



Editorial Note

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It is with great pleasure that we present Volume V, Issue II (December 2025) of the *South Asian Journal of Tourism and Hospitality (SAJTH)*. As the tourism and hospitality sector across South Asia continues to evolve amidst shifting global trends, technological advancements, and sustainability imperatives, this issue brings together a collection of scholarly contributions that reflect the region's growing focus on innovation, resilience, and inclusive development.

The contemporary tourism landscape is increasingly shaped by the need to diversify tourism products, enhance visitor experiences, and ensure long-term sustainability while maintaining cultural authenticity. In this context, the studies featured in this issue offer valuable insights into emerging niche markets, strategic management practices, rural tourism development, and sustainability challenges within coastal destinations. Together, they contribute to a deeper understanding of how the tourism and hospitality industry can adapt to changing demands while fostering sustainable growth in South Asia.

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The first paper explores the technical feasibility of introducing thalassotherapy as a novel wellness tourism product in the Southern Province of Sri Lanka. By employing a systematic feasibility assessment framework supported by GIS-based site selection and environmental analysis, the study identifies promising locations, including Yala and Dickwella. The findings highlight the untapped potential of integrating marine-based therapeutic practices into Sri Lanka's existing wellness tourism portfolio, offering opportunities to diversify tourism offerings and attract high-value wellness travellers.

The second paper examines the impact of strategic adaptation practices on revisit intentions within international hotel chains in Sri Lanka, with particular emphasis on the mediating role of tourist attractiveness. Using a quantitative approach, the study reveals that adaptation strategies ranging from cultural integration to technological innovation and sustainability practices significantly influence tourists' perceptions and their likelihood of revisiting a destination. The findings underscore the importance of aligning global standards with local authenticity to enhance competitiveness in the hospitality sector.

Shifting the focus to rural tourism, the third paper presents a comparative analysis of service quality in private and community-based homestays. Through qualitative insights, the study demonstrates that while both models offer unique advantages, community homestays tend to deliver a higher perceived level of service quality due to stronger cultural integration and community engagement. The research provides important implications for policymakers and practitioners seeking to strengthen rural tourism as a means of community empowerment and sustainable development.

The final paper investigates sustainable tourism practices in Kuakata, Bangladesh, from a behavioural and managerial perspective. Drawing on ethnographic methods, the study reveals a complex landscape where responsible practices coexist with regulatory challenges and environmental concerns. It highlights the critical role of hotel and resort operators in shaping sustainability outcomes. It calls for improved governance, stronger regulatory frameworks, and collaborative stakeholder engagement to ensure the long-term viability of coastal tourism destinations.

Collectively, the papers in this issue reflect the diverse and dynamic nature of tourism and hospitality research in South Asia. They address critical themes including wellness tourism innovation, strategic management in hospitality, rural tourism development, and sustainability governance, each offering both theoretical contributions and practical implications for industry stakeholders.

As we continue to strengthen SAJTH as a platform for high-quality academic discourse, we extend our sincere appreciation to all authors for their valuable contributions, to the reviewers for their rigorous and constructive feedback, and to the editorial team for their unwavering commitment to upholding the journal's standards.

We hope that this new issue will stimulate meaningful academic dialogue, inform policy and practice, and inspire future research in tourism and hospitality. As the region navigates an increasingly complex and competitive global tourism environment, fostering innovation, sustainability, and inclusivity remains essential to shaping the industry's future.