

## **Editorial**

Volume 6 of *Atna-Journal of Tourism Studies* is unique in its diversity of articles. The scholarly contributions featured in this issue range across areas such as rural tourism, agri-tourism, service quality in the hotel industry, tourism and taxation and medical tourism. They give better insight on research and learning in tourism.

“Management Practices in Hospital Administration: A Study of the Challenges Faced by the Healthcare Organizations in South India” by Bindi Varghese, shows that quality, standardization and management of health care organizations in an effective way will help in the promotion of medical tourism and meet the needs of medical tourists. Bheemanagouda in his article “Tourism Development and Exchequer’s Encouragement”, states that for the development of tourism sector, the Government of India has offered tax provisions. This paper highlights various special tax provisions for different players in the tourism sector.

“The Dynamics of Host Participation in Tourism for Effectively Offsetting Agrarian Crisis in Wayanad” by Sibi George and G Anjaneya Swamy draws the attention to the pivotal role of tourism as an alternative source of income to a society facing an agrarian crisis. Priyanka Singh and Ajay Kumar Singh in their article on “Tourism Development and its Impact on the Peripheral Society states that tourism, which is undertaken in a remote or unexplored region will lead to social and cultural changes in the host community, especially in the lifestyle of the local youth of that particular society. Through a case study on Ladakh, this paper suggests that tourism should be conducted in a sustainable way in order to minimize the socio-cultural impacts on the host community.

"Dental Tourism Development in India" by Binoy T A and Monisha portrays the development of dental tourism in India and offers suggestions to improve the standards required for dental treatment to attract dental tourists. ShwetaSaibal Samanta Sahoo and Sarat Kumar Lenka in their article, "Strategic Planning and Marketing of Rural Tourism in Western Orissa" explain the importance of rural tourism and its benefits to the rural area and the country. They suggest measures for the development of rural tourism. Abhinav Kumar Shandilya and Praveen Srivastava in their article, "The Attitude of Customers towards Organized Food Retailing: An Application of Attitude-towards-Object Model" attempts to find out the customer's or consumer's attitude towards major food retailing formats.

From this issue onwards the *Atna-Journal of Tourism Studies* becomes a double blind peer reviewed journal. We have also modified the layout and style of the Journal. The Journal will be simultaneously published online at <http://journals.christuniversity.in>. In the coming year the Journal will see a lot more changes.

On behalf of the Editorial Board, I extend our sincere gratitude to the authors for contributing to the journal. We look forward to the encouragement, constructive criticism and support of academicians, researchers and professionals in our effort to strengthen the discipline of tourism studies.

Joby Thomas  
*Executive Editor*