



Editorial

Atna-Journal of Tourism Studies (ATJS) 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.

The scholarly contributions featured in the current issue range across such areas as wine tourism, medical tourism, film induced tourism, celebrity endorsement and SWOT analysis of eco-labels.

Anupama Kotur Kaddi in her article Event Motivation Study of Wine Festival Visitors in Maharashtra highlights growing interest among Indian travelers in wine tourism within the country and outside. "Medical Tourism and Inclusive Growth: Significance of

Ayurveda Sector by Jacob John and Seema Chelat studies on Medical tourism being a critical component of tourism in India. They survey on practitioners, manufacturers, researchers, representatives of various associations in Ayurveda sector.

Nitin Mittal and G Anjaneyaswamy in their article Film Induced Tourism: A Study in Indian Outbound Tourism dwells on the concerns in quantifying the impact of film-induced tourism in India. Rosma Mary Jolly and Mynavathi L in "Celebrity Endorsement as an Effective Tool for Destination Marketing among Occupation Groups in Bangalore" explores on how celebrity endorsement being one of the major forms of advertising where a business organization makes use of famous individuals to boost consumer interest the paper studies on how consumers consider the tourism advertisements that are endorsed by celebrities.

SWOT Analysis of Eco-Labels and their Projection on Sustainability Spectrum: A Theoretical Evaluation of Destination India by Shamima Akhter and M A Darzi presents a SWOT analysis of three important ecolabels which covers almost all sectors of the tourism industry. Further, an evaluation of this ecolabel implementation in

India is done through sustainability spectrum vis-a-vis sustainability positions.

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