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*TEAM Journal of*  
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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 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 Previously unpublished, original, theoretical or empirical papers, analytical reviews, book reviews and readers critical analysis may be submitted for consideration.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

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## EDITOR'S NOTE

This issue (Volume 14, Issue 1) contains a total of six papers, one industry analysis and two book reviews from Southeast Asian authors, who examine the marketing and operational challenges faced by hotels and travel businesses in this region. While the papers pertain to the hospitality and tourism industry, the themes explored are diverse.

**Elangkovan Narayanan Alagas** examines the obstacles that female employees face in advancing their careers in the hospitality industry. While the glass ceiling exists across many sectors and countries, the author explores the added socio-cultural constraints that confront Asian women in the hospitality industry. **Daniel Chong Ka Leong** also focuses on the hotel industry, but from the marketing perspective, notably, the branding of a hotel, its effectiveness and limitations.

In contrast, **See Siau Fern** and **Seah Wan Wei** investigate event marketing, in particular, the influence of destination image and event image on the promotion of sport events. Using the Penang Bridge International Marathon as the study area, the authors examine the extent to which the destination image and event image of the Marathon attract sports tourists to visit or revisit the island of Penang in Malaysia.

Authors from the Philippines, **Ryan T. Liba**, **Milagros D. Magsanoc**, **Ysabelle I. Cruz**, **Conchita O. Mendoza**, **Christian Allan Quirante**, **Kyra Leina A. Santos** and **John Marqui R. Segui**, examine the rich culinary tradition of their country by seeking to determine how far hospitality students understand or visually recognise the provincial dishes concerned. This is because the level of knowledge of hospitality students towards their provincial dishes directly or indirectly impact on the preservation or continuity of Philippines' culinary traditions in the future.

The study of **Chris Ong Siew Har** and **Ivy Ling Zai Xing** focussed on the push-pull factors that affect foreign visitors' intention to visit Guangzhou, China – a city generally associated with business travel. More specifically, the authors seek to determine the factors that can improve Guangzhou's attractiveness as a leisure travel destination.

**Bhuvanes Veerakumaran**, **Kashif Hussain** and **Edwin Chung Chin Yau**'s conceptual paper discusses the advent of touch point technology in the hotel sector, and what it beholds for the future of hotels. In particular, the authors identify the various services that can be enhanced through touch point.

The industry analysis by **Anthony Wong** constitutes a very personal and insightful account of the challenges he faced in the founding of Asian Overland Services, a major player in the travel industry in Malaysia. The founder's passion for the environment has shaped the business focus of the company and made sustainability its core value.

Volume 14 concludes with two book reviews. **Harold Bernardo Bueno** reviews the 10<sup>th</sup> edition of *The Business of Tourism* by Holloway and Humphreys – a staple read for tourism and hospitality students. **Shahrul Najmin Baharom** reviews *Mountaineering Tourism* by Musa, Higham and Carr-Thompson that explores the theoretical background, environmental challenges, human resource problems and other critical issues that confront this segment.

**Prof. Dr. Vikneswaran Nair**

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