



Special Issue: Trends & Issues in Hospitality & Tourism

Contents

Editorial: Trends and Issues in Hospitality and Tourism <i>M. Udunuwara and D. Sanders</i>	01
Challenges in Cruise Tourism in Relation to Shore Excursions: The Case of Sri Lanka <i>W. H. M. S. Samarathunga</i>	04
Customer Relationship Management (CRM) Practices towards Customer Brand Engagement: Evidence from the Hotel Industry in Sri Lanka <i>K. G. N. Kumarapeli, G. D. Samarasinghe and G. N. Kuruppu</i>	22
Customer Relationship Management (CRM) Practices in the Hotel Sector from the Perspective of Leisure Travelers <i>M. Udunuwara, D. Sanders and H. Wilkins</i>	35
Ecotourism Practices in Sri Lanka: The Case Study of Rainforest Eco Lodge <i>S. M. D. Fernando and K. A. S. P. Kaluarachchi</i>	50