



Editorial Note

Athula Gnanapala, Malcolm Cooper, Dewasiri, N.J., and RSSW Arachchi

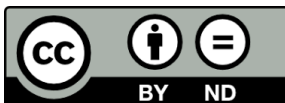
It is a pleasure to present the first issue of Volume Two of the South Asian Journal of Tourism and Hospitality (SAJTH). The tourism sector is negatively impacted by the rapid changes in the industry due to the Covid 19 pandemic and political and economic instability in the South Asian region. In this volume we are therefore looking mainly for specific contributions to the tourism industry, focusing on new trends and developments within different sectors that will likely affect all tourism in the region. Further, South Asia possesses many valuable tourist resources and attractions, which could be crucial vehicles in reducing the region's persistent poverty. However, the regional potential of tourism has mainly remained unrealized. For this reasons, the SAJTH has decided in this volume to focus on exploring the promotion of intraregional tourism.

18 May 2022

The first issue of Volume Two sets out our new knowledge in tourism and hospitality through five research papers that critically investigate contemporary issues in tourism and hospitality. The impact of Covid 19, the role of the internet of things in tourism, motivations for selecting a specific tourist destination, work-life conflict, and internal corporate social responsibility in the tourism industry are discussed in this issue.

South Asian Journal of
Tourism and Hospitality
© Faculty of
Management Studies
Sabaragamuwa
University of Sri Lanka
ISSN: 2756-911X

Editorial office: sajth@mgt.sab.ac.lk



Articles in SAJTH are licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, and only so long as attribution is given to the creator.

The first paper examines the role of employee perceptions of Internal Corporate Social Responsibility (CSR) in employee Turnover Intention (TI) by exploring its mediating and moderating effects through Job Satisfaction (JS) and Work-Life Conflict (WLC) in the hotel industry. The results show that JS completely mediates the relationship between CSR and TI while WLC does not moderate CSR and JS. Therefore, by providing a more socially responsible environment at the workplace, employee JS will enhance, and it directly reduces the TI of employees since employees feel like responsible citizens in society.

The second paper examines the impact of COVID-19 on the tourism sector's performance in Sri Lanka. The findings revealed the significant impact of Covid 19 on all performance indicators. The third paper investigates the role of prolonged poverty alleviation programmes and social welfare policies on countryside capitalization and community empowerment. The study's findings indicate that rural villages are full of priceless diverse socio-cultural and environmental capital, that are not at all tapped by poverty alleviation programmes. Therefore, sustainable capitalization of human and natural geographical resources through poverty alleviation is inevitable for community empowerment, which is the primary intention of poverty alleviation programmes.

The fourth paper shows that systematization of scientific expositions and methodology for exploring the Internet of Things (IoT) and daily tourism penetration reveals that researchers have made significant contributions to the tourism industry. The bibliometric analysis enabled the illustration of the dynamic of publishing activity, highlighting the most impactful articles and credible journals, visualizing keyword co-occurrences in papers, co-authorship between nations, and the trend of the publication year by year. Last but not least, the fifth paper explores the determinants of inbound traveller motivations to select Sri Lanka as a destination of choice for holidays. This study identified numerous push and pull motivation factors affecting Russian travellers and Sri Lanka in particular.

On this auspicious occasion, we extend our sincere gratitude to all the authors for their valuable contribution through research articles, the reviewers for their constructive comments that helped bring the papers to a publishable level, and the language editors for their services rendered to the Journal.