



Atna - Journal of Tourism Studies (ATJS) Volume -14, Issue 2 has an exclusive range of scholarly articles and has continued to make progress in terms of publishing peer-reviewed articles. ATJS has attracted an ever increasing national audience of authors, research investigators, and scholars.

The scholarly contributions featured in the current issue exhibit articles across areas such as Dalit Art Forms in Tourism Promotion, Intangible Assets in Tourism, Sustainability and Carrying Capacity Issues, Employee Engagement in Travel Organization, and Activeness Factors Among Tourist.

Dr Jacob John and Megha John in their article, “Dalit Art Forms and Tourism Promotion: Case Study of Theyyam Dance”, showcases how Promotion of Dalit art forms under tourism can contribute to social and economic empowerment of marginalized communities in India.

“A study on Disclosure of Intangible assets in 5 star hotels in Bangalore” by Mugdha Kulkarni & Vaybhav Malhotra highlights on how companies invest in the intangible assets to provide value added products and services.

The article by Ginu George titled, “A study on the relationship between Employee engagement and organizational citizenship with reference to employees working in travel organizations in Tourism” elucidates on the relationship that exists between employee engagement and organizational citizenship behavior among employees working in travel organizations.

The article by K.L Ajay, Deleep Devasia, Sanoop Kumar PV on “The Social Perspective of Tourism in review of Sustainability and Carrying Capacity: A Synthesis of Observations and Convictions.” examines with a theoretical approach on the sociological perception of tourism and carrying capacity determinants in integrating the contemplations and criticisms.

Lastly, the article by Neha Itty Jose Paul titled “An Assessment of the Activeness Factors of Tourists Visiting Southern Karnataka”

presents, segmentation of activities that tourists' are engaged during their visit to the regions of Southern Karnataka.

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
Executive Editor