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0125 Social Mobility and Sustainable Survival of Thai Society

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This paper was a feasibility study on the sustainable survival of Thai Society. It identified key managerial mechanics that can be used to achieve sustainable society's core competences and facilitate a more innovative, collaborative corporate culture. A symbolic interactionism theoretical framework and qualitative assessment were made of how a society's leadership, human capital management, organizational culture, can all collectively merged to create a more dynamic and responsive organization which is far more adept at building unique resources and capabilities, which can then be leveraged to create new society's opportunities. Thai society had been at least two consecutive suffering from disagreement among compatriots; firstly, the convincing evidence of a link between the rising Burma in 1569 and joined by Thai rebels. Secondly, in 1767 invader's pincer movement advanced to attack Ayutthaya Royal Empire from multi-directions North-West-South. Historically didactic advice, delivered by those events, taught people in the society to perceive all threats that anticipated what could harm the society in terms of disharmony ideas – materialism that beliefs in money possession and physical comfort are more important than spiritual values. The research findings came up as the significant reform of resources will enable an organization leadership to make changes and ensure that society can be aligned internally with the present and future external environments. Sustainable development of human society can be expected to be much more acceptable and, therefore, much further away from eventual collapse than others.

Keywords: disharmony ideas, managerial mechanics, materialism, social mobility, sustainable survival

0128 Linking Psychology and Sustainability: Research Gaps and Future Directions

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Although there is a growing literature concerning sustainability that is grounded in psychology, particularly environmental psychology, much of the current knowledge in this field is still derived from the works of researchers in ecology, environmental science, geography, architecture, and sociology. This renders psychology of sustainability as an increasingly important research area, but one in need of more evidence-based studies with stronger links between theories, methods, and practice. A closer scrutiny of the key issues, developments, gaps, and future directions is therefore necessitated. To address this concern, a review of the literature, which broadly focuses on exploration of most relevant and emerging areas of research for sustainability where psychologists can contribute, was conducted. Six distinct, but interdependent research areas that may provide future direction in this field are identified. These include (1) an in-depth examination of environmental values, (2) improvement in the measurement of sustainability indicators, (3) better understanding of the relationships between sustainability and cultures, (4) better integration of theories and applied research drawn from other disciplines, (5) establishment of innovative strategies for public engagement and dissemination of research findings, and (6) and more intervention research. Drawing from these results, some theoretical and practical issues and implications that would provide ideas for future work are presented.

0133 Ritual Culture and Tourism at Gunung Kawi, Indonesia

Junardi Harahap, Padjadjaran University, Jawa Barat, Indonesia¹

Ritual that has become a legend and has its roots in Gunung Kawi Indonesia. Rituals are also referred to as a place in the world for profit. The road taken is to draw closer to God and also the guardian of Gunung Kawi supernatural beings. Gunung Kawi is a very famous place in Indonesia and also visited as a place of ritual and also benefit materially. This study wants to answer the cultural rituals and also aspects of tourism in Gunung Kawi. Data was collected by means of interviews and observations. The results showed that the Gunung Kawi has become a place of worship for economic riches and influence on aspects of tourism in the area. In the aspect of tourism economy Gunung Kawi has made society better and more advanced.

Keywords: ritual, pesugihan and tourism

Linking Psychology and Sustainability: Research Gaps and Future Directions

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ABSTRACT

Although there is a growing literature concerning sustainability that is grounded in psychology, particularly environmental psychology, much of the current knowledge in this field is still derived from the works of researchers in ecology, environmental science, geography, architecture, and sociology. This renders psychology of sustainability as an increasingly important research area, but one in need of more evidence-based studies with stronger links between theories, methods, and practice. To address this concern, a brief overview of issues, developments, and emerging areas of research for sustainability where psychologists can contribute, is presented. Six distinct, but interdependent research ideas that may provide future direction in this field are identified. These include (1) demand for an in-depth examination of environmental values, (2) improvement in the measurement of sustainability indicators, (3) better understanding of the relationships between sustainability and cultures, (4) better integration of theories and applied research drawn from other disciplines, (5) establishment of innovative strategies for public engagement and dissemination of research findings, and (6) and more intervention research. Drawing from these results, some implications that would provide ideas for future work are presented.

Keywords: psychology, sustainability, environment, demand

1 INTRODUCTION

The Brundtland Report [1] defines sustainable development as “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*” (p.16). This definition has since become a broadly accepted definition of sustainability. Central to this definition is the notion that resources are limited, and, therefore, should be used and managed wisely.

To date, studies examining ecological, social, political, cultural, and economic sustainability are available, e.g., [2-5]. While these studies have contributed significantly to our understanding of the natural, biological, technological, and sociological aspects of sustainability, there has been a notable lack of research examining the nature of “sustainability” and how it is connected with environment and human psychological and behavioural developments. Nevertheless, things became better in the past five years, which was marked by an increasing number of literature focusing on the psychological dimensions of sustainability, particularly within environmental psychology. For instance, [6] have reviewed studies that look into public attitudes, risk perception, and policy decisions in relation to sustainable behaviours. In addition to these aspects, topic areas such as values, concerns, norms, and spirituality and religiosity have been examined, e.g., [7-9]. More recently, studies have also focused on issues such as health-promoting effects of nature [10], ecotherapy’s treatment efficacy [11], and the positive effects of pro-environmental behaviours on environmental quality and quality of life [12]. Altogether, these studies offered important insights into the possible influences of human behaviour on environmental conditions and sustainability and vice versa.

Although the above studies illustrate the growing literature that is grounded in environmental psychology, much of the knowledge known or assumed about sustainability is still derived from work in other fields such as ecology, environmental science, geography, architecture, and sociology, among others. This renders psychology of sustainability as an increasingly important area, but one in need of more evidence-based research with stronger links between theories, methods, and practice [13]. For this reason, the need to start with an identification of key issues and developments as well as gaps and future directions of the area is necessitated. The present paper is, to some extent, intended to fill this gap.

The aims of this paper are twofold: First, to provide an overview of the key issues and developments in the psychology of sustainability, in general, and sustainability within environmental psychology, in particular. And, second, to identify emerging areas for future investigations in this field. The subsequent sections are thus structured accordingly to be consistent with these purposes.

2 KEY ISSUES AND DEVELOPMENTS

Reflecting on recent literature on the key theoretical issues and research developments surrounding the role that psychology plays in sustainability, three issues and developments emerge. First, [13] suggest that the areas of environmental, social, and economic sustainability need to be investigated in tandem for the mutual benefits they may yield for understanding and advancing the field. The call for more multidisciplinary, integrated, and collaborative approaches to study environmental and sustainability issues is echoed by [14] in their paper. These studies thus provide some insights into the necessity of engaging in multidisciplinary projects, specifically because they offer beneficial rewards for researchers and participants alike, while at the same time inspires students' active engagement in their studies [14].

Second, research on psycho-environmental aspects linked to sustainable behaviour is a more recent but growing interest, e.g., [9]. Studies have established the important role played by psychology, as a scientific study of human behaviour, in understanding and promoting sustainable behaviour [15, 16]. [17] extends this role by suggesting that not only psychological theories and research can be used to identify drivers, barriers, and strategies for involvement in sustainable behaviours, but they can also contribute to policy development, implementation, and enforcement, as well as reveal the ways new technologies are impacting on human-environment transactions.

Third, the diversity of theoretical and methodological perspectives in this area reflects the current state of research on the psychological aspects of sustainability. With the increase use of transactional perspectives, integrated approach, greater theoretical sophistication, and substantial methodological precision, assessing the role of human cognitive processes, attitudes, and behaviours in the origin of and solutions to environmental issues, and consequently sustainability is essential [18].

3 GAPS, EMERGING AREAS, AND FUTURE DIRECTIONS

The discussion in the preceding section shows that the key issues and developments in the studies of sustainability within environmental psychology not only evolve but also are actively being pursued. Following this discussion, some of the most relevant and emerging areas of research for sustainability where psychologists can contribute are outlined below.

3.1 Studies on values

Currently, the emphasis in sustainability research has shifted from solely focussing on technological shifts or green buying to studies of values that people hold for the environment. [19] argued that better theorising and scientific judgments in developing sustainable policy and education programmes can be obtained when ecological problem is approached as a values problem. This more recent emphasis on values calls for further research in four aspects: (1) validation of value measurement (e.g., egoistic, altruistic, and biospheric value orientations instrument); (2) application of value theories (e.g., value-belief-norm theory of environmentalism) in explaining sustainable behaviours; (3) exploration of possible moderation and mediation pathways within the existing value theories and models; and (4) the use of multilevel analysis to obtain a fuller picture of contextual and individual factors impacting environmental and sustainable behaviour [6].

3.2 Sustainability measurement research

Further development and improvement of sustainability indicators are needed in several aspects of environmental psychology. These include: inclusion with nature, sustainability attitudes and intentions, personal sustainable behaviour, sustainable performance by nations, and cross-cultural comparisons of different nations and cultural groups [20].

3.3 Multi-cultural approach

[20] also suggests two possible research issues concerning the influence of cultural norms and values on environmental attitudes and sustainable behaviours, i.e. (1) identification of cultural patterns associated with high sustainability; and (2) examination of societies or cultures where conflicting values for sustainable issues have been addressed without conflict or violence. The exploration of these issues would aid the understanding of the relationships between values and sustainability across cultures.

3.4 Integrative models and approach

The task for environmental psychologists specialising in sustainability lies in expanding the area through better integration of theories and applied research drawn from other disciplines [10]. This contemporary trend is reflected in the integration of sociological-based theories of motivation (e.g., goal-framing theory) in studying sustainability-related decisions, e.g., [21] and the use of multidimensional measures in assessing environmental behaviours, e.g., [6].

3.5 Public engagement and dissemination

A better strategy is needed to make existing research evidence more accessible. Consequently, the role of environmental psychology in this regard is threefold: (1) to disseminate available research findings, knowledge, and methods that have practical applications to the public; (2) to use psychological knowledge and expertise to collect policy-supporting information from the public; and (3) to mediate between the public and the experts in other fields as well as policymakers [10].

3.6 Intervention research

Finally, more intervention research is needed to explore how best to use situational pressures, build internalised motivation, resist ecological harm, develop community sustainability programmes, utilise the mass media, as well as influence corporations and governments to act in a more sustainable manner [20].

4 CONCLUSION

Studies of sustainability within environmental psychology, after years of developing in relative obscurity, have recently gained considerable scientific interest. Acknowledging that the cause of environmental issues and problems is mainly rooted in human behaviour, studies of sustainability from psychological perspective advocate that sustainable development can be achieved through changes in how people interact with and toward the environment. By advancing our understanding of theoretical, measurement, methodological, and application of psychological theories and research, we can gain insights into the role that human behaviours contribute in sustainability efforts. It is hoped that with this greater understanding, improved personal, societal, and global strategies that promote sustainability and environmental protection could be developed.

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