Introduction


Some contributors are authors of papers published in *International Journal of Asian Business and Information Management* in 2013. The mission of the journal is to establish an effective channel of communication between academic and research institutions, policy makers, government agencies, and individuals concerned with the complexities of Asian business, information technologies, sustained development, and globalization. The journal promotes and coordinates developments in the field of Asian studies, as well as presents strategic roles of IT and management towards sustainable development.

The topics of interest of the journal are Asia and EU, Asia and Latin America, Asia and US, Asia region, business, ethics, Chinese investment in Europe, competition in a global economy, cultural and creative industries, entrepreneurship, leadership, sustained development and tourism, among others.

Last year, the *International Journal of Asian Business and Information Management* published 4 regular issues, with a total of 23 academic articles.

One of the goals of the journal is to increase the submissions of papers from Caucasus, Central Asia and the Himalayan region. Caucasus region, with countries such as Armenia, Chechnya or Georgia, work to promote regional cooperation and business opportunities. Readers of our journal will find interesting insights on these countries in coming issues. Central Asian countries, such as Afghanistan, Tajikistan, and Uzbekistan, play a geo-strategic role in world economy and politics, and academic articles about these countries do not abound.

Another goal is to publish special issues about the impact of tourism on economies and sustainable development in specific Asian countries, like Bhutan or Myanmar.

In the Himalayas, Bhutan is now trying to measure progress through the concept of Gross National Happiness (GNH) (Centre for Bhutan Studies, 2014). In 1971, on the occasion of Bhutan’s admission to the United Nations in 1971, His Majesty the third Druk Gyalpo Jigme Dorji Wangchuck expressed his view on the goals of development as making the people *prosperous and happy*.

The Bhutanese tourism sector was first opened in 1974. Bhutan (“The Land of the Thunder Dragon”) experiences an important economic and social development due to tourism sector. Bhutanese tourism policy can be summarized in the following expression “high revenues, low impact. There are different tourist options, from adventures, culture, and festivals to nature, trekking and spiritual wellness. Travelers to this remote kingdom can enjoy the incredibly beautiful Taksang Monastery, view the amazing valleys (Haa, Paro, Ura) and enjoy the impressive monastery-forts (“Dzongs”) (Punakha Dzong, Paro Dzong). Festivals like Mongar Tschechu, Nimalung, Nomad Festival, Paro Tschechu, Pema Gatshel Tschechu, Sakteng Festival, Takin Festival, Thimphu Tschechu, Trongsa Festival, and Ura Yakchoe, Chorten
Kora Festival, Gomphu Kora Festival, Haa Summer Festival, Jambay Lhakhang Festival, Kurjey Festival, Lhuntse Festival, Matsutake Festival, Merak Festival, Trashigang Tschechu, Wangduephodrang Tschechu and Dochula Druk Wangyel Festival, attract tourists from around the world with a unique display of colours and traditions (Tourism Council of Bhutan, n. d.).

Another emerging Asian destination is Myanmar, The Republic of the Union of Myanmar, with a population of over 60 million. The major racial groups are Bamar, Kachin, Kayah, Kayin, Chin, Mon, Rakhine and Shan. The country offers diverse tourist products; one of them is associated with the cultural and religious festivals that take place every month of the year. According to the Ministry of Hotels and Tourism of Myanmar, some of the main festivals held there are: Ananda Pagoda Festival, Kachin Manaw Festival, Naga New Year Festival, Mann Shwe Settaw Pagoda Festival, Kyaik Khauk Pagoda Festival, Maha Muni Pagoda Festival, Glutinous Rice Festival, Ko Gyi Kyaw Spirit Festival, Novitiation Ceremony, Maw Tin Zun Pagoda Festival, Zalun Pyi-Taw-Pyan Buddha Image Festival, Pindaya Shwe Oo Min Festival, Shwe Myet Hman Pagoda Festival, Kekku Pagoda Festival, Shwe Sar Yan Pagoda Festival, Shwedagon Pagoda Festival, Alaungdaw Khathapa Pagoda Festival, Thingyan (Water Festival), Shwe Maw Daw Pagoda Festival, Shwezigon Pagoda Festival and Phowintaung Pagoda Festival.

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REFERENCES
