



Editorial Note

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As we present Volume IV, Issue II of the South Asian Journal of Tourism and Hospitality (SAJTH), we continue our mission to explore the evolving dimensions of tourism and hospitality in South Asia. This issue features an array of insightful studies that address contemporary challenges and opportunities in the industry. Covering diverse topics such as niche tourism development, accessibility in hospitality, and sustainability-driven consumer behaviour, the research presented here contributes to shaping an inclusive, sustainable, and innovative tourism landscape.

The first paper explores push and pull motivations that influence tourist engagement in tea tourism with special reference to the Nuwara Eliya District, Sri Lanka. Using a quantitative approach with data from 384 tourists, the study examines how push and pull factors influence tourist engagement, destination image, and familiarity. The findings highlight the mediating role of destination image and familiarity, offering practical insights for stakeholders looking to enhance tea tourism experiences in Sri Lanka. Shifting the focus to alternative tourism, the second paper, Adventure-culture-eco (ACE) tourism development in Sinharaja Tropical Rainforest, presents a case study based on the Deniyaya entrance to the forest that investigates sustainable tourism strategies in one of Sri Lanka's biodiversity hotspots. The research uses a qualitative case study approach to identify community readiness, recreation opportunities, and market associations essential for ACE tourism development.

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The third paper, *Destination Tourism for All: Transforming Hospitality through Accessibility Features, Guest Experience, and Hotel Loyalty*, addresses an often-overlooked area: accessible tourism. Using a mixed-methods approach, combining survey data from 401 international tourists and qualitative insights from industry stakeholders, the study highlights the critical role of accessibility in enhancing guest loyalty. The findings emphasise the necessity for structural improvements, sensory-friendly environments, and well-trained staff to foster inclusivity in the hospitality industry, aligning with the Sustainable Development Goals (SDGs).

Focusing on green consumerism, the fourth paper investigates the impact of green marketing on the intention to choose green hotels in Ho Chi Minh City. It examines the impact of environmental concerns, perceived value, and brand trust on consumers' decision-making processes. Based on a survey of 400 hotel guests, the study reveals that eco-conscious travellers prioritise green hotels due to heightened environmental awareness and trust in sustainable practices. The study provides actionable recommendations for hotel managers to enhance transparency and credibility in their communications about sustainability.

This issue includes a book review on *Social Media Marketing in Tourism and Hospitality* by Roberta Minazzi. The review critically examines Minazzi's exploration of social media's role in shaping consumer behaviour, brand valuation, and word-of-mouth marketing in the digital era. The book's insights are particularly relevant for academics and practitioners seeking to navigate the complexities of online marketing in the tourism and hospitality sector.

As SAJTH continues to serve as a platform for scholarly contributions, we extend our deepest gratitude to our authors, reviewers, and editorial team for their dedication and commitment. Through rigorous research and interdisciplinary collaborations, we strive to foster a deeper understanding of South Asia's tourism and hospitality industry, ensuring that sustainability, accessibility, and innovation remain at the forefront of our discussions.

We hope this issue sparks meaningful discussions and inspires further research that will shape the future of tourism in the region. As we look ahead, let us embrace the opportunities and challenges with resilience and a shared vision for excellence in tourism and hospitality.