

Editorial

The second issue of the International Research E-Journal in Business and Economics features business research in management. Five articles deal with the management of tourism business. Three out of five articles examined and described the issues of management and two articles dealt with issues in the banking industry with topics on relationship marketing and service quality. The following is an overview of these articles:

Daosiree Chayasirisobhon and Adarsh Batra, Ph.D.'s article on the "*Management Strategies and Sustainability of National Museums in Bangkok*" presents the strategies and how these strategies are developed and practiced among the national museums in Bangkok as well as significant areas that lead to sustainability.

The research "*The New Trends and Innovations in Selected Five-Star Hotels in Bangkok, Thailand*" by Nan Hua and Adarsh Batra, Ph.D. analyzed trends, challenges and innovations in selected five-star hotels in Bangkok. It also discussed the innovation in selected five-star hotels and the impact affected by innovations and innovative practices in hotels.

Tithikarn Angkul and Adarsh Batra, Ph.D. presented the marketing and management of the travelling theme park in the article "*The Marketing and Management of the Travelling Theme Park in Thailand: The Case Study of Siam Carnival Fun Fair*".

"*A Study on Foreign Tourist Satisfaction on Tourism Attributes in Kunming, China*" by Yue Guo and Ruangyot Sanposh, Ph.D. identified the factors such as tourism attraction, accessibility and infrastructure, safety and security, destination image, affecting tourist's destination satisfaction in Kunming City, China. Furthermore, it also explored the relationship between tourist satisfaction and selected tourists' demographic characteristics (age, gender and educational level) and travel behavior characteristics (length of stay, past-experience and source of information).

"*The Role of Sport in the Development of Tourism: A Study on Awareness, Opinion, Preference and Selected Stakeholders Contribution by Sport Tourists and Non-Sport Tourists in Bangkok and Pattaya City*" authored by Mark Kolenberg and Adarsh Batra, Ph.D. is a study that analyzed and determined the role of sport towards the development of tourism through understanding awareness, opinion, preference and selected stakeholders contribution by sport tourists and non-sport tourists in Bangkok and Pattaya City.

Saji Lukose and Sirion Chaipoopirutana, Ph.D. presented an article on “*A Study on Leadership Styles, Job Related Factors and Organizational Cultures towards Job Satisfaction of Teachers in the Diocese of Diphu, India*” which investigated the relationship between the independent variables such as transformational leadership, transactional leadership, salary, job training, and supervision, working conditions, esprit de corps (team work), accountability, career progress, recognition, job clarity, adaptive culture and mission culture with dependent variable teachers’ job satisfaction in the Diocese of Diphu, India.

The article “*Identifying the Association between Relationship Marketing and Customer Loyalty at ABC Bank in Assumption University Campuses: A Case Study based on the Student’s Point of View*” by Jerry John and Thongdee Kijboonchoo, Ph.D. determine whether bonding, trust, commitment, communication, competence and conflict handling dimensions of relationship marketing have a significant relationship with customer satisfaction and customer loyalty variables among banking customers. The results showed that there is a significant positive relationship between all the six dimensions of relationship marketing on customer satisfaction and that there is a significant positive relationship between customer satisfaction and customer loyalty.

Phatcharida Jongphae and Santhiti Treetipbut, DBA identify the critical service quality dimensions that influence overall customer satisfaction and the influence of overall customer satisfaction on customer loyalty in Retail Banking in Bangkok. SERVPERF measurement was applied to measure service quality of Retail Banking in their study “*The Influence of Service Quality on Overall Customer Satisfaction and the Influence of Overall Customer Satisfaction on Customer Loyalty in Retail Banking in Bangkok*”.

Taken all together, these articles present a variety of information, findings, and trends of management topics and studies in the Asia which is a market emerging with new perspectives and possibilities for applied research.

Maria Socorro CL. Fernando, Ph.D. (Marrisa)

Editor