Table of Contents

International Journal of Tourism and Hospitality Management in the Digital Age

Volume 3 • Issue 1 • January-June-2019 • ISSN: 2473-5361 • eISSN: 2473-5353

An official publication of the Information Resources Management Association

Research Articles

1 The Role of Self-Confidence in the Criteria of Aesthetic Labour Recruitment Chien-Wen Tsai, Chinese Culture University, Taipei, Taiwan

23 Enlivening the Effect of Tourists' Knowledge and Involvement on Malaysian Heritage Food (MHF) Towards Food Tourism Image in Malaysia

Siti Radhiah Omar, Universiti Sains Islam Malaysia, Nilai, Malaysia Shahrim Ab Karim, Universiti Putra Malaysia, Selangor Darul Ehsan, Malaysia Siti Suriawati Isa, Universiti Putra Malaysia, Selangor Darul Ehsan, Malaysia Siti Nazirah Omar, Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia

43 Understanding the Role of CSR, Chinese Values, and Personality on the Relationship Between Consumers' Choice of Green Hotel and WOM in China

Jennifer H. Gao, Macao Polytechnic Institute, Macao

Book Review

56 Crisis Management in the Tourism Industry: Beating the Odds?

Maximiliano E. Korstanje, University of Palermo, Palermo, Italy

COPYRIGHT

The International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA) (ISSN 2473-5361; eISSN 2473-5353), Copyright © 2019 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The International Journal of Tourism and Hospitality Management in the Digital Age is indexed or listed in the following: ACM Digital Library; Cabell's Directories; Google Scholar; Ulrich's Periodicals Directory