



Editorial

Atna-Journal of Tourism Studies (AJTS) now in the ninth year of publication has become a major platform for the publication of high quality articles on research and learning in tourism. *AJTS* has continued to make serious efforts to understand the varied aspects and issues related to the study of tourism. Scholars have strengthened this publication through high quality articles. The efforts of reviewers have helped to enhance the quality of the articles submitted for publication. We are very grateful to all the authors and reviewers for helping *AJTS* to become known to the travel and tourism community in our country. The articles in the current issue range across such diverse disciplines as the use of new media in travel decisions, Geographical Information System (GIS) for tourism administration, destination performance evaluation, wine tourism and a new perspective on sustainability in the hospitality sector.

“Influence of New Media in Travel Decision Making” by M R Dileep, Sindhu S and Abdurafoof Ahmed Ismail states that taking a decision to travel by a tourist is considered a complex process and involves a variety of influences, and it also explains the role of new media in influencing the tourist decision making processes on various occasions. Venugopal C K and V Ajayakumar through their article “A Web-based GIS for Tourism Administration in Kerala”, explain the importance of web based GIS for tourism administration and also make an attempt to present a GIS model for tourism administration in Kerala.

Suresh Chauhan, Sukarn Sharma and Yenesew Alene in their article “Bridging the gap between Producers and Consumers of Himachali Fruit Wines” explain the role of wine in the beverage sector and the study also addresses the position of Himachal’s wine industry and the gaps there in. “Multisensory Marketing: Creating New Sustainability Perspectives in the Hospitality Sector” by Prarthana Kumar discusses the use of technology for successful sensory marketing.

“Conceptualizing Destination Performance Evaluation for Internal Destination Benchmarking: A Review” by Toney K Thomas evaluates the performances of tourism destinations in stabilizing the growth of tourism in the most competitive and sustainable manner and it also explains the construction of index core components and performance evaluation methods for internal tourist destination benchmarking with the support of literature reviews.

On behalf of the Editorial Board, I extend a sincere gratitude to the authors and reviewers for their valuable contributions to this issue of *AJTS*. We look forward to the encouragement, constructive criticisms, and support of academicians, researchers and professionals in our incessant effort to strengthen the discipline of tourism studies.

Joby Thomas

Executive Editor