

## FOREWORD

In this issue Isaac G. Mathews reviews the literature about self-efficacy, the psychological trait defined in terms of a confidence in one's ability to accomplish what one sets out to do. The article is extremely interesting and it, perhaps, can be thought of as illuminating Mathews' fellow authors, all of whom show evidence of having this trait to a high degree.

Two of the authors have chosen to exercise their talents on issues of learning and in both cases the effort has been well-rewarded. Dr. Yokfar Phungphol considers one of the most elemental levels of concern for educational progress: an orientation towards the teacher or the student. Dr. Yokfar Phungphol notes that the top down teaching that has traditionally been characteristic of Thai education has been replaced by what she sees as a more appropriate learner orientation. Ian Slater considers second language acquisition from a somewhat abstract level. Slater is skeptical of a global theory of learning a new language and holds that theories that assume a deep unity will be counterproductive.

The final two papers are concerned with the vital modern business practice of marketing, applied to two very different areas. The first article by Dr. Jutamas Wisansing involves the marketing of tourist destinations to travelers and seeks to better integrate both recent thought about tourism and recent trends in touristic practice. Dr. Malee Kittikumpanat and Dr. Barry Elsey also address an important area of modern economics and preventive health care, nutritional marketing. Less general than the previous article this one examines a single critical factor in the marketing campaign – the effects of opinion leaders on those who follow them.

This process of identifying key thinkers is, we think, an important aspect of this journal, which expressly seeks out a general rather than a highly specialized audience. It is these thinkers who will act as leaders who take the ideas from a particular area and allow them and their ramifications to spread more deeply into the academic community and the community at large.

Executive Editor

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