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The TEAM Journal is the official publication of the Tourism Educators Association of Malaysia. The journal is being steered by the association and it is hoped that it would one day establish itself as one of the leading multidisciplinary publications in Asia Pacific.

Aims and Scope
The TEAM Journal aims to develop as a flagship publication for the hospitality and tourism industry with a focus on emergent issues pertaining to the industry, particularly in the Asia Pacific region. The objective of the digest is to educate and promote advancements in Hotel & Hospitality Industry Management, Culinary Arts & Food Services Management and Hospitality and Tourism Education.

Previously unpublished, original, theoretical or empirical papers, analytical reviews, book reviews and readers critical analysis may be submitted for consideration. Articles must be written in English.

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Volume 9, Issue 1 of the Tourism Educators Association of Malaysia (TEAM) Journal of Hospitality and Tourism carries a new look for the journal that has been in existence since 2004. In this issue, the ‘look and feel’ including the dimensions of the journal have been improved. These changes are important as we chart the journey to position the journal as the top hospitality and tourism journal in the country, for a start, before working towards a leadership position in the region. Hence, we are also strategising in getting the journal indexed in the leading databases including ERA, SCOPUS and eventually SSCI. The new TEAM Journal will have three new sections. Besides the research articles, the journal will also carry an editorial note, an industry perspective analysis and book reviews. For this issue, a total of six papers, one industry analysis and two book reviews have been selected.

Scott Richardson, Roger March, Jan Lewis and Kylie Rade offer an interesting analysis of the impact of the 2011 natural disasters on the Central Queensland tourism industry in Australia. The study looked at the degree of implementation and effectiveness of the crisis management plan template to prepare regional tourism organisations and businesses for similar crises.

Sophia Imran, Khorshed Alam and Narelle Beaumont analysed the stakeholders’ understanding of sustainable tourism in Alpine protected areas in Pakistan. The findings could be used for building a more integrated policy approach to sustainable tourism development in protected areas. Similarly, Joyce J. Rayel’s study, which looked at the relationship between the extent of local community involvement in trekking and the residents’ perceptions of the implications of tourism, has also policy implications that are beneficial for the country.

Pujitama Tanamas and Kashif Hussain identified the opportunities and challenges that the restaurant industry could face in terms of application of online marketing, especially in the utilisation of web 2.0 applications. In another study on foodservice Nadzirah, S., Othman, M., Ab Karim, S. and Ghazali, H. investigated the influence of foodservice quality on customer satisfaction, comparing the local and international customers in terms of their expectations and perceptions of university foodservice. The study should aid university foodservice operators in providing better service to all their customers.

Thed Swee Tee’s research in understanding the vegetarianism among young adults provides useful information to health authorities and the vegetarian food industry in promoting healthy living.

Finally, Sunita Devi Appukuttan’s interesting industry analysis shows that employee satisfaction can be equated to customer satisfaction. Her analysis shows that it makes more economic sense for a manager to prioritise employee satisfaction as it resonates into better customer handling thus improving overall satisfaction.

To conclude the issue, two book reviews are presented. One is by Badaruddin Mohamed and Mohd Rezza Petra on the 2013 publication, New Tourism Research. The second is by Samuel Folorunso Adeyinka-Ojo on the 2010 book entitled, Tourism and Poverty Reduction Pathway to Prosperity.

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