

**Proceedings of
4th International Conference on Tourism Research**

**Rural Mountain Tourism:
Preserving Culture and Heritage of Mountain Minorities and Indigenous
Peoples**

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PREFACE

The 4th International Conference on Tourism Research held in Kota Kinabalu, Sabah, Malaysian-Borneo from 9 - 11 December 2014, created a strong presence of linkage, with an overarching theme of “Rural Mountain Tourism: Preserving Culture and Heritage of Mountain Minorities and Indigenous Peoples”. This theme was developed in recognition of 'International Mountain Day', an annual celebration on December 11th to highlight the opportunities and constraints in mountain development and to create awareness about the importance of mountains to life.

This volume contains two (2) parts; 1) e-Conference Proceedings, and 2) SHS Web of Conferences indexed by Thomson Reuters (Web of Science). The total count of papers published is 114 papers. There was an overwhelming response of more than 200 abstracts and full papers were reviewed. One of the unique and valuable dimensions to the 4ICTR is the way the event brings tourism educators and practitioners together from around the world to discuss ways to greatly serve the industry. The contents of this volume prove selected high-quality papers of the academia.

Readers will discover that both common challenges and creative solutions emerge from very diverse settings – not only through the lens of Malaysia, as it encompasses a universal array of studies from South Africa, South Korea, Thailand, Taiwan, Japan, the Philippines, Brazil and other countries as well. Indeed, we hope that you will enjoy and find valuable knowledge through your engagement with scholarly ideas in sustaining your own professional development in the global world of tourism and hospitality education.

The success of organizing the 4ICTR is its people. Our heartiest thanks and gratitude go to the scientific committee members for the reviews and comments of submitted papers, members of the organizing committee and authors for their contribution to the conference.

Mastura Jaafar @ Mustapha
Tania Maria Tangit
Editors-in-Chief

PROCEEDINGS OF 4th INTERNATIONAL CONFERENCE ON TOURISM RESEARCH (VOLUME 2)
Rural Mountain Tourism: Preserving Culture and Heritage of Mountain Minorities and Indigenous Peoples

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