EDITOR'S NOTE

This issue (Volume 17, Issue 1) contains a total of four papers, one book review and two industry analyses from authors that look into various interesting topics that happened in the Asian region.

Matthew Attahiru Gana examines the impact of COVID-19 pandemic on hospitality and event centre with emphasis on hotels in Bida Niger State Nigeria. The study examines customers’ patronage during the pandemic as the principal objective of the study. The study is anchored on the Maslow’s theory based on the fact that human needs differ; and hence, there is a need for service providers like hotelier to personalise customers’ needs based on their expectations.

Made Handijaya Dewantara and Leonis Marchalina on the other hand, look into visitor’s perception of Ngurah Rai Airport that comprised of trademark, effective communication, behavioral intention, sincerity, morals and mannerism.

Agus Riyadi and Eunike Yoanita Kristanti investigates the society or guests’ perception of value creation and brand trust and aims to know the effect of public value creation on brand trust in three, four, and five-star hotels in Indonesia during the COVID-19 pandemic.

In contrast, Mohd Raziff Jamaluddin and Mohd Hafiz Mohd Hanafi takes a first look into the implementation of the Online and Distance Learning (ODL) among the students who took Hospitality Financial Management subject and examine the progress after two semesters of the implementation.


Next, this issue continues with industry analysis by Jaykumar V. who reviews “Media Reporting for Tourism Industry during COVID-19 in India.” He notes that COVID-19 has had a significant impact on India’s tourism industry beyond redemption. However, he notes that the media’s position in highlighting government agencies’ efforts, industry sentiment, and public opinion is critical in bringing the current situation to light.

Lastly, Mohd Raziff Jamaluddin gives perspective on “Branding Strategies for Tourism Industry Post COVID-19 pandemic.” He concludes that destinations and companies have an opportunity to reset their intentions and restore a tourism sector that is more sustainable, valuable, and beneficial to local communities and the environment.

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