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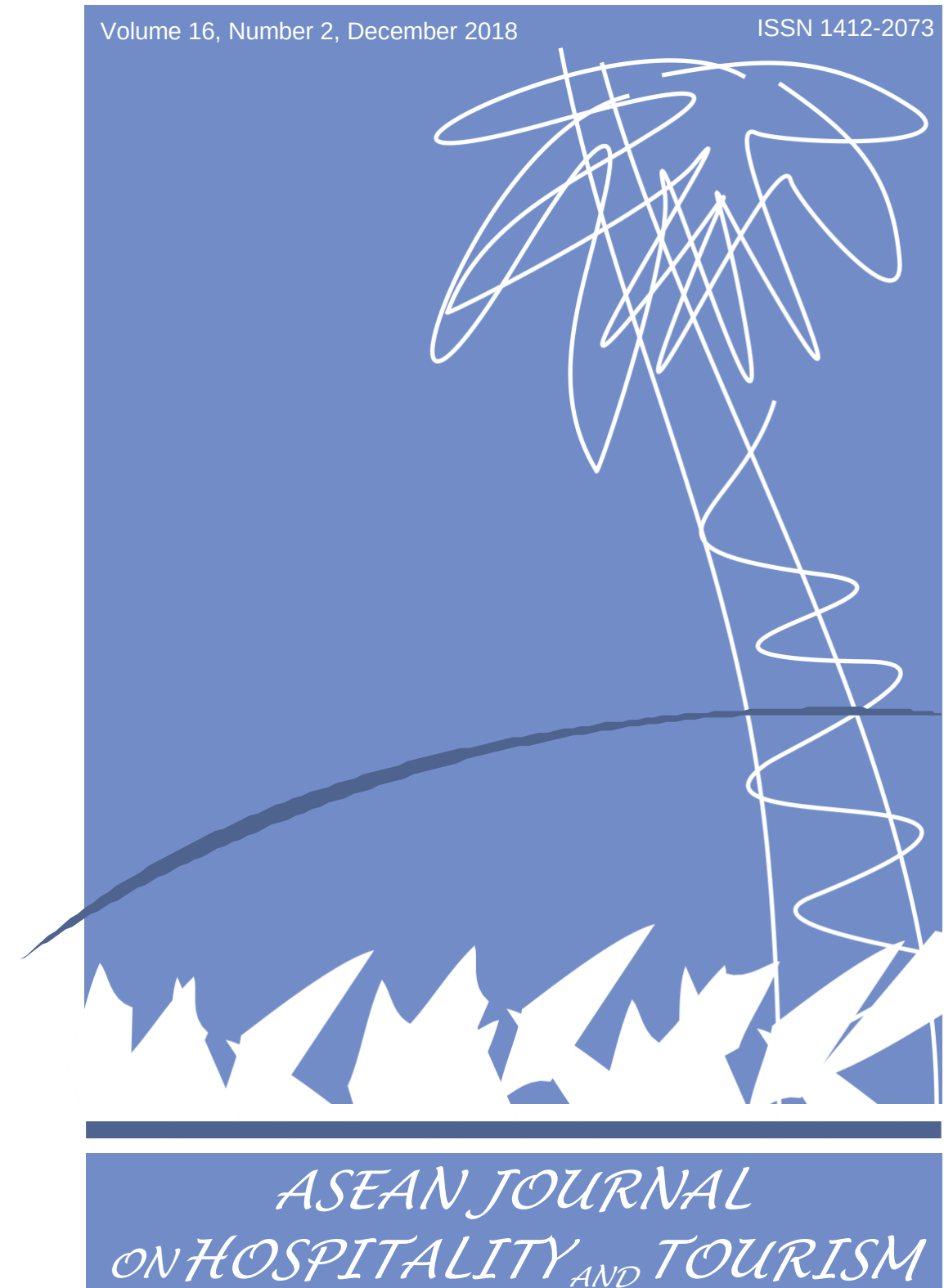
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ASEAN JOURNAL ON HOSPITALITY AND TOURISM

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.

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.

1. General

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.

All manuscripts 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.

2. Length and Format

Manuscripts must be typed double 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 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).

References, citations, and general style of manuscripts for the Journal should follow the APA style (as outlined in the Publication Manual of the American Psychological Association, 4th ed., 1994). References should be placed in alphabetical order. Footnotes should be avoided. Essential notes should be numbered in the text and grouped together at the end of the text. All accepted manuscripts must be submitted in digital form on a diskette, together with one printed hard-copy, or electronically as email attachments. MS Word and Rich Text Format are the only acceptable digital formats.

3. Advice to Paper Contributors

The Journal will accept only papers written in English. Contributors should be aware that the Journal is intended for an international audience. National colloquialisms and idiomatic use of language should be avoided. Terms used for local contexts should be clearly explained. It may be helpful for non-English speakers to have a native English speaker read through the manuscript before submission.

4. 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

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