



## EDITORIAL

The ASEAN Journal of Hospitality and Tourism (AJHT) volume 18 Number 2, December 2020 will present the six papers in the range of tourism and hospitality, from hospitality selection, tourist perspective, tourism village management, tourism and hospitality education, and effectiveness of tourism master plan. The papers selected for publication come from four different countries; The United States, Indonesia, India, and Vietnam, the six papers speak in their respective contexts.

The first article discusses the concept of marketing tourism from valuable awareness about hotel selection criteria among solo-traveling females. the current study shows unique selection criteria considered important to the solo traveling female including a hotel-provided cell phone programmed with emergency local contact information, and a nearby or on-premise automated teller machine and also indicate that stewardship service, such as intimate and personalized hotel staff who “go the extra mile” is an important selection criterion. Also discussed are research limitations and implications.

The second article discusses the concept of tourism which this study was to investigate the moderating impact of tourist's individual characteristics on the impact of cognitive and affective components of destination image on tourist behavioural loyalty. We specifically explored the moderating role of perceived monetary value that an individual ascribed to a travel destination and his/her variety-seeking nature on the intention to return to a destination.

The third article discusses tourism village management and the development of Bandung Tourism Village. This raises research questions about how to develop a management and development village tourism module that applies to village tourism managers to preserve the environment and to elevate the local potential based on local wisdom.

The fourth article is a study about vendors as an environmental stakeholders from a regional sports event. This paper examines the impact of vendor management on the recycling program of a regional sports event. Guided by the theory of planned behaviour (TPB) and the norm activation model (NAM), the organizer’s leverage strategies were qualitatively assessed for their effectiveness in promoting vendor recycling behaviour.

The fifth article is A Study on the determinants of Singapore polytechnic students’ choices in a hospitality and tourism program. Educational institutions would need to relook at their strategies for enticing students to join their programs. This study will grant a precursory insight into how students from developing Asian countries will select hospitality programs, using Singapore as a model in the future

And the final discusses the evaluation of TMP Myanmar from the perceptions of Myanmar’s tourism stakeholders. The research assessed the perceptions of Myanmar tourism stakeholders, including peripheral communities and international tour operators to suggest calls-to-action in order to improve professional practice and lead to more sustainable tourism outcomes for Myanmar including its various remote and indigenous ethnicities.

Thus, a brief summary of the six papers published in this edition. Hopefully, the next edition is better.

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