

South Asian Journal of Tourism and Hospitality (SAJTH)

Volume 3 | Issue 1 | August 2023

ISSN: Online: 2756-911X | Print: 2756-9101

CONTENTS

Editorial Note	iii-iv
Gender and Sub-Sector Differences in Motivation in Starting up Small-scale Enterprises in the Tourism Industry of Sri Lanka <i>Saman Handaragama</i>	01-24
An Exploratory Study on Career Challenges of Spa Therapists in Sri Lanka <i>Kasun Mahindarathna and Iraj Ratnayake</i>	25-46
Assessing the Impact of Perceived Risks and Constraints on the Destination Image and Travel Intentions of Taiwanese Tourists Considering India <i>Joe Thomas and Ming Liu</i>	47-76
Exploring the Potential to Promote Ayurvedic Tourism Post-COVID-19 Pandemic in Western Province, Sri Lanka <i>P.K.U. Perera, J.K.V.M. Jayasinghe, N.A.P.S.R. Nanayakkara, and R.P. Mahaliyanaarachchi</i>	77-113
BOOK REVIEW: Marketing of Hospitality and Tourism Services by Prasanna Kumar, McGraw Hill Education (India) Private Limited (2016; Pages: 349) <i>De Silva, W. V., and Rathnasiri, M. S. H.</i>	114-119