



Editorial

Atna-Journal of Tourism Studies (AJTS) has now entered its eighth year of publication and has become a major venue for the rapid publication of high quality articles on research and learning in tourism. AJTS has continued to make progress in terms of publishing peer-reviewed articles and has attracted an ever increasing national audience of authors, research investigators, and scholars, as indicated by the increasing number of submissions and published papers. To accommodate the growing interest this year onwards the Journal will be published bi-annually. This has only been possible due to the large number of high quality submissions and the invaluable contribution of the reviewers, without whom we would be unable to function. We are very grateful to all the authors and reviewers for helping AJTS become known to the travel and tourism community in India and beyond.

The scholarly contributions featured in the current issue range across such areas as health care destinations, eco tourism, tourism and acculturation, tourism and technology and medical tourism.

Pinky Pawaskar and Mridula Goel in their article “Tourism and Acculturation: A study of Goa” explain how acculturation through Portuguese rule has given Goa a western image, and further this cultural change exhibited through tourist products has helped in promoting as cultural diffusion.

Jitendra Mohan Mishra in his article “The Need for an E-commerce Platform for India: A Study on Perception of Operators and Perspective Tourists” explains the importance of technology in the travel and tourism industry, especially online booking in public sector websites.

“Role of Government in Development of Sustainable Ecotourism in Karnataka” by Vinayak R Naik and B C Sanjeevaiah, suggest the development of ecotourism in Karnataka and analyze the nature of relationship between stakeholders who receive different amount of gains and losses during the course of eco-tourism development, and evaluate the role of law in attaining the sustainability in ecotourism.

“A Study on Destination Image of Kerala as an Ayurvedic Health Care Destination” by Bindu V T and Sampad Kumar Swain, shows how the image of a destination can be promoted by identifying the strengths of the destination and suggesting that Kerala can be promoted as a healthcare destination.

“A Study on the Customer Perception of Medical Tourism in Puducherry” by C Shanthi Marie and Sampad Kumar Swain, states how efficiency of doctors, their communication skills, the facilities and amenities provided in hospitals, international accreditations, government support and tourism activities (recuperation) play an important role in promoting medical tourism.

With this issue, *Atna-Journal of Tourism Studies* has become double blind peer reviewed. We have also modified the layout and style of the Journal. The Journal will be simultaneously published online at <http://journals.christuniversity.in>. In the coming year the Journal will see a lot more changes.

On behalf of the Editorial Board, I extend our sincere gratitude to the authors 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.

Joby Thomas

Executive Editor