

EDITOR'S NOTE

This issue (Volume 20, Issue 1) contains ten papers, one book review, and three industry analyses from authors investigating various exciting topics in the hospitality and tourism fields in challenging economic circumstances.

Ma. Gerlia Aujero-Blanza reviews articles, working papers, and case studies, among others, about the impacts of the COVID-19 pandemic on the tourism industry have increased in academic and scientific journals in the past few years. Tourism and income increased significantly. The business potential of MSMEs—products and services, people, finances, customer and market, technology, and production capability—is strongly correlated with domestic tourism sustainability, but results have shown a “Moderately High” level.

Azdel Abdul Aziz, Masrina Mohd Bakri, Mohd Hafiz Mohd Hanafiah, and Ahmad Fitri Amir aims to gauge travel agents in Kuala Lumpur and Selangor’s readiness to adopt an online booking platform as one of their marketing, promotion, and selling tool. The result of the study suggested that travel agents in Kuala Lumpur and Selangor intend to adopt online business platforms to move forward and survive the industry.

Ni Nyoman Sri Astuti discusses the impact of the Bali G20 Summit on tourism and the economy. The success of the G20 Summit in Bali has positively impacted the Balinese economy. The Ministry of Public Works and Public Housing of the Republic of Indonesia has allocated an Rp—800 billion budget to repair various supporting infrastructures and improve the Bali region.

In addition, **Nur Fakhira Mohamad Zulkifli, Siti Rohimi Mohamed Apandi, Norrina Din, Nur Syahira Bibit, and Noraini Rahim** analyzed the relationship between knowledge, food practice continuity, and the perception of younger generations and proved that there is a relationship between knowledge and continuity of food practices that can influence the perception of young Javanese generations of traditional Javanese foods.

Wei Xhuan Ng, Chun Yi Cheng, and Quah Wei Boon examine Malaysians’ intention to purchase tourism products and services through online travel agencies again. According to the findings, there is a significant relationship between brand image, perceived value, trust, and the intention to repurchase among OTAs.

In their study, **I Wayan Thariqy Kawakibi Pristiwasa and Zakia Ayu Lestari** deployed a qualitative descriptive approach with a SWOT analysis in Padang. The result of the research suggested that Padang offers a strategic city and is good to be halal tourism because of the support by the government and local society.

Hasiful Fata Talhah, Arnieyanti Abdul Hadi, Nur Afiqah Mohammed Rodzi, Norfezah Md Nor, Mohd Faisal Abdul Wahab, and Nadia Liana Mohd Karim examined the relationship between three variables—health consciousness, food safety concern, and environmental concern—and consumers’ attitudes toward organic food. The findings expand the possibilities for food marketers and the hospitality and food service industries to build and promote more organic food menus.

Nuraina Nadiyah Rosli and Siti Rohaida Mohamed Zainal examine the relationships between human practices, digital intensity, and service recovery performance. The study found that leadership, creative management, digital intensity, and service recovery performance were all mediated by service innovation. However, knowledge management and people management significantly predict overall service recovery performance.

Nur Athirah Zaini and Teku Zariff Zaeimoedin determine the factors that affect halal certificates on students’ intention to purchase halal-certified products. The findings show a strong relationship between two independent variables (halal awareness and religiosity) and the dependent variable (students’ intention to purchase halal-certified products).

Azlan Salim, Joesri Mohd Saber, Mohd Akmal Rohiat, Nurul’Aishah Zakaria, and Najwa Shafikah Azman investigate the relationship between parking availability, rates, duration, and consumer decision-making. Specifically, this study analyzes data collected from 146 tourists in Klang to shed light on the potential impact of parking convenience on customer retention in the hotel industry.

Ahmad Jawadi Mohd Asri, Mohd Zool Fadli Ibrahim, Joesri Mohamad Saber, Khairil Anuar Bahari,

and Noorsa Riza Johari propose a conceptual framework that includes food quality, ambiance, and service quality, as the key factors influencing customer preferences toward Malay cuisine restaurants. This framework will guide future research in this area and provide valuable insights for restaurant owners and managers in the Malay cuisine restaurant industry in Kuala Lumpur to develop effective strategies to attract and retain customers.

Candra Hidayat, Willy Arafah, Anak Agung Banyu Perwita, and Myrza Rahmanita aim to understand tourists' perceptions of planning and designing sustainable tourism in Puncak, Indonesia. It is found that collaboration with MSMEs owned by the local community is given a place in conjunction with large tourism businesses located in the hilly areas.

A book review by **I Wayan Thariqy Kawakibi Pristiwasa** summarizes a comprehensive discussion on post-pandemic tourism trends that examines diverse topics such as tourism ecosystem, green tourism, and developing tourism resilience for a brighter future.

Lastly, there are three featured industry analyses in this edition. **Wan Soraya binti Wan Abdul Ghani** reviews the expansion of the sports tourism industry and the strategic plan to build additional sports facilities and infrastructure. Government funding has added value to the sports tourism industry; thus, the country may benefit from having the private sector build and run world-class sports facilities to attract foreign investment and increase sports tourism.

Zhang Xiaowei, on the other hand, summarized the progress of “High-Tech, High-Touch” hotel industry players in China and found that “High-Tech, High-Touch” services will improve service quality, design long-term enterprise development, increase efficiency and efficiency, integrate departments, and specialize in human resource management.

Finally, **Mohd Raziff Jamaluddin** reviewed the carbon footprint in tourism transportation sector in Malaysia and noted that the transportation sector is a significant contributor to Malaysia's carbon emissions because of the high rate of private vehicle ownership and an extensive road network. Electric vehicles can be the long-term solution to mitigate the transportation industry's carbon footprint, especially in the tourism sector.

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