

## EDITOR'S NOTE

This issue (Volume 18, Issue 1) contains a total of six papers, one book review and two industry analyses from authors that look into various interesting topics that happened in the hospitality and tourism fields.

**Hashim Fadzil Ariffin, Anderson Ngelambong, Mazarina Devi, Noorliza Zainol and Raja Puteri Saadiyah Raja Abdullah** examines the determinants of food and beverage franchisees' satisfaction in Malaysia that concerning ongoing support, relationship value, and training and development towards franchisees' satisfaction. The study shows significant relationships between ongoing support, relationship value and training and development, and franchisees' satisfaction. The findings can assist the franchisor in understanding, maintaining, and increasing the level of franchisees' satisfaction with the franchisors.

**Chao Jinjing and Basri Rashid** on the other hand, ascertain the dimension of the emotional response measurement for destination attributes among Chinese nationality tourists. The study suggests that the dimensions in the study can be used as a guideline in order to understand the areas that need to be given due attention to meet tourist needs and wants, which ultimately will elicit a memorable visit experience.

**Ronald G. Manzano and Daryl Ace. V. Cornell** establish the preferences and constraints affecting the choices of senior citizens on leisure and recreational activities. The study shows that careful attention and planning should be considered when coming out with related physical activities for the senior tourists. They indulge in activities that allow them to chat and talk to their friends and families.

In contrast, **Silverina A. Kibat, Anderson Ngelambong, Noel Scott, Nur'Hidayah Che Ahmat and Dahlan Abdullah** comes out with a conceptual framework on sustainable tourism education to produce graduate environmental citizenship. The study helps accomplish the Malaysian Higher Education 4.0 aspiration of promoting novel and progressive pedagogical models geared toward the digital natives.

**Candra Hidayat and Agus Riyadi** examines the correlation of health protocols imposed by the government of Republic Indonesia toward tourist satisfaction in Cibuntu Village. They suggest that Cibuntu Village must maintain competitive prices with those of other tourist destinations and avoid raising them.

**Amirah Mohd Shahril, Mohd Raziff Jamaluddin, and Mohd Hafiz Mohd Hanafiah** examined the luxury branding tourism for Langkawi. They suggested Langkawi necessitated a significant overhaul of existing products to cater to the luxury segment. Shopping is not an attraction for foreign tourists; thus, Langkawi should focus on developing more experience-based products that can provide relaxation and act as a gateway for this group.

A book review by **Nurul Hanis Mohd Fikri** is also included in this edition. The book "Marketing Tourist Destinations in Emerging Economies Towards Competitive and Sustainable Emerging Tourist Destinations" is published by Springer in 2021. This book discusses several case studies on marketing issues in the emerging economies.

Next, **Anderson Ngelambong, Nur'Hidayah Che Ahmat and Adib Mohd** reviews "New Challenges and Opportunities Reshaping the Hospitality, Travel and Tourism Industries in the Post-COVID-19 era." They note that various opportunities emerged with the rise of robots, artificial intelligence, and service automation applications.

Lastly, **Mohd Raziff Jamaluddin** gives an outlook on medical tourism post-COVID-19 in Malaysia where he presents various opportunities for medical tourism players to tap in order to revive the medical tourism and to attract more medical tourists to Malaysia.

**Dr. Mohd Raziff Jamaluddin**

Editor-in-Chief

TEAM Journal of Hospitality and Tourism