

Faculty of Management Studies of Sabaragamuwa University publishes SAJTH

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In celebration of the Silver Jubilee of the Faculty of Management Studies (FMS), Sabaragamuwa University of Sri Lanka, presented their second issue of Volume One of the 'South Asian Journal of Tourism and Hospitality' (SAJTH).

Nowadays there are millions of people who have grown up with tourism as a major industry, and they go into traditional businesses and reinvent them for this industry. We are facing the emergence of a completely new service based economy in South Asia and the Asia Pacific in general, in which some industries can disappear while others are likely to be dramatically transformed, and yet others dramatically expand.

As for the authors, we would like to see papers from researchers with a deep understanding of tourism and hospitality, and its capabilities, who are not afraid of putting forward new bold ideas and discussing them. The pace of change is so high that communities often do not imagine the full extent of all the opportunities offered by this industry.

At the same time, even the most advanced and useful industry is sooner or later confronted with the market, its host community and the laws of economics. We see our potential authors as part of a team, which wants to create a better future with the help of tourism and hospitality.

Moreover, the behaviour of the tourism and hospitality industry in the world is rapidly changing due to the COVID-19 pandemic threat. This has negatively influenced the economics of tourism, importantly the travel and job markets, because of the lockdowns and other social distancing measures applied to the industry. The critical areas like entertainment and recreation, food and beverage, hotel (lodging), and travel & tourism sectors have been most unfavorably affected, prompting cutback of paid positions for large numbers of employees worldwide.

The sector's economic development has come to a grinding halt, and the danger of rising rates of need, craving, and other imbalances is genuine. This abrupt fall in the tourism and hospitality industry has had severe monetary and social results in and out of South Asia. Hence, it is of utmost importance to investigate the contemporary issues of sustainability like the pandemic in tourism and hospitality, and SAJTH focuses on such original research in and out of South Asia.

The second issue of volume one sets out our new knowledge in tourism and hospitality through five research papers and a book review that critically investigate current tourism and hospitality issues in and out of South Asia. The first paper aims to determine the critical criteria needed to implement sustainable development goals (SDGs) through a systematic literature review approach. The study's conclusion suggests that using Network Theory to assess tourism policies may assist in the success of procedures for achieving the SDGs due to their interrelated nature.

The second paper explores the hotel selection patterns of leisure travelers to understand their loyalty or variety-seeking intentions and profile them through the key characteristics, factors that influence their hotel consumption patterns. This paper extends the concept of variety-seeking behavior to micro-level consumption choices-hotel selection at a destination with particular reference to Australia.

The third investigates visitor preferences for different safari tour packages regarding the Udawalawe National Park (UNP) in Sri Lanka. The study's findings will be helpful to park managers in proposing a realistic price structure for safari tours and providing good service to visitors at the UNP.

The fourth paper assessed the performance of green resort attributes while appraising how personal emotional intelligence influences tourists' future behavioural responses. The findings of this study are found to apply to green resorts in Malaysia as their performance induces positive emotions that impact the behaviours of tourists towards them in the future, for example, recommending green resorts to their families or friends.

The fifth paper focuses on Bao from a sports tourism perspective by exploring the perception of the destination as sports tourism amongst the residents of Tanzania. It is suggested that tourism stakeholders such as destination marketing organizations should consider factors such as leisure, refreshing the mind, the attraction of locals and tourists to Bao, and the sense of belonging to a group or community when promoting Bao as sports tourism.

Last but not least, the book review is focused on the book titled "Future of Tourism Marketing," edited by Seongseop Kim and Dan Wang published by Routledge in 2021. The reviewer argues that while a single book cannot capture the broad spectrum of ICT applications and platforms that have recently remodeled tourism marketing strategies, it can be recommended for its discussion of current trends and challenges that prevail in the intertwined fields of tourism, marketing, and technology management.

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

Following were involved in this publication: Prof. Athula Gnanapala (Co-Editors-in-Chief), Prof. Malcolm Cooper (Co-Editors-in-Chief), Prof. Jayantha N. Dewasiri (Managing Editor) and Dr. RSSW Arachchi (Managing Editor.) The journal's second issue can be accessed through <https://sajth.sljol.info/>