

ASEAN JOURNAL ON HOSPITALITY AND TOURISM

Volume 14, Number 1, June 2015

ISSN 1412-2073

CONTENTS

Editorial <i>Arief Rosyidie, Chief Editor</i>	1 - 2
<i>User Behaviour on Specific Environment in Bogor Botanical Garden</i> Andi Gunawan, Prita Indah Pratiwi	3 - 12
<i>Relevance of Social Capital for Community Empowerment and Conservation Education in Ecotourism Development of Rural West Java, Indonesia</i> Aryzana Sunkar, Resti Meilani, E.K.S. Harini Muntasib	13- 23
<i>Tourism and Disaster : The Review of Government Policy Toward The Impact of Natural Disaster on Tourism Industry Performance</i> Erda Rindrasih	24 - 34
<i>E-Commerce Strategy Intercontinental Bali Resort</i> I Gusti Putu Ngurah Budiasa, I Wayan Yudi Suriyasa	35 - 44
<i>Sustainable Tourism in Toraja : Perspective of Indigenous People</i> Ilham Junaid	45- 55
Index Volume 14.1	56

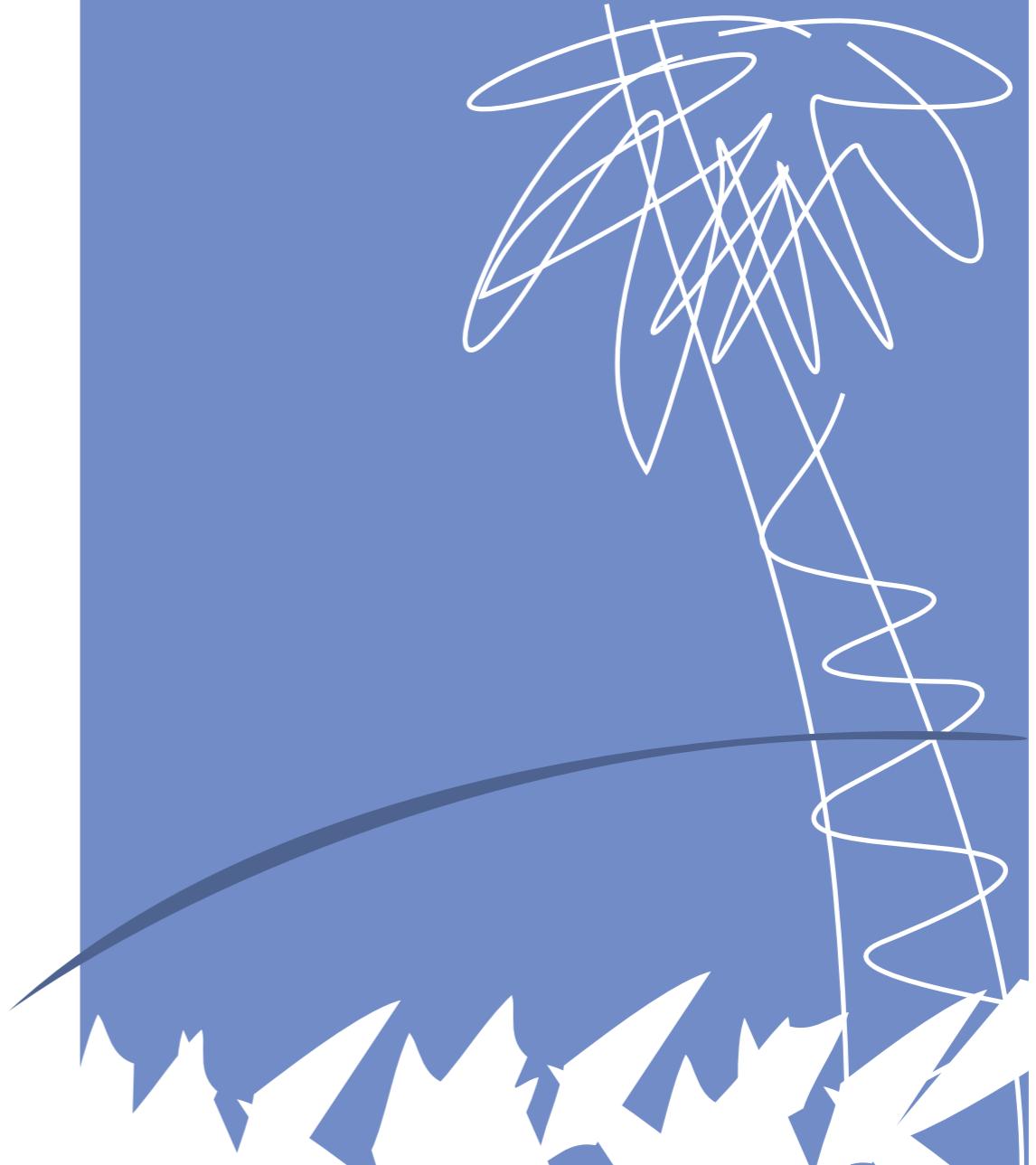
Volume 14, Number 1, June 2015

Pages 1-56

ASEAN Journal on Hospitality and Tourism

Volume 14, Number 1, June 2015

ISSN 1412-2073



ASEAN JOURNAL
ON HOSPITALITY AND TOURISM



CENTRE FOR
TOURISM PLANNING AND DEVELOPMENT
INSTITUT TEKNOLOGI BANDUNG
INDONESIA

ASEAN JOURNAL ON HOSPITALITY AND TOURISM

ASEAN JOURNAL ON HOSPITALITY AND TOURISM is an international refereed journal, focusing on hospitality, tourism and related subjects in the Southeast Asia and its surrounding region.

Chief Editor

Arief Rosyidie, Centre for Tourism Planning and Development, Institut Teknologi Bandung, Gedung PAU ITB, Lantai 3, Jalan Ganesha 10 Bandung 40132, INDONESIA Tel +6222-2534272 Fax +6222-2506285

Editorial Board

Abdul Kadir Haji Din, Professor in Tourism Management, Universiti Utara Malaysia, Malaysia.

Agung Suryawan, Head of Research Center for Culture and Tourism, University of Udayana, Bali, Indonesia.

Alan A. Lew, Department of Geography Planning and Recreation, College of Social and Behavioral Science, Northern Arizona University.

Amran Hamzah, Head, Tourism Planning Research Group, Universiti Teknologi Malaysia.

Ani Mardastuti, Department of Forest Resources, Conservation and Ecotourism Faculty of Forestry, Bogor Agricultural Institute, Indonesia.

Bruce Prideaux, Professor of Marketing and Tourism Management, James Cook University, Australia.

C. L. Jenkins, Scottish Hotel School, Stratchlyde University, Glasgow, United Kingdom.

Christopher Silver, Professor College of Design, Construction and Planning Department of Urban and Regional Planning, University of Florida.

Geoffrey Wall, Department of Geography and Environmental Management, University of Waterloo, Canada.

Greg Richards, Association of Tourism and Leisure Studies, Department of Leisure Studies, Tilburg University, Netherlands.

Hendrie Adji Kusworo, Senior Researcher and Lecturer in Tourism, Social Development and Welfare, Gadjah Mada University, Yogyakarta, Indonesia.

John Minnery, School of Geography Planning & Environmental Management, The University of Queensland, Australia.

Malcolm Cooper, Pro-Vice President Research, Retsumeikan Asia Pacific University, Beppu, Japan.

Myra P. Gunawan, school of Architecture, Planning and Policy Development, Institute of Technology Bandung, Indonesia

Philip L. Pearce, Foundation of Professor Tourism, James Cook University, Townsville, Australia.

Wiwik D. Pratiwi, School of Architecture, Planning and Policy Development, Institute of Technology Bandung, Indonesia.

ASEAN JOURNAL ON HOSPITALITY AND TOURISM (ISSN 1412-2073) is published in two numbers per year by the Centre for Tourism Planning and Development, Institut Teknologi Bandung, Gedung PAU ITB, Lantai 3, Jalan Ganesha 10 Bandung 40132, INDONESIA Tel +62-22-2534272 Fax +6222-2506285 Email: aseanjou@aseanjournal.com

PURPOSE

The main purpose of this international refereed journal is to advance and foster tourism and hospitality education, research, and professionalism in the Southeast Asia Region. The journal provides a vehicle for increasing awareness, consideration and analysis of issues in tourism and hospitality, and also promotes the interchange of ideas, and comparative studies, both within the countries of the region and between these countries and other parts of the world.

SUBMISSION GUIDELINES

Submission of a manuscript to this journal represents a certification on the part of the author(s) that it is an original work, and that neither this manuscript nor a version of it has been published elsewhere nor is being considered for publication elsewhere.

General

Three copies of each manuscript should be sent to Chief Editor, with one copy to include all original illustration. Manuscript can be submitted electronically as e-mail attachment, MS Word and Rich Text Format for Windows are the acceptable digital formats.

To facilitate the double blind review process, authors are instructed to include titles of manuscript, their names, academic titles and degrees, current affiliations, mailing addresses, contact information (telephone and fax numbers with the country and city code, and e-mail when available) only on the cover page.

All manuscript must include an abstract containing a maximum number of 150 words. To facilitate the production of the annual subject index, a list of key words (not more than six) should be provided, under which the paper may be indexed.

Length and Format

Manuscript must be typed doubled space (using Times New Roman font size 12) on one side of A4 page only, with ample left and right hand margins. Every page should be numbered consecutively.

The Journal publishes two main classes of articles: full-length articles of approximately 5,000 words (15-25 pages), and short research notes/reports/reviews of about 1,500 words (5-10 pages).

References, citations, and general style of manuscript for the Journal should follow the APA style (as outlined in The American Psychological Association Publication Manual, 5th ed., 2001). References should be placed in alphabetical order. Footnotes should be avoided. Example of using APA format is provided in <http://www.p2par.itb.ac.id/apastyle/apa.pdf>

Approach to Reader

The Journal will accept only papers written in English. National colloquialisms and idiomatic use of language should be avoided. Terms used for local contexts should be clearly explained.

Diagrams, Tables, and Photographs

All illustrations, if they are considered essential, should be clearly related to the section of the text to which they refer. All illustration materials should be mounted on separate A4 sheets of paper and be placed at the end of the text. Photographs should be on white glossy paper (slides are not acceptable). Captions containing a maximum number of 50 words should be typed, double-spaced, at the bottom of each sheet. It is the responsibility of the author(s) to obtain written permission for the reprinting of illustrations from unpublished or copyrighted material.

Acknowledgement of Support

If the work is the result of direct employment or as the result of a grant, it is essential that this support is acknowledged at the end of the text.

Manuscript Accepted for Publication

Contributors are usually notified within 12 weeks whether their manuscript have been accepted. If changes are required, authors are furnished with comments from editors and the peer-review board. The editors are responsible for all final decisions on editorial changes. The editors reserve the right to copy-edit and proof all manuscript accepted for publication without prior consultation with contributing authors.

All accepted manuscript must be submitted in digital form on a cd, together with one printed hard-copy, or electronically as e-mail attachments, MS Word and Rich Text Format are the only acceptable digital formats.

Submission and Correspondence

Send manuscripts and inquiries to : Chief Editor, ASEAN Journal on Hospitality and Tourism, Centre for Tourism Planning and Development, Institut Teknologi Bandung, Gedung PAU ITB, Lantai 3, Jalan Ganesha 10 Bandung 40132, INDONESIA Tel +62-22-2534272 Fax +6222-2506285 Email: aseanjou@aseanjournal.com