



## Editorial

*Atna-Journal of Tourism Studies* (ATJS) has now entered its thirteenth year of publication. 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 deliberate on issues pertaining to Wine Tourism, Low Carbon Tourism, Religious and Cultural Tourism, Destination branding strategies and Adventure Tourism.

Anupama S Kotur focusses on Wine tourism that has always been considered a subset of food and drink based tourism such as culinary tourism and gastronomy tourism. Through this research paper, the author aims to understand the variations in defining these terminologies in contemporary research in the domain to establish inter linkages with wine tourism. This theoretical synthesis is exploratory in nature and is based on review of extensive literature in the field of food tourism, culinary tourism, gastronomy tourism and wine tourism.

Sustainable management of destinations strongly advocates low carbon emission tourism ventures that are eco-friendly and nature-based. Anu Chandran, Simran Kashyap and Bosipoina Golla Suneeth assess the efficacy of the paradigm shift in contemporary tourism which lays accent on the experiential strands which are educative, entertaining, and responsible. This work presents Walking Tours as an alternative and based on their study in Delhi, explain and examine how it could lead to responsible tourism in promoting 'slow and conscious travel'.

Pallavi Kamble and Madhuri Sawant illustrate the perceptions of tourism stakeholders of Maharashtra regarding effectiveness of branding and marketing strategies. Maharashtra Tourism is successful in projecting a simple, appealing, believable and distinct image with help of 'Unlimited Maharashtra' brand. However, the authors indicate the need of innovative advertising tactics for effective branding of Maharashtra Tourism to attract more international tourists.

Off-Road recreational opportunities are a great means to promote tourism. Tony Joy and Jose K Antony present their observation on the impact of Off-Road activities on the ecosystems, and identified motivations and the constraints of travelling in the Hill Areas of Kerala.

The commentary on *Chhath Puja* by Geetha explains how promotion of history, legends, folk songs, and rituals can be a fascinating endeavour to promote Festival Tourism.

On behalf of the Editorial Board, I extend my 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