



Editorial

This issue of *Atna* deliberates on the evolving facets of travel and leisure business. This volume makes a valuable contribution to the collection and presentation on the different aspects of tourism which will stimulate discussions on the travel and tourism arena among the business schools and professional advisors. This issue is focused towards enhancing better theoretical and conceptual clarity in the most recent emerging areas which are researched and explored by the academicians and the representatives of the trade.

The first article describes the need for “*Tourism Circuit Development in Peripheral Destinations: the case in discussion being Tripura*”, India. Dr Supriya Dam provides an insight into the West-South Tourism Circuits (WSTC) as the most revered tourist routes in the region are situated in the North East Region (NER) of India. This article delves into tourism products like archaeological/heritage, pilgrimage and eco-tourism for its promotion in the industrially backwards state. This research adopts an integrated approach with a framework connecting various developments and explores potentialities of international tourism circuit development in the state of Tripura.

As in other industries, effective marketing strategies are of great importance for the competitiveness of the global tourism industry. Rosma Mary Jolly reconnoitres on changing values in modern societies; Societies are changing from hedonic fun societies to meaning societies. Taking this change into consideration, it is necessary to be able to continue to offer marketable tourism products; Celebrity Endorsement is one of the major forms of advertising in which a business organisation makes use of famous individuals or well-known organisations to boost consumer interest. The chapter also investigates the various motivating factors of the endorsers that are taken into consideration by the target audience before they plan to visit the advertised destination. The good practice examples can serve as a guide for other tourist destinations.

The development of film-induced tourism has always been an interesting area for scholars in tourism studies to work on.

Shamima Akhtar outlines some of the historic highs with *“Theoretical Paradigm and Empirical Perspective of the “Slumdog Millionaire Effect”*. This article describes the logic behind the relationships between cause- 'Slumdog Millionaire' and effect - 'India's inbound tourism' related to this phenomenon, and maps out the interrelation of film-induced tourism with India as a destination.

Tourists have to make numerous decisions, and they are typically considered to be rational decision makers who always try to maximise the utility of tours. Jose K Antony gives a detailed analysis of the causes and effects of the Perceived risk which is widely considered in the study of consumer behaviour in marketing research as consumer behaviours are instances of risk taking. The researcher then discusses the effects of fluctuating risks on travellers' mobility. Historic highs in travel purchase behaviour showed a significant impact on the structure of the global travel and tourism industry. The chapter concludes with a description of the key challenges for the global travel and tourism industry. The article identifies various dimensions of perceived risks and works to identify characters of heterogeneity among tourist groups, based on their risk perception patterns.

In the next article, Dr Jaykumar V sheds light on the Teenagers Perceptions of Retail Format in Shopping Malls with a case study on Forum Mall and its Patronage in Bangalore. The author indicates that the Indian retail market has grown at a double-digit compound annual growth rate and explores the relationship between teenager's identity and their perception towards Forum Mall as a blend of lifestyle mall retailing and a patronage pattern.

Slum tourism is a relatively unknown and controversial niche tourism segment. Neha Itty Paul offers a considered perspective on *Critical analysis of Slum Tourism: A retrospective on Bangalore*. This paper deals with whether or not slum tourism has the potentiality of being developed in Bangalore and to find out if the hype about slum tourism in Mumbai has created any demand for this niche market in Bangalore. A critical discussion to what extent special interventions are required for the progression and welfare of community with discussions on the mixed reviews of both positive and negative characters are explored.

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

