



## EDITORIAL

The pioneer edition of Atna-Journal of tourism studies is a humble attempt to communicate diverse dimensions of travel tourism and hospitality issues and developments among the academic fraternity. 'Atna' offers a platform for the expansion of the frontiers of knowledge about travel, tourism and hospitality. This edition of 'Atna' brings to the readers interesting and scholarly articles of authors from different continents of the world.

Susan Horner in her article on 'The Future Of Market Segmentation And Relationship Marketing In The Tourism And Hospitality Sector' describes the new approach to market segmentation based on psychographic and behaviors characteristics and highlights the relevance of relationship marketing in the context of the tourism and hospitality sector. 'Application of Data Envelope Analysis (DEA) Effectiveness Models: Example Application for International Hotels in Taiwan and Issues in Using Particular Models' by Ching-Cheng Shen, Chin-Fa Tsa, TzungCheng (T.C.) Huan is a presentation of three DEA models and its application in a Taiwan situation. Neuromarketing model for Tourism promotion by P.Deepika focus on strategies of the marketers to get over the 'clutters' in an era of competition. Tom Robinson assesses the sport tourism potential of climbing in general applying the Robinson and Gammon Conceptual frame work in his article on an evaluation of Climbing as a Sport tourist activity, using the Robinson and Gammon conceptual framework.

'Developing Sustainable Tourism at Khao Sam Roi Yod National Park' by Adrsh Batra, Haiping Gao, Xuejing Zou, Pariyanud and Sutheera focuses on the managerial and environmental problems for the sustainable tourism development of the area. Hospitality Industry Redefining Leisure and Recreation by Manoj Sharma describes the emergence of hotels as a complete travel destination. Competition in Indian Sky, Fly High or Nose Dive by Shyju PJ analyses the recent changes of Indian aviation sector. P. Pakkeerappa and Joby Thomas in their article draw the attention of the readers to the Strategic Role of Hampi Development Authority in Promoting Tourism in Karnataka by analysing the initiatives and activities of the Authority. Food And Drink As A Tourism Product-The Relevance For India is an interesting article by Susan Horner and N G Vinod explaining the role of food and drink to enhance the value of tourism product in destinations.

'Gruelixir': Conceptualizing a Distinct 'Travel Food' Sikha Shailesh and P. Deepika introduce a concept brand Gruelixir as a travel food.

Niche marketing in the hospitality industry by Srikanth Beldona, Marvin Cetron and Frederick DeMicco highlights a number of market segments, which offers possibilities for future development. Robinet Jacob in his paper on Sustainability and Eco practices in Tourism, highlights the environmental indicators and the significance of carrying capacity in sustainable tourism development. This article also narrates the eco-practice model in Kerala. Dileep M.R. outlines the sustainable practices followed at Periyar Tiger Reserve in Kerala in his article entitled Sustainable Tourism Development- The case study of Periyar Tiger Reserve.

On behalf of the editorial board I extend sincere gratitude to the authors for their overwhelming response to the call for article to the inaugural issue of 'Atna' . We look forward to the encouragement, constructive criticism and support of academicians, researchers and professionals in our effort to strengthen the discipline of tourism.

**N.G. Vinod**  
Executive Editor