Editor's Note iii

Articles
The Mediating Influence of Nation Brand Image in the Relationship between Tourism and Hospitality Attributes and Behavioural Intention
Bintang Handayani & Basri Rashid 1

The Influence of Customer-Based Brand Equity on Event Loyalty: A Case Study of the Three Gorges Migrant Cultural Festival, Chongqing, China
Philip Wong Pong Weng 15

A Historical Review of Recreational Carrying Capacity Model (RCC) in Island Tourism
Badaruddin Mohamed & Kai Xin Tay 27

Hospitality Higher Education Talent Management Programme, STEP: A Stepping-Stone to Develop Future Hospitality Leaders
Frederic Bouchon, Patrick Daya & Neethiahnanthan Ari Ragavan 41

A Case Study of Local Non-Muslim Guest Awareness towards Syariah-Compliance in Grand BlueWave Shah Alam
Azsyanti Ibrahim & Salamiah A. Jamal 55

Level of Satisfaction, Emotional Responses and Behavioural Intentions of First-Visit Customers of Selected Restaurants in Quezon City, Philippines
Chiara Janina C. Del Castillo, Mikhaela F. Libao, Alyssa Kimberly A. Chua, Katrina DC. De Guzman, Erica Shayne D. De Pedro & Ryan T. Liba 65

Industry Analysis
Food Excess: The Neglected Issue in the Hospitality Industry
Benjamin Lephilibert 73

Ecotourism in UNESCO World Heritage Sites: Uplifting Communities, Opportunities and Economies
Tan Sri Dr Ong Hong Peng 77

Book Review
Coding Manual for Qualitative Researchers
Saldaña, J. (2011)
by Christian Kahl, Taylor's University, Malaysia 81

Medical Tourism in Developing Countries
by Samuel Adeyinka-Ojo 83
TEAM Journal of Hospitality & Tourism

EDITOR-IN-CHIEF
Prof. Dr. Vikneswaran Nair, Taylor's University, Malaysia

ASSOCIATE EDITORS
Prof. Dr. Perry Hobson, Taylor’s University, Malaysia; Prof. Dr. Kadir Din, Universiti Utara Malaysia; Prof. Dr. Amran Hamzah, Universiti Teknologi Malaysia; Prof. Dr. Ahmad Shuib, Universiti Putra Malaysia; Prof. Dr. Jean-Pierre Poulain, University Toulouse II, France; Prof. Dr. Badaruddin Mohamed, Universiti Sains Malaysia; Prof. Dr. Krishnaswamy Jayaraman, Universiti Sains Malaysia; Assoc. Prof. Dr. Sridar Ramachandran, Universiti Putra Malaysia; Assoc. Prof. Dr. Lo May Chiun, Universiti Malaysia Sarawak; Prof. Dr. Parikshat Singh Manhas, University of Jammu, India; Assoc. Prof. Dr. Rahmat Hashim, Universiti Teknologi MARA, Malaysia; Assoc. Prof. Dr. Kashif Hussain, Taylor’s University, Malaysia; Assoc. Prof. Dr. Boo Huey Chern, University Putra Malaysia.

MANAGING EDITOR: Gan Joo Ee, Taylor’s University, Malaysia

TEAM EXCO 2014/2016
President: Assoc. Prof. Zafrul Hj. Isa, Universiti Teknologi MARA, Malaysia; Vice-President: Mr. Neethiahnanthar Ari Ragavan, Taylor’s University, Malaysia; Secretary: Mohd Noor Ismavi Ismail, Universiti Teknologi MARA; Deputy Secretary: Najmi Abdullah; Treasurer: Khaairuddin Khalil, Politeknik Kota Kinabalu, Malaysia; Deputy Treasurer: Mohd. Hafiz Hanafiah, Universiti Teknologi MARA, Malaysia.

Committee Members:
Dr. Basri Rashid, Universiti Utara Malaysia; Michiel U.R. David, Ganesha’s Beach Resort, Malaysia; Dr. Boo Huey Chern, Universiti Putra Malaysia; Anisha Chai Mee Fong, Sunway University, Malaysia; Mohd. Zahir Zainol, Politeknik Merlimau, Malaysia.

About the Journal
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 Art & 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.

Call for Papers & Submission of Manuscripts
All material submitted for publications are reviewed by members of the editorial board or recognized experts in the related field. Interested contributors can submit their manuscripts via email to teamjournal2013@gmail.com

Proofs
Page proofs and illustration proofs will be sent to the author. Proof must be checked very carefully within the specified time as they will not be proofread by the press editors.

TEAM Journal of Hospitality & Tourism
TOURISM EDUCATORS ASSOCIATION OF MALAYSIA (TEAM)
c/o Taylor’s University, School of Hospitality, Tourism & Culinary Arts, Centre For Research & Innovation in Tourism, Hospitality & Food Studies (CRIT)
Level 2, Block D, No. 1, Jalan Taylor’s, 47500 Subang Jaya, Selangor Darul Ehsan, MALAYSIA.
Tel: +603 5629 5000 (General) or +603 5629 5509 (DL) Fax: +603 5629 5522
URL: http://teamjournalht.wordpress.com/; Email: teamjournal2013@gmail.com
EDITOR’S NOTE

For this Volume 13, Issue 1, a total of six research articles, two industry analysis and two book reviews are captured. For this issue, papers come mainly from Malaysia and one paper from the Philippines.

Out of the six research articles, two papers are focussed on the issues of branding in the hospitality and tourism industry. Bintang Handayani and Basri Rashid precede with a study to examine the mediating influence of Indonesia’s nation brand image and the relationship between the attributes in tourism and hospitality with the behavioural intention. The findings are used to plan and develop a better brand image for the nation. Similarly, Philip Wong Pong Weng in his study has shown that customer-based brand equity components of event awareness, event image, and event quality have an influence on the tourists’ evaluation of event value and event loyalty that will impact on the revisit intention.

Badaruddin Mohamed and Kai Xin Tay carried out a historical review of recreational carrying capacity in island tourism destination in Malaysia. The study developed modelling approaches for visitor impacts for protecting these islands.

In another interesting study, Azsyanti Ibrahim and Salamiah A. Jamal tried to understand local non-Muslim guest awareness towards Syariah compliance in Grand Blue Wave Hotel in Shah Alam, Malaysia. The findings depicted that the non-Muslim guests were more aware of practices as compared to the concept, which eventually influenced their acceptance towards Syariah compliance.

The sole paper from the Philippines co-authored by Chiara Janina C. Del Castillo, Mikhaela F. Libao, Alyssa Kimberly A. Chua, Katrina DC. De Guzman, Erica Shayne D. De Pedro and Ryan T. Liba, looked at the level of satisfaction, emotional responses and behavioural intentions of first-visit customers of selected restaurants in Quezon City, Philippines. Interestingly, the study showed that first-time visit customers have positive response towards the service environment, food and service quality of the selected niche restaurants and most often the service exceeded their expectations.

The one paper on hospitality and tourism education by Frederic Bouchon, Patrick Daya and Neethiahnanthan Ari Ragavan, reviewed the employment programme called The Student Employability Programme (STEP) developed in Malaysia by a private university. The findings from the review shows that developing the awareness of value of such employment programmes would be beneficial to alleviate the current mismatch between graduates capabilities and industry expectations.

In the first industry analysis paper by Benjamin Lephilibert, discusses the important issue of food excess in the hospitality industry and how the Food Excess Solutions programme can give hotels an unprecedented understanding of their food waste situation (how much, where, when, what is it, why, and how much does it cost), a practical way to monitor food excess, and actionable solutions along the value chain. In the second Industry analysis paper, Tan Sir Ong Hong Peng elaborated in length the on-going initiatives in developing the ecotourism segment in Malaysia by uplifting the communities, creating opportunities and benefiting economically.
Volume 13, Issue 1, concludes with two critical book reviews. The first review is on the 2011 publication, “Coding Manual for Qualitative Researchers”, reviewed by Christian Kahl; and the second review is on the popular 2007 book, “Medical Tourism in Developing Countries”, reviewed by Samuel Adeyinka-Ojo.

Prof. Dr. Vikneswaran Nair
Editor-in-Chief
School of Hospitality, Tourism & Culinary Arts
Taylor’s University, Malaysia