



Editorial

Atna-Journal of Tourism Studies has been receiving significant attention from the academic fraternity of the discipline of Tourism Studies. The journal has always received immense support from many researchers who have contributed their scholarly articles, making Atna a name that is recognised by many academicians in the area of Interdisciplinarity in Tourism Research today. The current issue of the journal brings together articles on varied and emerging areas such as an integrated strategy of conceptual framework for the development of sustainable tourism to the analysis of strategies and possibilities that could facilitate destination competitiveness.

Tiriveedhi Dileep Kumar and Hatkar Sathish Kumar in their article, titled *Assessment of Carrying Capacity of Tourist Destinations in Dakshina Kannada District, Karnataka* aims to understand and explore the carrying capacity of tourist destinations in Dakshina Kannada District that can help guide tourists to make tourism plans and strategic development activities so as to enable the destinations to reach their full capacity. Sindhu Joseph through her article titled *A Neglected Dimension of Medical Tourism Destination Impacts: A Synthesis of Observations and Convictions* suggests that the socio-cultural impact of medical tourism on the health care of the poor local people should be viewed seriously and this calls for rigid and efficient legislation from the authorities to enable and strengthen the public healthcare system.

The article co-authored by Zacharia Joseph and Joby Thomas titled *Responsible Beverage Service Practices: Comparison between India and Australia* studies and compares the responsible beverage service practices between India and Australia so as to understand its scope and impact. The study draws upon review and analysis of research and data from literature and alcohol policies of the two countries and the study reveals the similarities and differences in the approach towards responsible beverage service between these two countries and suggests methods in strengthening this practice in India. *Strategic Use of Social Media in Tourism Marketing: A Comparative Analysis of Official Tourism Boards* authored by

Rashmiranjan Choudhury and Priyakrushna Mohanty analyse the social media marketing strategies adopted by Odisha Tourism Board and other Tourism Boards through a comparative analysis. The study suggests some strategic measures for Odisha Tourism Board to overcome the complications and effectively use social media in tourism.

The article, titled *Sustainability Issues of Aqua Tourism in Kerala* authored by J H Akash and I Arul Aram discusses the quality of nature as essential for tourism. The authors describe the negative impacts of tourism development in Kerala that could gradually destroy the natural environmental resources on which it depends upon. Harshada Satghare and Madhuri Sawant through their article titled *SWOT Analysis of Marketing Strategies Applied by MTDC for Promotion of Maharashtra Tourism* offer a SWOT analysis of the strategies that could be helpful for destination planners and marketers in improving destination competitiveness.

On behalf of the Editorial Board, I extend my sincere gratitude to the authors for contributing their scholarly articles and to the reviewers for their support, feedback and suggestions. We look forward to the continued support of academicians, researchers and everyone who has an interest in travel, tourism and allied disciplines.

Joby Thomas
Issue Editor