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 Previously unpublished, original, theoretical or empirical papers, analytical reviews, book reviews and readers critical analysis may be submitted for consideration.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

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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.
EDITOR’S NOTE

This issue (Volume 15, Issue 1) contains a total of seven papers and one industry analysis from Southeast Asian authors, who examine the marketing and operational challenges faced by hotels and travel businesses in this region.

Ka Leong Chong and Mun Loon Lai examines the efforts of heritage conservation on Bali Island specifically in heritage sites. They applied three research techniques: (1) Secondary Data Analysis, 2) In-depth Interviews, and (3) Site observation in collecting data pertaining to laws, policies, strategies, guidelines, perceptions, and tangible evidences of conservation efforts in Bali.

In contrast, Wendy Hillman examines the healthcare information acquired among English speaking trekkers in the Nepalese Himalayas before departure on treks. The study was undertaken over a two-year timeframe while the author was in Nepal. This study found that while older trekkers made visits to health care professionals, some younger travellers were less concerned about their health.

Lai Mun Loon examines the sustainability level of cultural tourism in Sabah using the audit guidelines provided by WTO, the Global Tourism Sustainable Council and the European Commission. This study found that sustainability of Sabah cultural tourism products is weak. Evidence indicates the lack of sustainability is attributed to a lack of alignment between the State’s tourism policy and the 10th Malaysian Plan.

The study of Azni Zarina Taha, Mozard Mohtar and Thinaranjeney Thirumoorthy focussed on the effects of the interaction between visually impaired tourists and their travel companions with regards to their travel intentions when viewing a photo of a destination. Their study reveals that photo-images provoke a sense of helplessness and fear among them, especially for destinations with poor security and safety, and are disabled unfriendly and overcrowded.

Ryan T. Liba, Moses P. Matsuzawa, Josenne V. Coronel, Martin Jose T. De Silva, Marleen Shane P. Dumaoal, Martin Jose T. De Silva; Rosa Mae F. Marilla, and James Cromwell D. Tarca measure the awareness among Manila city non-Halal restaurant owners on the twelve standards of Halal certification and their willingness to be certified as Halal restaurants. In particular, the authors confirm the awareness of non-Halal restaurant owners on the standards of Halal certification.

The study of Rabab Alsurmi and Elangkovan Narayanan Alagas evaluates these perspectives from international and local guests of 5-Star hotels located in Bukit Bintang, Kuala Lumpur, Malaysia. The aim of the authors is to fill this gap by investigating empirically the impact of service quality and brand image on guest satisfaction and loyalty in 5-Star hotels.

In contrast, Li Win Ooi examine the factors that determine tourist expenditure on Penang Street Food. Adopting the Tobit model, Li Win Ooi found that tourists who possess a greater intensity of spending on street food in Penang are repeat visitors travelling alone or with friends for leisure purposes and usually peruse travel reviews before the trip.

This Volume 15 concludes with an industry analysis by John Chan Weng Fatt constitutes much has been publicized about the benefits of embracing the 4IR (Fourth Industrial Revolution) but there exists a disproportionate amount of data and information relating to Tourism and Travel. John Chan Weng Fatt argues that the slow take-up rate and failure of players to keep abreast of digital computing behavior which has, and which will continue to cause major shifts in the demand for, supply of and consumption patterns.

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