

Preface

The 4th International Conference on Tourism Research (4ICTR) is an activity jointly-organised by the Faculty of Hotel & Tourism Management, Universiti Teknologi MARA (UiTM) Sabah Branch and the Sustainable Tourism Research Cluster (STRC) of Universiti Sains Malaysia (Penang) in conjunction with International Mountain Day (11th December 2014). This conference provides a platform for various tourism industry players, academicians, graduates and post-graduate research students in tourism and hospitality industries in presenting and discussing their knowledge on tourism research topics and findings.

The 4th International Conference on Tourism Research (4ICTR) carries the theme, “Rural Mountain Tourism: Preserving Culture and Heritage of Mountain Minorities and Indigenous Peoples” which focuses on a broad array of topics. The conference organizers had invite papers and presentations relevant to the theme of the conference such as the following:

- Mountain Tourism
- Rural Tourism
- Tourism Management
- Medical Tourism
- Eco-Tourism
- Cultural Tourism
- Environmental Tourism
- Sustainable Tourism
- Tourism Marketing
- Hospitality and Services
- Tourism Impact
- Wildlife Tourism
- Voluntourism
- Dark Tourism
- Tourism Planning and Development
- Carrying Capacity
- Stakeholders Involvement
- Innovation and Information Technology (ICT)
- And other tourism-related topics

The 4th International Conference on Tourism Research (4ICTR) includes a total of 103 high quality papers related to tourism field. Last but not least, we would like to thank the members of the scientific committee who did a wonderful work in reviewing the submitted papers, the members of the organizing committee and the authors for their contribution to the success of the conference.

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