



Editorial

This ATNA issue deliberate on the evolving facets of travel and leisure business. This volume deliberates towards valuable contribution to the collection and presentation on the diverse 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 to investigate the appearance of the art form to develop as tourism resource/product and address the promotional and marketing needs of the art form- Mithila Painting with a case of evaluating the strengths of Mithila Painting art and heritage and suggesting integrated marketing development approach for sustainable promotion. This article delves with the need for integrated marketing approach, which recognizes potentials of Mithila Painting along with other resource and contribute to tourism development in the region. The authors *Abinash Kumar Jha, Jitendra Mohan Mishra and R C Anu Chandran* explores the potential of art and folk traditions regardless of the uniqueness and inherent promises of the art form, both the art form and the cultural heritage of the natives of the region languishes behind to considered as a tourism resource.

A destination to emerge successfully it not only has to promise quality services to the tourists but also deploy the right manpower with the right attitude and skill set to ensure the overall satisfaction of the customers. *Sandhya Hariprasad and Bindi Varghese* analyzes civil disturbances on the tourism Sector with an impact study on Kerala tourism. They describe the challenges faced by the travel trade due to civil instability and political disturbances. They outline how flexible strategies could be devised, that would make global travel more tourist friendly. Offering advice to travel operators on how to organize their marketing efforts in order to be able to reach their target audience efficiently and effectively, now and in the future. Decision makers from the political and economic spheres

show the various aspects of the multifaceted concept of civil disturbances and make recommendations for planning schemes and initiatives for the tourism industry.

Several venture capital firms have been actively looking at Indian startup sector for investment and partnerships. *Megha Jacob* in the paper *Entrepreneurships and Startup Programmes: Opportunities in Travel and Tourism* identifies various state government initiatives to promote startup ventures have started to boost entrepreneurship. The paper outlines emerging scenario provides tremendous business opportunities for new entrepreneurs who have innovative ideas in Indian travel and tourism sector. The absence of business incubation ecosystem in the hospitality sector has always remained as a matter of concern. The article envisages on the role of technology business incubators in travel and tourism ecosystem backed by government support for ideation and incubation of the innovative business ideas and to provide access to finance.

In the next article, *Erisher Woyo* sheds light on Visa policies and Visa Openness Scores in Southern Africa Development community. The paper adopted a regional perspective on the dynamics of visa policies affect tourist flows. This article also discusses the implications of visa policies on tourist arrivals. Government efforts in influencing the change in visa policies are also discussed in this paper. The article indicates the visa policies may help tourist destination within the region with revenue, they have a more deterring effect as it affects destination choice and visa openness scores, thus affecting tourism development.

Emilda K Joseph, Tomy K Kallarackal and Bindi Varghese envisages on the community-based waste management strategies for sustainable tourism in backwater regions. Waste disposal is a serious problem in the areas where tourist arrivals and tourist activities are very high. She goes on to describe the implications of improper waste disposal that would bring serious negative impacts on host community and destination. Local communities are being threatened due to improper waste management. She sketches the basic outlines for a sustainable mobility future. The article depicts the relationship between tourism and waste management and then describes the functional principle of “waste management”.

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