

EDITOR'S NOTE

Volume 11, Issue 1 of the Tourism Educators Association of Malaysia (TEAM) Journal of Hospitality and Tourism contains a total of seven papers, one industry analysis and two book reviews.

Liang Hu and **Jiaying Lu** explored the characteristics, travel motivations and experience of tourist in ecotourism sites in Taihuyuan Ecotourism Park, Zhejiang, China. The study looked on the perception of tourist on the pricing and service quality. The findings will further enhance the effectiveness of private ecotourism marketing and management. Similarly, **Nitanan Koshy Matthew, Ahmad Shuib, Sridar Ramachandran** and **Syamsul Herman Mohammad Afandi's** study explored the profile and characteristics of the visitors to a rural tourism destination, Kilim Karst Geoforest Park, Langkawi, Malaysia. The study also recommended marketing related planning for the local authorities. Subsequently, a destination marketing study by **Sonia Khan**, analysed the power of 'wordplay' in coining a country tourism slogan. These slogans can hold the key to success of tourism destinations. The final tourism paper for this issue from **Harini Muntasib** formulated a mechanism for stakeholders' relationship in nature tourism management in Indonesia.

In the field of hospitality, **Lovely Dawn Rumbines** and **Susan Solis**, investigated guest perception on the integration of the Philippines Disaster Risk Reduction (DRRM) and Management Act 2010 on hotel planning. The study probed the preference of guest booking hotels that have complied to the Act. The findings of the study will serve as the guide for policy formulation and initiatives that are directed towards the implementation of DRRM in the industry. Further to that, **Paul Michael Mugassa's** study identified factors influencing service quality excellence in the hospitality industry in Zanzibar. The quantitative assessment provided insights on how customers rate the service quality of hotels and resorts. **Rupam Konar, Jeetesh Kumar** and **Kashif Hussain** attempted to identify the determinants influencing terrorism activities in luxury hotels in Pakistan. The study showed that political instability, safety and security issues, and economic instability exerts significant effect on influence on terrorism.

Tan Sri Aji Singh's keynote speech at the signing ceremony of the founding of the ASEAN Tourism Research Association is captured in this issue. His speech highlighted the future of tourism research in line with the ASEAN Integration 2015. Disparities among the ASEAN nation still exist and much works is needed to close the gap. Once such way is through knowledge sharing and research.

Volume 11 concludes with two critical book reviews, one on the 2013 book Information and Communication Technologies for Sustainable Tourism by **Karun Rawat** and the second by **Farah Atiqah Mohamad Noor** of the 2012 book Sustainable Tourism and the Millennium Development Goals.

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