

Editorial Preface

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I am proud to share with our readers that the IJTHMDA is now into its 3rd year of production and it is slowly gaining popularity among tourism and hospitality researchers. Although the journals editors gladly accept all kinds of submissions related to tourism and hospitality, they also express a keen interest in research articles about food and beverage production and service, about wine and other alcoholic beverages, and particularly about business operations of wineries, golf, marina, airports, sports arenas and national parks.

This second issue of Volume III of the IJTHMDA opens with a research paper from PC Lai on the Factors that influence the tourists or potential tourists' intention to visit and the contribution to the Corporate Social Responsibility Strategy for Eco-tourism. The paper investigates the Kuala Kubu Bharu-Fraser's Hill areas and activities of the eco-tourism corporate social responsibility strategy in Malaysia. Specifically, the research is about the factors that influence the tourists' or potential tourists' intention to visit as well as focuses on the enjoyment element as an adaptation and extension to the Theory of Reasonable Action (Fishbein and Ajzen, 1975) and Stimulus Research Model (Lai, 2014, 2016, 2017, 2018). The empirical results from the quantitative analysis suggest that enjoyment, attitude as well as social norm are significant factors that contribute to the influence the tourists' or potential tourists' intention to visit. With the growth of the eco-tourism industry globally, there is a greater call for corporate social responsibility strategy by organizations. Thus, this paper discussed the potential of eco-tourism for corporate social responsibility green business. PC Lai argues that it is vital to emphasize on the customer expectation and the business corporate social responsibility for the sustainability development of the eco-tourism locality.

In the next paper, Deepti Jog and Nandakumar Mekoth present the finding of a research on Risk Perception and Tourist Types. They posit that over time, tourism has become an industry that has a much visible impact on the overall development of the society. This study examines the impact of perceived risks on different types of tourists classified basis travel motives and would help develop a variety of risk-reducing

phenomena and paraphernalia to supply to the traveler. Based on a survey conducted among tourists visiting a tourist destination the study explores the differences in risk perception among different tourist types. The study uses a self-designed scale on type of risks against the ITR scale that classifies travelers into three type basis their travel motives. Findings supported two types of tourists' classification as against the three types in the existing ITR scale. Findings further revealed that there is significant difference in the risk perception of the two types of tourists classified based on their travel motives in case of Satisfaction Risk, Exhaustion Risk and Psychological Risk.

In the third article the authors present a research on Tourism and Encroachment Activities at the Lame Bura Game Reserve, Bauchi State in Nigeria. The core of the research is on Tourism, Encroachment, Protected Area, Conservation and most importantly on Sustainability. They argue that spectacular and unique natural and human tourism features in Nigeria have suffered and are still suffering from one form of encroachment or another. The aim of their study was to chronicle/record all the encroachment activities at the Lame Bura Game Reserve in Bauchi State in Nigeria. The methods used in the study were interviews with key informants, focus group discussions and field observation. The qualitative data was analyzed and the purposive sampling technique was applied in the study. Findings from the results show that notable forms of encroachment include acquiring land illegally for agriculture, building/settlement, and livestock grazing, hunting/poaching of wild animals, collection of forest products for medicine, food and timber. In conclusion, it was observed that there is outright contradictions in respecting the policies and conservation laws. It is therefore recommended that there should be urgent implementation of conservation policies and laws governing the establishment and management of protected areas in order to achieve sustainability within protected areas. A very interesting and enlightening research on topics that otherwise would only be portrait on news media.

Lastly, Scholar Bashar Alsayyed presents a review of a book on tourism and religion that links the discussion on the topics of Tourism, Religious Tourism, Faith Tourism, Culture, Geopolitics, Globalization and Tourism Economics. The title is: *Tourism and Religion: Issues and Implications (ASPECTS OF TOURISM)* authored by Richard Butler and Wantanee Suntikul, published by Channel View Publications. The book studies and sheds light on the interactions and interconnection amongst tourism, culture, tradition, and faith in more depth. Such interactions create complexity in the way people are nowadays looking at religious tourism. The multiple dimensional perspectives of believers or seculars became like a mosaic representing respect for all humans and beliefs. Traveling for religious purposes or understanding other cultures has always been prominent. Spiritual traveling has changed a lot from how it was and for which incentive it was driven from the ancient days until today. Moreover, the means of transportation and how more convenient traveling became participated in increasing tourism and attracting many people from different cultures to come from almost the far end of the world is getting easier and cheaper now and then. Bashar recommends "a must read" for all involved in tourism.

I trust our latest publication will engage all of you researchers and readers and encourage you to continue to investigate to determine and promulgate the truth. Indeed, I continue to believe that research is about discovering the truth and continues to inspire all of us in its pursuit while contemplating that “explanation is the ultimate goal of scientific inquiry.”

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