Editorial

"A Panoramic view of Tourism Management in the Contemporary Context"

Tourism Management is a crucial concept that incorporates a multitude of activities and emerges with the amalgamation of planning, examining, and marketing tour destinations, enabling travel arrangements, and taking care of accommodation facilities. These prime attributes are dynamic and need to be versatile in response to the various influencing external factors. The COVID-19 pandemic has been a challenging factor and forced tourism management to experience a drastic changeover. Tourism planning must start from scratch because predefined plans and policies went idle. Travel ban and tourism halt have created havoc which instigated the management part to revise and design to be suitable for the present and the future. The prime purpose of this issue is to relook at the various conceptions and theories that revamp and reinforce tourism management.

While looking at a global perspective, the countries belonging to the Asia-Pacific region and the Western Hemisphere had experienced the hardest hit due to the pandemic compared to the rest. They require effective tourism planning to reduce economic risks and restore tourism businesses (Babii & Nadeem, 2021). Governments around the world have taken the necessary initiatives to support the vulnerable regions with the ultimate aim of returning to normal. Though the measures shift the businesses and the people to a better phase, the industry has to stick to the new normal for a more extended period. Vaccination has emerged as a promising element to bring tourism back to life. Higher vaccination rates and revised policy solutions emerged as a breakthrough to handle this crisis. The ease of fiscal policy and monetary policy

may be a helping hand to restart the tourism operations. Relaxation in tax structure can be a booster to the local businesses. Some governments have extended financial help to reinstate the tourism operations and support the industry to a better state. Thailand, Vanuatu, and Jamaica are supporting their tourism businesses by empowering domestic tourism, funding small and medium-sized enterprises, and upskilling tourism workers through online certification programs. However, funding could be an arduous task for tourism-dependent countries (Babii & Nadeem, 2021). New initiatives and strategies can handle such limitations that reinforce tourism management. Costa Rica has implemented an excellent strategy to boost domestic tourism. They have come up with an idea of extending the weekend stay. National Holidays are shifted to Monday, thus increasing the longevity of the tourist stay in the country.

More stay means more tourist expenditure which subsequently nurtures the country's economic stability. Barbados has launched an intriguing visa called "Welcome Stamp" in line with the initiative measures. This visa benefits remote employees as they can work and live anywhere in the country for a tenure period of one year. This policy influences the employees to work and spend by extending the residency permit. Fiji rolled out the "Blue Lanes" policy by permitting yachts to berth in marinas. In the recovery phase, the industry is working towards local job creation and conservation as a part of betterment. A considerable increase in job creation could be a prime element in boosting industrial growth. Costa Rica's strategies focus on providing grants to SME enterprises and local job creation. Niche tourism has been seeking importance in the current context. Thailand is focusing on niche markets and working towards promoting niche tourism in adventure and wellness tours.

A paradigm shift to technology-related products and services instigates the fast recovery of the industry. Technology-enabled hotels destinations play a significant role as it addresses most of the concerns relating to the ongoing pandemic crisis. Touchless services gained a huge demand, and it is expected to be in place as long as the social distancing and hygiene protocols exist to be mandatory. The hospitality industry adopted a range of

technological applications to deal with the crisis. Contactless payment, reservations, Internet of things, automated car parking systems, etc., are implemented to leverage the operations. Technology-enabled services are incorporated to win customers' confidence (Bharwani, 2021). Measures such as saving strategies, cost-cutting measures, revenue enhancement through service transformation and epidemic prevention, revenue diversification, human resource, and asset restructuring have been initiated to benefit the hotels during the pandemic in the long term and short term. The losses endured by the hotel industry during the pandemic were massive compared to other natural disasters. A framework was framed to put these measures into action: pre-event or early symptom stage, crisis phase, resolution phase, and recovery phase (Majumdar, 2021).

Tourism-dependent countries should invest in non-tourism sectors as a supportive source of revenue generation until the tourism businesses flourish. Diversification is a brilliant solution as long as the travel pickup rate remains below the margin. The tourism-dependent countries should be reaping long-term benefits by collaborating non-tourism investment with the tourism businesses. Jamaica has launched an online platform that connects hotel buyers and local vendors. The hotel buyers can purchase goods directly from the local farmers.

Though the pandemic has brought in many negative shades, it came out as a silver lining for the vulnerable tourist destinations. They have gone for a rejuvenation phase and gradually rebounded to welcome the visitors. Since the pandemic crisis has been mitigated with the help of a high vaccination rate, tourism is slowly starting and ready to embrace the tourists. Subsequently, it is crucial to promote the tourist destinations to increase the visitor rate. Destination branding can be used as an effective strategy in uplifting the image of a geographical area. This brand-centric approach immensely helps tourist destinations position and leverage in the tourism market. It involves building or constructing an image of a destination (Hall, 2002) by branding its tourism products, services, host culture, environment (Boo, Busser, & Baloglu, 2009). Destination branding identifies the appealing assets and highlights its unique attractiveness to entice the visitors. It

arises as an amalgamation effort of various stakeholders bound within a particular destination.

Destination branding is a tedious process involving multiple players in the field. A brand image is created with the help of humongous stakeholders who bolster the destination image to stand above its potential and threaten competitors ("Difference Between Destination", 2015). Destination branding has a more significant influence on destination marketing (Morgan & Pritchard, 2002; Morgan, Pritchard & Piggott, 2003) in terms of attributes, preferences, better communication with the consumers leads to optimistic behavior towards the destination (Hoeffler & Keller, 2003) and bolsters destination perception in the post-travel period (Ritchie & Ritchie, 1998). Brand image and brand personality are related to each other in terms of perception and cognition, while the latter deals with the personification of brands (Pereira et al., 2012).

Various countries in the world utilize destination branding as an effective tool to create an everlasting impact on their destinations. A few campaigns to mention "Inspired by Iceland", "Visit Britain", "Super, Natural British Columbia", "Paris Je T'aime", "Essential Costa Rica" are pretty successful in creating an enticing brand image of the destinations (Lui,2021). But the COVID-19 pandemic pivoted the ways to strategize destination branding. The trends and priorities are revamped to reconstruct the image of a destination. Countries will face fierce and stiff competition as every country promotes their destination.

Despite all odds, 2021 has emerged as an opportunistic year for place branding. The lockdown phase created a strong connection between the branding organizations and the community. It arises as one of the supportive systems to kick start the businesses. Destination branding and promotions strategies are designed to boost economic growth. For a healthy process, economic recovery rate, short-time planning, and social and environmental sustainability have to be equally balanced without compromising one another. The world is going to foresee an inequality in the logistics system as it provides humongous opportunities for certain destinations while the rest has to endure the limitations. Dissimilarities in the boon are completely dependent on a range of

factors such as the safety of destinations, excellent crisis management, and ease of accessibility. The destinations which have performed predominately well by fulfilling the aforementioned factors will see a plethora of opportunities. Tourism will flourish in those destinations with a good visitation rate. In line with that strategy, the governments are encouraging domestic tourism to boost the economic stability of the country. The priority is bestowed for local tourism for the fast economic recovery and regrowth. This situation keeps environmentally and socially sustainable tourism off the grid as revenue generation is the prime concern for many countries right now. A major focus will be shown on the local businesses that help in reinforcing the country's economy.

Destination management coordinates and manages all dimensions of a destination in terms of marketing, promotions, accommodation, activities, environment, local resources, attractions, transportation, and amenities. This collaborative effort among various travel and tourism stakeholders benefits the destination by means of more revenue generation, attracting foreign investments, and flourishing existing tourism businesses. Strategic destination management acts as an enabler in reinvigorating the destinations and ensures that tourism adds prominent value to the destination. Tourism has to balance between consumption and conservation. It brings in both positive and negative impacts to the destination. It is highly recommended to be vigilant towards the negative impacts such as exceeding carrying capacity, pollution, damage to landscapes, exploitation of natural resources, and maximum use of resources. Destination management comes in place, weighing up the pros and cons, thus safeguarding the destination and ensuring the seamless demand and supply among the stakeholders. On the other hand, the destination has to cope with the ever-changing society, environment, and technology. The smart tourism development concept will reinforce the destinations to handle those changes.

Global destinations are showing interest in smart tourism development. This adoption bolsters them with respect to technology advancement, societal and environmental changes and lets them shine out of their competitors. Destination management

organizations are generally responsible for the smart governance at the destination and strive towards splendid functionality. For smart governance, a DMO has to focus on mobilizing, match-making, managing, sensing, shapeshifting, and stewardship. These qualities enable them to tackle the challenges and competencies at the destination governance.

As we have reached the crux of the section, I invite everyone to have a glimpse of the exclusive works crafted by our splendid authors. Their works substantiate the current issue's theme, "A Panoramic view of Tourism Management in the Contemporary Context," and add significant value to the travel, tourism, and hospitality industry through their erudite contributions.

Arun's work emphasizes the importance and adoption of Information and Communication Technologies (ICT) in tourist destinations. As Smart Technologies started to empower the tourism industry, on the one hand, the author brings out the significance of the ICT adoption for digital inclusiveness with reference to the Indian state of Himachal Pradesh on the other hand. Despite the tourist destinations pivoting to digitalization, the awareness and perception of tourists towards the ICT adoption arise as a prominent area that needs to be discovered. This anticipation is answered by the author through his work on highlighting the digital disparity, crucial determinants, and also measuring the importance of information and communication technologies from a tourist's perspective.

Vikas et al. conducted a detailed study on Meeting, Incentive, Convention, and Exhibition (MICE) industry in India. The MICE industry is one of the major contributors to the tourism economy, which calls for the need for enormous research in this niche area. The authors have meticulously analyzed the previous MICE works to arrive at the insights leading to the latest trend and future opportunities that drove the area of MICE in the forthcoming years. Their work primarily focuses on portraying the panoramic view of MICE in India by determining the driving forces that lead the future MICE industry.

Altaf presented an excellent work by examining the tourist expenditure pattern with respect to different geographical locations

and climatic seasons. Analyzing the tourist expenditure will provide insights that could help the tourism stakeholders to design and craft plans and policies in response to the tourists spending nature. The author keenly examines the tourist spending pattern in relation to various influential parameters.

Sangeeta et al. highlighted the efficacies of marketing communications like advertisements and also their contribution in uplifting the tourism brand equity. Advertisements turn out to be a major contributor to brand equity. Their work revolves around creating and validating a prominent model for measuring and enhancing tourism brand equity. Higher emphasis has been given to the terminologies of communication effects and branding.

Elamurugan et al. brilliantly executed the relationship between tourist satisfaction and destination effectiveness. There is a range of prime factors that contribute to the attractiveness of a destination which helps them to stand out or bring out its inimitability. A tourist destination may flourish or decline depending on a range of factors associated with tourists, environment, carrying capacity, etc. Here the authors drew attention towards the tourist satisfaction and connected excellently with their loyalty. There are a plethora of benefits a tourist destination can experience in association with tourist satisfaction. In addition to that, the paper also brings out the prominent features of destination imaging and destination quality in aligning with tourist loyalty and satisfaction.

Gagandeep et al. conducted a systematic study to underline the various environment-friendly practices implemented at hotels. In the hospitality industry, being a service-oriented one, the customer's satisfaction and loyalty will be the prominent elements, and henceforth, satisfying the customer needs will be the prime importance. Here the authors investigated the various elements like environment-friendly practices, customer loyalty, customer satisfaction, sustainability, green practices, customer retention and drew influential connectivity amidst them and led to the benefit of one another. The major works emphasize scrutinizing the various environment-friendly practices at hotels and their influence on customers and eventually how it can benefit the hotel businesses as well.

The work of Benjamin draws attention towards tourism development with reference to the North Eastern state Meghalaya. Tourism has enormous potential that could elevate the economic condition of a nation or state. Here the author tries to signify the need for tourism development and the economic benefits it can bestow to the state of Meghalaya. In addition to that, the author has listed down some suggestions that bolster tourism development in the future.

Finally, I hope the preview of the aforementioned works creates an inquisitiveness among the readers to explore the various concepts and theories that substantiate the panoramic view of tourism management. This issue of Atna is indeed an amalgamation of various elements that supports tourism management and addresses the major concerns enclosed within it.

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