



Editorial

Atna Journal of Tourism Studies has continued to evolve in terms of drawing the attention of a national audience, including the authors, research investigators, and scholars. The scholarly contributions featured in the current issue deliberate on the evolving facets of the contemporary and emerging areas of tourism and travel which we hope stimulates discussions on the travel and tourism arena among the business schools and professional advisors.

The first article, *Socio-economic Factors and residents' Motivation for travel - A Conceptual Study* by Shashi Kanta Minj and Jitendra Mohan Mishra indicate several factors which influence the travel attitude of residents in choosing a destination. They have examined social, cultural, economic, psychological, personal, internal and external factors influencing travel attitude of residents. The study concludes with a conceptual model indicating an interaction between socio-economic factors and residents' motivation/constraints for travel that can be examined through empirical research as a future study.

The next article, *Influence of Social Media on Tourism Business: Current Trends and Future Implications for Bengaluru* by B George and Sneha N discusses the impact of social media, the combination of digital platforms on social networks as a powerful marketing tool for the business of tourism. They identify the level of exposure received from social media for tourism, the extent of the influence of social media on tourism so as to point out the likelihood of social media in the pattern of business of tourism and the possible gains that can be worked upon. This work emphasises the significance of social media for enhancing the transactions into profits for the service providers and thereby creating a profitable avenue for tourism businesses.

The ensuing article by Anu Chandran, titled, *The Efficacy of Tourism Oriented Policing and Protection Services in Puducherry - A Mixed Method Inquiry*, assesses the efficacy of Tourism Oriented Policing (TOP) and other protection services incepted of late in Puducherry. This work lays accent on the special attributes of tourism policing as distinct from the conventional mode of policing at the

destination. The hallmark efforts such as capacity building programmes for the personnel responsible for tourists' safety and security are further explained and examined.

Benson Rajan and Devaleena Kundu, in their article, *Churching Online: A Study on Religious Authority and Tourism in a Digital Age* provides a glimpse of the milieu of digital tourism with the onset of the Internet. They draw attention to the Assemblies of God Fellowship which contribute towards an ethnographically researched narrative of the church and its growing digital tourism. The research focuses on online communication in shaping religious meanings, identity, practices expressions of religiosity, and tourism.

The tourism industry is highly susceptible to various forms of risks operating in the industry. In the article, *Crisis Management in the Tourism Industry-The Role of Social Media Platforms*, Jose K Antony and Joel M Jacob, examine the how social media functions at the time of a crisis so that the tourism organisations and stakeholders can efficiently network and coordinate with each other to mitigate the crisis.

On behalf of the Editorial Board, I extend our sincere gratitude to the authors and reviewers for their valuable contributions to the journal. We look forward to the encouragement, constructive criticisms, and support of academicians, researchers and professionals in our effort to strengthen the discipline of Tourism Studies.

Bindi Varghese

Issue Editor

Corrigendum: The last line of the first paragraph of the editorial of the previous issue should have read, "The current issue of the journal...for the development of sustainable tourism to the analysis of strategies and possibilities that could facilitate destination competitiveness." However, in the printed copies, the last line is wrongly stated as "The current issue of the journal...for the development of sustainable tourism to the use of Apriori algorithm to investigate the intelligent recommendation. These errors have been corrected in the PDF and online versions of the article.