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SOCIAL SCIENCES **LINGUISTICS** **HUMANITIES**
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EDITOR'S NOTE

It is with great pleasure I introduce the articles for ESTEEM Journal of Social Sciences and Humanities Special Issue of the Penang International Conference on Hospitality 2019 and 2nd National Healthcare Foodservice Conference. The conferences, which gather academicians and practitioners in the field of hospitality, food service, healthcare foodservice and tourism, provides an exciting ground to exchange interdisciplinary research findings and ideas of the industry.

Several distinguished speakers graced the keynote address, forum and sharing sessions during the conference. A total of 45 papers were presented in the concurrent sessions from participants from all over Malaysia and Thailand covering topics from hospitality, foodservice, food safety, tourism, hospitality management, wellness management and hospitality quality management.

PItCH and NHFSC aspires to play an integral part in promoting a vibrant hospitality research integrating various fields in Malaysia and among the ASEAN countries. This e-proceeding showcases papers presented during the conference. The papers discussed issues in hospitality from management to system management; the use of technology in the hospitality industry; consumer study; Muslim-friendly tourism and waste management. I am sure you will find something to whet your interest.

Rafidah Aida Ramli
Conference Chief Editor