



## EDITORIAL

Volume 5 of "ATNA-Journal of Tourism Studies" contains eight different articles covering various aspects of tourism. The scholarly articles range from wild life tourism, agri-tourism, ecotourism, heritage and sustainable tourism, destination marketing and information technology in tourism. The current issue makes an earnest effort to present varied dimensions of tourism.

"Application of GIS In the Tourism – Designing A Frame Work For Kerala Tourism" by Venugopal C K gives an insight into the possible implementation of a GIS based solution in the master plan of Kerala Tourism. According to the study GIS has been used to a limited extent in the state but efforts are under way to tap its potential in the Tourism sector. Tamal Basu Roy in his article titled "A Plan To Guide The Direction of Success For Kulik Bird Sanctuary in West Bengal" has attempted to explore few plan outlays for tourism development and has aimed to formulate possible local, regional and intraregional tourism development policies and strategies. The essences of this paper is to identify the barriers for the tourism development along with some strategic attempts for the future development and thereby enhancement of tourist attraction. "Destination Marketing through Film Tourism: A study on Western Orissa" by Shwetasaibal Samanta Sahoo and Sarat Kuma Lenka examines the impact of film induced tourism and destination branding on locations featured in popular films and television series. The authors also investigates the characteristics and benefits of film induced tourism. "Heritage Walks as a Tool for Promoting Sustainable Historical Tourism " by Joby Thomas examines the role of historical resources in promoting tourism at a destination in a sustainable manner.

Sukanta Sarkar in his article "Agri-Tourism In India: A Way of Rural Development" assess the impact of agri-tourism on economic life of farmers in rural areas. The paper also highlights that agri-tourism may be a source of additional income for farmers and shows a new path for rural development. "Wildlife Tourism Entrepreneurs The Way Ahead in Attaining Sustainability" by Pranjal Kumar Mahanta and, Y.Venkata Rao discusses the connection between entrepreneurs and the issues of sustainability problems they face in adopting sustainable business practices and measures that are essential for them towards realizing the goal of sustainable tourism. Umesh U and Sheena in their article titled "The Vanishing Sacred Groves ("kavus")

in the 'God's Own Country' and its Ecological Significance" is an attempt to build a database on social preservation, to stress on the importance of groves as refugia and as biodiversity inocula, to describe the ecological and cultural services provided by the groves, and to explain the socio-economic aspects of degradation of groves. "A Study on the Gap Areas in Ecotourism Planning, Policy Implications and Initiatives in Kerala" by Ravish Mathew and , Anu Chandran attempts to identify the factors both tangible and intangible that create hurdles in the path of sustainable ecotourism promotion in Kerala. A model is also proposed in the study on pragmatic ecotourism management in the Kerala context. Bindi Varghese in her article "Prospects Of Medical Tourism – A Study Of The Prominent Participants In Hospital And Hospitality Industry In Bangalore and Chennai" envisage the potentials of medical tourism and its growth in South India.

The editorial board express our sincere gratitude to all the respective authors for their cooperation and endeavour. We look forward to your continued support and co-operation and invite the entire tourism and hospitality fraternity to share their thoughts through this journal.

**Joby Thomas**  
**Executive Editor**