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FOREWORD

We are delighted to introduce the inaugural volume of the *ASEAN Journal of Hospitality and Tourism Studies* (AJHTS), a peer-reviewed, open-access journal advancing hospitality and tourism scholarship with a strong focus on ASEAN and its global relevance.

This first issue features contributions from authors based in Indonesia, Turkey, and the Philippines, addressing cultural heritage risk management, museum marketing for educational tourism, and the growing importance of sustainable and regenerative tourism in the post-pandemic era. The articles also examine tourist satisfaction in tourism villages, destination management strategies, culinary competencies in creating memorable dining experiences, sentiment analysis of travel vlogs, and gender-related challenges faced by female tour guides and chefs.

AJHTS applies a double-blind peer-review process, adheres to COPE guidelines, and is supported by an international network of editors and reviewers from Indonesia, Australia, Belgium, and France.

We sincerely thank our authors, reviewers, and Editorial Board members for making this inaugural issue possible, and we welcome future contributions from scholars and practitioners worldwide.

Warm regards,

Dr. Nararya Narottama

Editor-in-Chief,

ASEAN Journal of Hospitality and Tourism Studies (AJHTS)

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