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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 multi-disciplinary 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 Previously unpublished, original, theoretical or empirical papers, analytical reviews, book reviews and readers critical analysis may be submitted for consideration.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.

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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 Lephilbert**, 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**.

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