

South Asian Journal of Tourism and Hospitality (SAJTH)

Volume IV | Issue I | July 2024

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

CONTENTS

Editorial Note	iii-iv
Exploring Millennial Tourists' Interaction with Destination Stakeholders: A Study On Sri Lanka's Tourist Industry <i>K.M.M.M. Karunaratne and M. Udunuwara</i>	01-32
Domestic Tourism Development in Southeast Dry Zone: Stakeholders' Perspective <i>Samantha W.S. and Munasinghe P.K.S.</i>	33-69
Destination Choice and the Behavioural Patterns of Solo Travel Content Creations in Sri Lanka <i>Lochana Lakmini and Iraj Ratnayake</i>	70-97
Effect of Assessing Service Quality Attributes of Rural Tourism in Bangladesh: Avenues for Improvement <i>Muhammad Shoeb-Ur-Rahman and Karabi Kabir</i>	98-119
Book Review on the Routledge Handbook of Hospitality Marketing, edited by Dogan Gursoy, 2018, Routledge <i>Rathnasiri M.S.H. and Samantha W.S.</i>	120-128