2010, 54). In the service sector, assess its quality, while the services are performed. Customer satisfaction, the service can be found by comparing expectations of him, with his understanding of the services provided, defined. If the services provided, the client's expectations are exceeded, the service is considered extraordinary. When customer expectations of service, with his interpretations of the same service, quality, satisfactory service, and the expectation that if they lower the quality is unacceptable (Divandari and Torkashvand, 2010, 85). Sustainable marketing includes a definition of the concept, as well as sustainable consumer behaviour, sustainable marketing strategy, sustainable marketing mix and benefits

of sustainable marketing (Ritlinger, 2012, 1). Perhaps the best definition, sustainable development is presented based on the definition found in Bratland report, titled "Common Future" in 1987 offering. The definition is: a development that meets the needs of the present without the ability of future generations to satisfy their needs have themes (Hovrobin, 2008, 20). The primary goal of sustainable development of tourism, to maximize the benefits and minimize the adverse effects of the In this way (Kent, 2005, 1269). Now, we turn to an effective tourism industries in the world, the industry has a significant impact on the economy, and economic problems of cities, regions and countries such as employment, per capita income, balance of payments, etc (Ahmadi, 2009 51). In all three types of personnel employed in the tourism industry is divided: the employment of this type of employment, mainly in the activities, to provide background and before travel, during travel or for more information potential, and greater productivity. Institutions of tourism, and information of this type. Employment in meeting the needs of this type of employment, a large share of employment in the tourism industry to be involved in activities that directly, everyday needs of tourists, as long as the destination is more elevated. This wide range of activities engaged in transportation, hospitality, restaurants, business services, entertainment, etc. are included. Indirect employment: the type of employment that are more associated with manufacturing activities, coupled with investment in the tourism industry, is provided. Activity in the construction of a hotel and all the activities before the production of means of transport and tourism contribution to the development of infrastructure is one of the types of employment (Kermani, 2001, 310-309). Socio-cultural dimension, indicates the stability of the culture, social organization and social structure of society. The dimension of sustainable tourism, including respect for social identity, social and cultural capital, and its capital and strengthening social cohesion and self-esteem, and the population's ability to generate, control their lives. Social sustainability refers to the ability of a community, whether local or national, for the reception of visitors, short or long term periods. So that any inconsistencies and contradictions in the social structure of society, there is not or reduced to the lowest possible amount, stability or compatibility and cultural sustainability, cultural indicators within a community, called the pressure of cultural tourists and refers to the cultural artifacts left behind by tourists (Rezvani et al., 2012, 73). Today, security could be the most important and fundamental principle in the development of the tourism development strategy in the world. Variables such as security has always been the most significant parameter in attracting domestic and foreign tourists, is considered. For this reason, experts believe that it is essential to review tourism and national security, and tourism components such as security, transportation, hotels and attractions are very close, and insecurity in every possible; jeopardize the security of tourism. there. The sensation caused by the direct and indirect experiences of individuals, the circumstances surrounding (Esfahani, 2011, 71). The tourism industry in today's world, a special place, and in half a century to become one of the major players in international trade, and the most important sources of income of developed countries, and is developing. Each country favorable policies to attract foreign tourists definition. in The policy our tourism, tourism should be adequate pattern, from the perspective of cultural, social, economic, political, and is the basis for planning and investment (Majidi, 2010,271). Green marketing, marketing or promotion of a product's environmental performance, or achievements associated with it (Elahi and Yaghoobi, 2011, 169). Tourism marketing is especially important, because if you know the marketing management process (Pender, 1999,50), all planned activities, tourism product development, marketing and operations need to attract tourists. Marketing is, all activities of the market and customer needs, market assessment, and evaluation of services, facilities, and facilities costs of achieving the goal, take

customer satisfaction. This includes programs targeted on specific groups of customers and persuade them to buy or use the Services (WAN, 2007,49).

RESEARCH METHODOLOGY

The objective of the study, and the data type is a descriptive survey. The population, tourists, executives and experts in tourism, and marketing professionals are. Sample using Cochran formula is obtained, and for the first selected a random sample of size 30, and based on the sample variance and mean it. In the event that the target population is assumed to be unlimited, considering the maximum variance (successes and failures to 0.05), and 0.05 degree error 384, the sample is estimated. The sample size of 384 is selected, non-random sampling gathered through the questionnaire and the statistical population of Kermanshah Province, historic sites and scenic tourists, executives and professionals and experts in tourism marketing organization, distributed. In this work, after data collection, sample test for goodness of fit, such as the Kolmogoraph-Smirnov method, compared with the normal distribution of the observed action. In the normal case, we explore the correlation coefficients, and then using multiple regression, factors affecting tourist attraction, based on sustainable marketing review, then using a structural equation model to examine the detailed and overall, based on the conceptual model presented in our action, and finally the most appropriate model, the optimal model selection criteria are set based on the key independent variables, which have a greater impact on sustainable tourism, characterized them.

Research tools and methods of data collection

In this research, collect data and analyze them, the tourists, executives and experts in tourism, marketing and research professionals who have been selected through a questionnaire distributed and collected after completion is the inventory valuation adjustment is 0-100. Validity (validity) and reliability (trustworthiness) Materials: In this study, to increase the reliability of expert teachers, administrators Tourism Organization (SIP), business administration, marketing statisticians and graduate students, is used. In order to assess the reliability, the data obtained from the questionnaire using Cronbach's alpha, was analyzed, the Cronbach's alpha coefficient formula

$$\alpha = \frac{n}{n-1} \left[1 - \frac{\sum s_i^2}{s_x^2} \right], \text{ and the following table:}$$

Table 1. Cronbach's alpha coefficient

Outcome	Cronbach's alpha coefficient	Question number	Variables	Row
Appropriate	862/0	3	Social	1
Appropriate	746/0	3	Political	2
Appropriate	822/0	3	Quality of Service	3
Appropriate	691/0	3	Environmental	4
Appropriate	738/0	3	Cultural	5
Appropriate	711/0	3	Marketing	6
Appropriate	746/0	3	Tourist satisfaction	7
Appropriate	806/0	3	Trust tourists	8
Appropriate	796/0	3	Loyalty traveler	9

Figure 1 shows the regression coefficients of the independent variables.

Findings

In this study, the software, AMOS, path analysis model shows that, in the one-way arrows indicate the presence of linear relationships between variables. Numbers on the lines of regression coefficients, estimates show that, the software AMOS obtained. The variable error is the error that should be presented in terms of variables, endogenous variables to be considered sustainable tourism. Model, as follows:

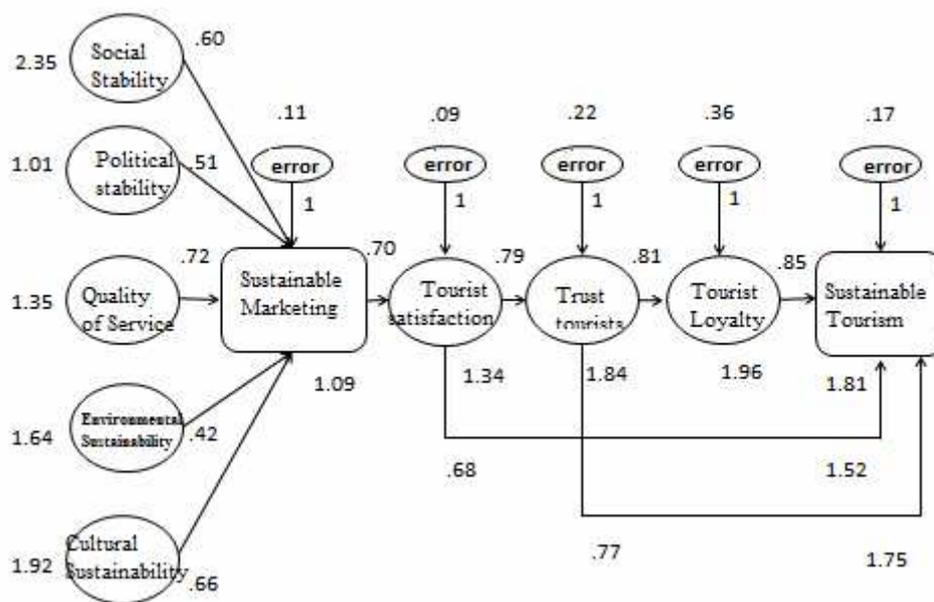


Figure. 1 shows the regression coefficients of the independent variables

In the figure above, a regression coefficient of 0.60, indicating, the variables social stability and sustainable marketing, and 2.35 represents the variance in social stability. Other values are also interpreted the same way.

Regression coefficients of variables: the table below, the estimated regression coefficients of the independent variables on the dependent variable indicates that, according to this table it is clear that social stability variable regression coefficient equal to 0.60, the estimated regression coefficient for the variable political stability, the 0.51 estimate regression coefficient for the variable quality of service, and the estimated regression coefficient varies from 0.72 to environmental sustainability, cultural sustainability variable regression coefficient of 0.42 and an estimated equal to 0.66, the estimated regression coefficient marketing variables constant, equal to 0.70, the estimated regression coefficient for the variable of tourists' satisfaction, to 0.79, the coefficient estimates variable regression confidence of tourists, 0.81 times the estimated regression coefficient for the variable fidelity tourists, 0.85. According to the last column of this table, the values of the coefficients of the independent variables showed a significant assumption related p value, social stability, 026., 018. Political stability, quality of service, 039., environmental sustainability, 045., cultural sustainability, 011., sustainable marketing, and satisfying tourist 001., 019., 005. trust tourist, tourist loyalty 000. since all of these values are less than 0.05, then we can conclude that all the coefficients are significant. In the second column of the table shows the standard error, and the third column shows the critical ratio, the result of dividing the standard error of the estimate, is obtained.

Table 2. summarizes the regression coefficients of the independent variables

Dependent variable	relation	Independent variables	Estimate	S.E.	C.R.	P
Sustainable Marketing	<---	Social Stability	.605	1.532	.564	.026
Sustainable Marketing	<---	Political stability	.513	1.004	.628	.018
Sustainable Marketing	<---	Quality of Service	.724	1.161	.349	.039
Sustainable Marketing	<---	Environmental Sustainability	.429	1.280	.864	.045
Sustainable Marketing	<---	Cultural Sustainability	.661	1.385	.639	.011
Tourist satisfaction	<---	Sustainable Marketing	.708	1.044	.548	.001
Trust tourists	<---	Tourist satisfaction	.793	1.157	.843	.019
Sustainable Tourism	<---	Tourist satisfaction	.687	1.232	.685	.007
Loyalty traveler	<---	Trust tourists	.811	1.356	.746	.005
Sustainable Tourism	<---	Trust tourists	.770	1.322	.356	.000
Sustainable Tourism	<---	Loyalty traveler	.859	1.4	.531	.000

Standardized coefficients of the variables

To determine which of the independent variables have the greatest impact on the dependent variable, the coefficients are calculated standardized independent variables, each variable has a coefficient that is more standardized, more impact on the dependent variable. Standardized coefficients of the independent variables are shown in the following diagram.

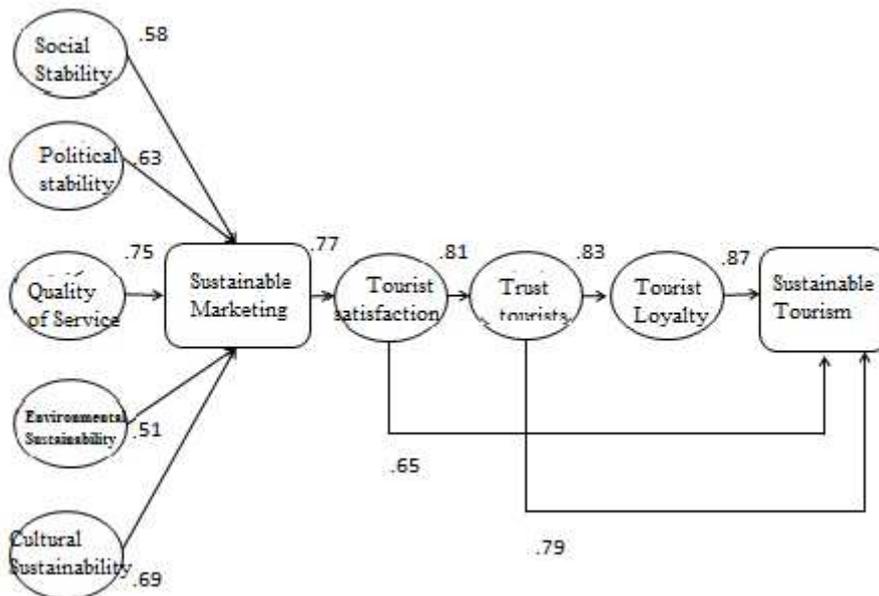


Figure 2. Standardized coefficients of the independent variables

As seen in the above chart, tourist loyalty variable, the variable with the greatest impact and environmental sustainability, sustainable tourism have minimal effect on the variable. To evaluate the appropriateness of the model, the following criteria will be used. The values of these parameters are closer to 1, the better. Independent model, a model in which there is no relationship between the variables, in this model, called the base model. Comparison of independent model and the proposed model:

Table 3. Comparison between the proposed model and the independent model

RMSEA	AGFI	GFI	CFI	IFI	RFI	NFI	
0.021	0.841	0.964	0.834	0.763	0.779	0.856	The proposed model
0.000	0.000	0.000	0.000	0.000	0.000	0.000	Independent model

As can be seen, the values obtained on the model cycle. The following table chi-square value for the model presented above shows.

Table 4. square model

CMIN	DF	CMIN/DF	P
22.323	21	1.063	0.027

In this table, the chi-square value is the same CMIN. For this model, the statistic is 22.323, 21 degrees of freedom, and the significance level is 0.027. Since the significance level is less than 0.05, the conclusion is that the regression model was fitted between the independent and dependent variables, meaningful and appropriate.

DISCUSSION AND ANALYZING OF RESULTS

Given the importance of tourism in each country, as it was discussed in the first chapter, the aim of this study was to design a model that is based on the creation and promotion of tourism to the. The analytical results of the study, according to which a significant positive correlation between the variables of social stability and sustainable marketing refers confirm this hypothesis, a study by Sinai

(2001) and Yozama (2008) also has a hand. The hypothesis that the positive correlation between political stability and sustainable marketing is conducted, and the results confirm the hypothesis Zohrar (2009), the hand, the next hypothesis is a positive relationship between service quality, and sustainable marketing is discussed, and the results confirm the hypothesis Yavari and Toghyani (2005), the hand, and went on to study hypotheses, we note that the positive relationship between environmental sustainability and sustainable marketing is discussed, and the hypothesis is verified and the results Maleki and Sinai (2001), the hand is also hypothesized that a significant positive relationship between cultural sustainability and sustainable marketing, has been verified with the results Davarkhani et al (2010), and Yavari and Toghyani (2005), and senseless and Naserpoor (2003), the hand, then the hypothesis that the positive relationship between sustainable marketing, and deals with the satisfaction of tourists, who investigated, and the results confirm the hypothesis of Maleki (2001) is still the one hand, and finishing confirmed a significant positive correlation between the remaining hypotheses, it can be concluded that the proposed model, an optimization model and its applications, and can be based on sustainable marketing, sustainable tourism developed, the model is introduced as an effective model.

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