South Asian Journal of Tourism and Hospitality (SAJTH) Volume III | Issue II | December 2023 ISSN: Online: 2756-911X | Print: 2756-9101

CONTENTS

Editorial Note	iii-iv
Examining Satisfaction Factors among Young Vietnamese Tourists: A Study of Traditional Cuisine in Hue City, Vietnam Nguyen Van Hoang, Dao Thi Thuy Ninh, and Pham Do Van Trung	01-34
Demand for International Tourism in Sri Lanka: Almost Ideal Demand System S.P. Jayasooriya and R.A.S.P. Bandara	35-66
Exploring the career challenges of female tour guides in the Sri Lankan travel and tourism industry: Social Role Theory perspective <i>Ruwanthika Jayaweera</i>	67-87
Effect of Social Media Influencer Involvement on Tourists' Travel Intentions : Mediating Role of Traveler Authenticity and Destination Image Bulumulla D. S. K., Epa U.I., and Gamage T. C.	88-106
Book Review: Marketing for Tourism, Hospitality & Events: A Global & Digital Approach (2023), 2nd ed., Hudson, S., and Hudson, L., SAGE Publications. <i>Rathnasiri, M. S. H. and De Silva, W. V.</i>	07-114