

## EDITORIAL

The Volume 4 of 'ATNA-Journal of Tourism Studies' is different from the previous issues in its diversity of articles. This volume is also special because, it is the first issue after obtaining ISSN registration to the journal. The scholarly articles range from sustainable tourism, marketing, crisis management, entrepreneurship and tourism academics. All these articles are symbols of deep commitment demonstrated by the tourism community to promote tourism education.

Review of Leisure Activity Participation Constraint Models authored by Jeongsun Kimmm highlights the drawbacks of existing hierarchical model of leisure constraints and presents the three-factor model of leisure activity participation, and the pyramid model of leisure activity participation constraints is based on his survey in the Rep.of South Korea. Jyotirmoy Ghosh and G. Anjaneyaswami showcase the striking similarities of corporate social responsibility and sustainable tourism in their article, Corporate Social Responsibility and Sustainable Tourism. The role of local communities in promoting ecotourism in any region is the center theme of the article entitled Ecotourism and Community Involvement: Challenges and Strategies written by Joseph P. D. and P. Pakkeerappa.

Sustainable Tourism Development: Issues and Strategies for Development in India with Special Reference to the State of Uttaranchal by Jithendra Mohan Mishra and Sailaja Gullapalli present a sustainable tourism implementation strategy for the state of Uttaranchal. The impact of economic recession on tourism and hospitality industry and various ways to handle the situation is examined by Joby Thomas and P. Pakkeerappa through their article on Economic Recession and its Impact on Tourism. Mansi Kamra's article on Public Relations vis-à-vis Attitudes & Perceptions of Users of Services – A Synthesis for Tourism Promotion Marketing focuses specially on the aspect of public relations in the tourism industry. Family Business Entrepreneurship in Tourism and Hospitality Industry - A Study on the Pondicherry Perspective of Management by M. Kanthan and G. Anjaneyaswamy portrays the significance and advantages of family operated ventures in tourism industry of Pondicherry. A Study on Improving the Quality of Student's Learning Style by Using VARK Instruments - Special Reference to Hotel Management Curriculum by Souji Gopalakrishna Pillai examines the learning styles of students in various classes of culinary studies.

Ranbir Singh and Amarjit Singh in their article titled Perceived Socio-Cultural Impacts of Rural Tourism: A Case of Thar Desert of Rajasthan discusses the development of rural tourism and its impact on economic, social and environmental frontiers of local community in the desert area of Rajasthan. An Overview of Tourism Disasters - Strategies to Restore Fading Out Destinations by Bindi Varghese presents the practical strategies to restore the image of destinations affected by various crisis. Binoy T. A. in his article, The Media Strategy for Destination Image Building in Crisis highlights the role of media in rebuilding the image of a destination during crisis.

On behalf of editorial team I extend 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**