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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 Previously unpublished, original, theoretical or empirical papers, analytical reviews, book reviews and readers critical analysis may be submitted for consideration.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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This issue (Volume 16, Issue 1) contains a total of six papers, one book review and two industry analyses from Asian authors that look into various interesting topics that happened in the Asian region.

Mahadeb Das and Piyal Basu Roy examine the Geotourism potential of Gangani using SWOT-AHP combined method. They concluded that there are many opportunities for the authorities in Gangani to exploit the natural resources for geotourism efforts.

Farizah Jailani, Hassnah Wee and Nurzehan Abu Bakar, on the other hand, look into honeymooners’ needs and wants. They used self-administered questionnaires to probe the travel motivation of the newly-wed couples on their preference in honeymoon destinations. They concluded that travel motivation is highly influenced the newly-wed couple’s decision while the coastal destination is the most preferred one.

Gina B. Alcoriza studies on the community-based tourism model for the Agta Tabangnon communities in the Philippines. She discovers that the Agta Tabangnon communities offer varieties of natural resources and cultural products for tourism activities. The study also concludes that the CBT model is essentials for rural tourism to ensure the development of the ancestral domain.

In contrast, Rahayu, G. Razati, S.H. Senen, Y. Murtadlo and A.F. Ridwan examine consumer ethnocentrism and its influence on consumer interest. They conclude that prosocial motivation is the most influential dimension in consumer ethnocentrism while the least influential is a cognitive distortion.

Dewi Pancawati, Endah Fitriyani, and Ratna Dewi Cahyati investigate the effect of the hotel website toward e-trust of the hotel segment. They deploy a quantitative approach. They conclude that the image of website quality and e-trust are a strong predictor for trust.

Nurul Anisya Mohd Sabri, Faiz Izwan Anuar, Atiqah Mohd Adib, and Nyrsyzwani Azahar write on a systematic review on bicycle tourism. They regard the concept as a new in Malaysia and extensively reviews 43 articles to get in-depth definitions of bicycle tourism, research issues, and the future direction of bicycle tourism in Asia in particular Malaysia.

A book review by Wan Soraya Wan Abdul Ghani is also included in this edition. The book “International Best Practice in Event Management based on The APIEM Certified Event Manager” is published by Prasetya Mulya Publishing in 2019. The eight chapters of the book were thoroughly reviewed by Wan Soraya to give her perspective on the event management.

Next, this issue continues with industry analysis by Muhammad Iqbal Djohan who reviews “2018 Asian Games: Post Event Challenges for Palembang.” He notes that sustainability is the major issue of the Jakabaring Sports Complex; the main venue for the 2018 Asian Games Palembang. The plan to revamp JSC must include the stakeholders and need to be initiated very soon.

Lastly, Durrahtul Ashikin Zakaria and Anastasya Azman give their perspective on “Visit Malaysia 2020 Outlook: Assessing Hotel Contribution.” They explain the performance of the hotel industry by taking location as the essence of the discussion.