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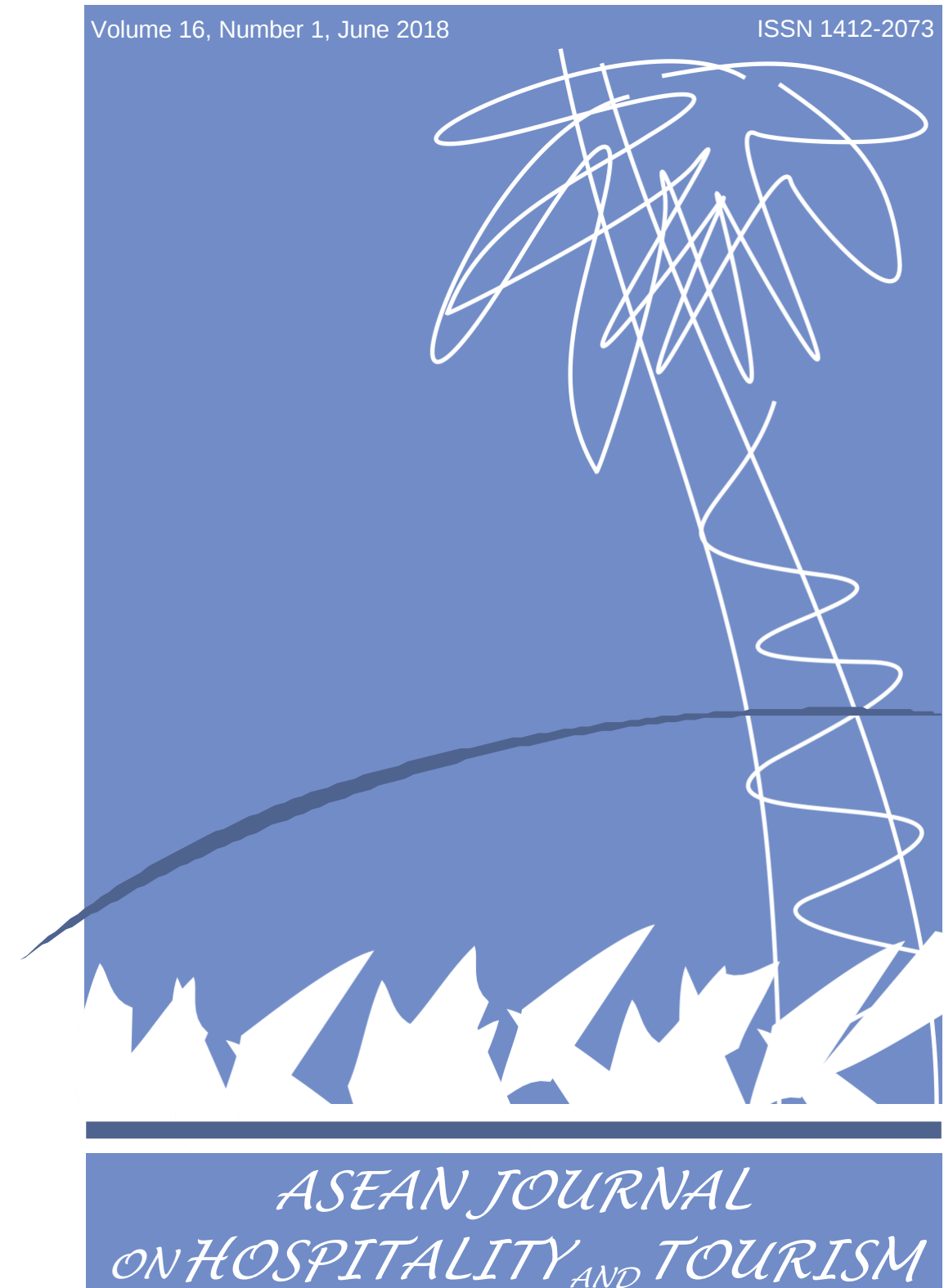
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## *ASEAN JOURNAL ON HOSPITALITY AND TOURISM*

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.

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### **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 promote the interchange of ideas, and comparative studies, both within the countries of the region and between these countries and other parts of the world.

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Manuscripts should be submitted electronically as email attachments. MS Word and Rich Text Format are the acceptable digital formats. Alternatively, three copies of each manuscript can be sent to Chief Editor, with one copy to include all original illustrations.

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), and 50- word biographical sketches only on the cover page. The title of manuscript only should appear again on the first page of text.

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The Journal publishes two categories 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).

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#### **4. Acknowledgement of Support**

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