



## Editorial Note

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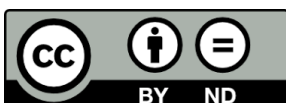
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It is with great pleasure that we introduce Volume 3, Issue 1 of the South Asian Journal of Tourism and Hospitality (SAJTH). As we navigate the ever-evolving landscape of the tourism and hospitality industry, we are excited to bring you a collection of insightful research and analysis that shines a light on the complexities and opportunities within the field. In a world profoundly shaped by the global COVID-19 pandemic, followed by its subsequent impact on the tourism industry in the region, South Asian nations have now largely reopened their borders, welcoming travelers from near and far. This is a welcome sight for a region that has felt the economic toll of closed borders, yet it's a shift that raises essential questions. The return of tourists is indeed a relief for many, but it comes with challenges and considerations, especially amidst the ongoing political and economic instability within the South Asian region and tourism's impact on the natural environment.

Moreover, technology continues to reshape the tourism and hospitality sector, offering new opportunities and challenges. With advancements in various sectors, we witness a transformation that will likely influence the future of tourism and hospitality in South Asia. In this volume, we explore these trends and innovations and their potential impact on the industry's future. As we delve into the contents of this issue, we invite you to join us in exploring the South Asian tourism and hospitality landscape. Our contributors have offered valuable insights and research on topics ranging from entrepreneurship motivations to the challenges faced by spa therapists, from destination image and travel intentions to the potential for Ayurvedic tourism, and even a review of a comprehensive book on marketing within the industry.

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The first paper explores gender and sub-sector differences in motivation for small-scale entrepreneurship in Sri Lanka's tourism industry. It uncovers notable disparities between men and women entrepreneurs, shedding light on their motivations and the impact of sub-sector variations. The study reveals that while earning income is a primary motivation, there are nuanced distinctions among sub-sectors, providing valuable insights for policymakers and industry stakeholders.

Moving on to the second paper, this focuses on the vital role spa therapists play in Sri Lanka's spa industry. It investigates the career challenges these professionals face and identifies various inherent and extrinsic challenges. The findings underscore the importance of addressing these challenges to enhance career development and the reputation of spa therapists in Sri Lanka.

The third paper explores the intriguing relationship between perceived risks, constraints, destination image, and travel intentions of Taiwanese tourists considering India. This study highlights the importance of a positive destination image and the role of perceived risks and constraints in shaping travel intentions. It also underscores the mediating effect of destination image, providing valuable insights for destination marketers and policymakers. The fourth paper delves into the potential for promoting Ayurvedic tourism in Sri Lanka, especially during events like the COVID-19 pandemic. The research draws insights from stakeholders and identifies the strengths and challenges of Ayurvedic tourism. Recommendations for enhancing Ayurvedic tourism, including cross-country promotion and government support, provide a roadmap for industry development.

Lastly, the fifth paper offers a valuable book review of "Marketing of Hospitality and Tourism Services" by Prasanna Kumar. This book review highlights the significance of this comprehensive guide to the hospitality and tourism industry. It commends the book's approachability and organisation, which makes it a valuable resource for professionals at all levels.

In conclusion, this issue of the South Asian Journal of Tourism and Hospitality showcases the rich diversity and complexity of the tourism and hospitality industry. The research presented here contributes to a deeper understanding of the field, addressing critical issues and offering practical recommendations. We hope the insights and findings presented in this issue will inspire further research and innovation in this ever-evolving industry.

We thank the authors, reviewers, and editorial team for their dedicated efforts in making this issue possible. We hope you find the content in this issue both informative and thought-provoking. Thank you for your continued support and readership.