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EDITORIAL

This issue of "ATNA-Journal of Tourism Studies" coincides with the decennial anniversary of the Department of Tourism Studies and the elevation of Christ College from the status of an autonomous college to a Deemed to be University by the University Grants Commission (UGC). The third issue of the journal is also special not only due to the diversity of articles, but also is a testimonial to the cooperation and earnest desire of academicians in the field of tourism and hospitality to strengthen the discipline of tourism with their scholarly articles.

'Community participation and visitor satisfaction for ecotourism development in Similipal national park, Orissa' authored by Sampad Kumar Swain, Bivraj Bhusan Parida and S.C. Bagri brings out the perceptions of the community and tourists in the conservation of protected areas through the development of ecotourism. In her article, Paramita Suklabaidya examines the scope of wedding tourism in India and its role in creating other business avenues in the allied industry segments. In 'Eco tourism for Eco friendly Guest and Green Host – A Case Study on Thenmala Ecotourism Project, Kerala,' Binoy T A recommends the project as a model for other such destination development programmes in India. In his view developing forests as recreation spots can mitigate the hardships of indigenous communities and the same will provide monetary returns to the public exchequer, while protecting bio diverse patches with the support of the local community.

Vinodan A, in his contribution entitled 'Responsible Tourism: A Destination Perspective,' suggests a mechanism for implementing responsible tourism and examines the role of different stakeholders of sustainable tourism. 'Job Esteem Assessment of Front Office Employees of the Hospitality Industry' contributed by Bharti Gupta concludes that the employees who do not take pride and dignity in their job may deliver poor service and are likely to discontinue their profession. The author also put forward suggestions for the improvement of the performance of employees through interventions focused on the improvements related to the components of job esteem. 'Ecotourism and Sustainability: An Analysis of Strategies, Practices and Problems' by Sheker Naik and K. Puttanna, is an attempt to identify the core issues and problems in practicing sustainable ecotourism and to suggest pragmatic strategies for planning and developing sustainable tourism.

'Food and beverage facilities: An appraisal of selected restaurants of Haryana tourism resorts' by Vinti Davar And Sandeep Malik identifies that even if the service and ambience is friendly and warm and the menu is remarkable, many a times the food really fails to meet or exceed the expectations of guests. The authors suggest remedies to tackle this dilemma. Nanjunda D.C, in his article 'Ecotourism for Rural Karnataka: Some Impact Assessments,' analyzes both positive and negative impacts of ecotourism while evaluating the biodiversity hotspots in Karnataka. 'Hotel Industry Strategies for Entrepreneurship' by Jyotirmoy Ghosh and G. Anjaneyaswamy describes the fundamental facts of entrepreneurship and unique factors of the entrepreneurial strategies that are normally practiced in the hospitality industry.

'Hospitality Education and Advisory Committees in Indian Universities: An analysis of academic success ' by Mohinder Chand and Ashish Dahiya examines the evolution of hospitality education in India. The article is an appeal to educators to look beyond their academic infrastructure and to create valuable linkages with industrial advisory committees for the development of skilled manpower to meet the challenges of the Hospitality sector. 'Role of Women in Tourism' by Dr. Dilip M.R is an analytical article explaining the role of women in the tourism industry. Anu Chandran, in his article 'Dynamics of Tourism Growth and its Impact on an Emerging Destination; A Study on Gangtok, Sikkim' calls for a cautious approach while developing heavy tourism infrastructure in Gangtok, exerting more pressure on this hill town and the adjoining areas and leading to mass tourism in Gangtok.

I hope the readers will find this volume of 'Atna' interesting and useful. On behalf of the editorial team, I extend my sincere gratitude to all the authors for contributing their scholarly articles. We look forward to your continued support and co-operation and welcome the entire tourism and hospitality fraternity to share their thoughts through this journal.

Joby Thomas
Executive Editor