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Jimura, Takamitsu (2011) The websites of Japanese Ryokan and eWOM: their impacts on guests' expectation and experience. International journal of Asian tourism management, 2 (2). pp. 120-133.

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INTERNATIONAL JOURNAL OF

ASIAN TOURISM MANAGEMENT

VOLUME 2, Number 2. September 2011





Published by:
School of Tourism Development, Maejo University, Thailand
And Asian Tourism Management Association

ISSN: 1906-8654

ISSN: 1906-8654

INTERNATIONAL JOURNAL OF ASIAN TOURISM MANAGEMENT

Volume 2, Number 2, September 2011

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Asian Tourism Management Association

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International Journal of Asian Tourism Management is a peer-reviewed journal published twice a year by the School of Tourism Development, Maejo University, Thailand. The journal publishes original research papers, invited review articles, and short communications (scientific publications) in the following areas:

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FOREWORD

Tourism industry and services are not only money maker enterprises but also promote human resource development that brings progress and prosperity to the region in a positive way. They can although bring negative effects such as environmental pollution, social and cultural conflicts, not to mention the rising cost of living at the touristic places, but the overall positive effect is the improvement of both the economy and social conditions of the country. The policy on tourism management is therefore included in the National Strategic Plan in both developed and developing countries in the world.

The increasing numbers of tourists in all countries bring a tremendous income which makes the tourism industry more and more advanced worldwide. Thus, the tourism industry and services always have to come up with new knowledge and attractive strategic plans to get the competitive edge. Therefore, with the continuing changing global conditions in terms of economy, society, technology, communication and transportation the tourists have to adjust to these changes. The researches that can find out strategy in planning and management are very important in making various organizations and countries to get the advantage in the competitive industry.

The International Journal of Asian Tourism Management (ATM) is a peer-reviewed journal published twice a year by the School of Tourism Development, Maejo University, Thailand. This journal is the second volume (number 2) that publishes original research papers, invited review articles, and short communications (scientific publications) including research papers as follows: 1) Responsible Tourism: Are Values an Imperative to Action? A Scoping Study Applying Means-End Theory, 2) The Websites of Japanese *Ryokan* and eWOM: Their Impacts on Guests' Expectation and Experience, 3) The Model of Sufficiency Economy Philosophy Application for Tourism Industry in Chiang Mai, Thailand, 4) Bangkok Citizens Attitude-Based Guidelines of Bangkok Metropolitan Tourism Development, Thailand, 5) Positive Image Strategy to Enhance Pattaya City Tourism through the Perceptions of Chinese Tourists, 6) Multi Partied Participation Tourism Management Model for Hae Pha Khuen That Festival Nakhon Si Tammarat Province, Thailand, 7) The Determinants of Inbound Tourism in Thailand: A Gravity Model Analysis, and 8) Hospitality Academic Programme – Stake-Holders' Perspectives.

September, 2011
Editor-in-Chief

INTERNATIONAL JOURNAL OF
ASIAN TOURISM MANAGEMENT

Volume 2, Number 2, September 2011

CONTENTS

	Volume 2, Number 2	September 2011
1.	Responsible Tourism: Are Values an Imperative to Action? A Scoping Study Applying Means-End Theory *Mag.(FH) Kerstin Freudenthaler*	106-119
2.	The Websites of Japanese *Ryokan* and eWOM: Their Impacts on Guests' Expectation and Experience *Takamitsu Jimura*	120-133
3.	The Model of Sufficiency Economy Philosophy Application for Tourism Industry in Chiang Mai, Thailand *Bung-on Chartrungruang*	134-144
4.	Bangkok Citizens Attitude-Based Guidelines of Bangkok Metropolitan Tourism Development, Thailand *Therdchai Choibamroong*	145-156
5.	Positive Image Strategy to Enhance Pattaya City Tourism through the Perceptions of Chinese Tourists *Keerati Trakansiriwanich, Paradee Yasothornsrikul, and Ranee Esichaikul*	157-172
6.	Multi Partied Participation Tourism Management Model for Hae Pha Khuen That Festival Nakhon Si Tammarat Province, Thailand *Pornchai Suksirisopon, Choopug Suttisa, and Weerapon Thongma*	173-182
7.	The Determinants of Inbound Tourism in Thailand: A Gravity Model Analysis *Rattakarn Komonrat, Thanyawee Pratoomsuwan, and Pandej Chintrakarn*	183-193
8.	Hospitality Academic Programme – Stake-Holders' Perspectives *Anne Adjoe Kokui Tagbor and John Ap*	194-206