

PREFACE TO THE EDITION

The *Eduschool Journal of Tourism and Hospitality Management Studies (EJTHMS)* proudly presents its latest issue, bringing together scholarly contributions that explore one of the defining challenges of contemporary tourism and hospitality the pursuit of sustainability in an era of environmental uncertainty and evolving global expectations. As tourism continues to recover and transform, researchers and practitioners alike are called upon to rethink traditional models of development and embrace innovative approaches that balance economic prosperity, environmental conservation, and social responsibility.

The articles featured in this issue reflect the growing recognition that sustainable tourism extends beyond environmental protection to encompass community empowerment, ethical governance, climate resilience, and authentic stakeholder engagement. Through diverse geographical contexts and interdisciplinary perspectives, the contributors provide valuable insights into how tourism destinations and hospitality enterprises can navigate the complex relationship between growth, conservation, and responsible management.

This issue opens with a comprehensive comparative analysis of community-based ecotourism initiatives across six countries, demonstrating how effective governance, equitable benefit-sharing, and strong community participation contribute simultaneously to biodiversity conservation and rural livelihood enhancement. The study offers compelling evidence that institutional strength and social capital are fundamental drivers of successful and sustainable tourism development.

Addressing one of the most urgent global concerns, the subsequent contribution examines the implementation of net-zero tourism policies within Small Island Developing States. By analysing the challenges and opportunities associated with carbon-neutral tourism transitions, the study provides important policy insights into balancing environmental commitments with economic dependence on international tourism.

Behavioural dimensions of sustainability are further explored through an investigation into green nudging strategies implemented at African eco-lodges. The findings illustrate how thoughtfully designed interventions can encourage environmentally responsible tourist behaviour while maintaining high-quality visitor experiences, highlighting the importance of behavioural science in sustainable destination management.

The issue also examines the evolving role of eco-certification in advancing carbon neutrality among luxury hotels operating across emerging economies. Through comparative evaluation of internationally recognised certification systems, the research contributes to ongoing discussions regarding the effectiveness of voluntary sustainability standards in promoting genuine environmental performance within the hospitality sector.

Completing this collection is an insightful study on consumer perceptions of greenwashing and genuine sustainability in eco-tourism. By analysing the relationship between environmental authenticity, consumer trust, and destination loyalty, the article underscores the growing importance of transparency, credibility, and responsible communication in building long-term competitiveness within sustainable tourism markets.

Collectively, the contributions in this issue reinforce the idea that the future of tourism and hospitality lies in collaborative governance, evidence-based policy, ethical business practices, and meaningful environmental stewardship. They offer practical recommendations for policymakers, destination managers, hospitality professionals, researchers, and educators committed to advancing resilient and sustainable tourism systems.

The Editorial Board expresses its sincere appreciation to all authors, reviewers, editorial members, and publishing staff whose dedication and scholarly commitment have made this issue possible. We hope that the research presented herein will inspire further inquiry, encourage informed decision-making, and contribute meaningfully to the continued advancement of tourism and hospitality management scholarship.

Dr. Jacob Bose

Chief Editor

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