



Editorial

Exploring the Tourism Dynamics: Management, Innovation and Sustainability

Tourism is a dynamic industry for the global economy. Tourism being the major contributor to Gross Domestic Product for many countries, has emerged as the third-largest export industry in the world. Previous studies confirm that it is important for the local economy of few of the European, Caribbean, North American and South-East Asian countries (Adamiak & Szyda, 2021). It is a major employment generation industry for souvenir shop owners, the hospitality and transport sector, and service providers, and it also fosters entrepreneurship (Khanna & Jijina, 2017). It is important for the communities and local government due to its multifaceted benefits towards employment, income generation, foreign exchange, infrastructure development etc. (Rehman et al., 2020) Nonetheless, Tourism is also one of the most vulnerable industries. There were instances that had a negative impact on the tourism industry. The COVID-19 pandemic, SARS Ebola virus outbreak, the 9/11 terrorist attack, and the 26/11 Mumbai attack have seen cancellations, international travel alerts and restrictions. COVID-19 brought the necessity of adopting technological innovation in the tourism industry and implementing it by tourism professionals. During and after the pandemic period the number of Internet and social media users has seen an upward trend. Shifting focus towards digital media became the primary requirement for any establishment

Digital marketing is very important for entrepreneurs such as small travel agencies. Social media is a good means of communication because its reach is large, can be customised, and is measurable, too; this, in turn, maintains customer relationships and increases brand image, but the agencies found a lack of trained professionals to handle these applications (Sharma et al., 2020). In the digital era, trends such as ‘mobile advertising, social media and content marketing’, should be explored to attract international tourists (Mkwizu, 2020).

The tourism industry requires a skilled workforce. Tourism professionals require proper education and training to develop entrepreneurial skills (Yamagishi et al., 2021). Looking into the global organisations' initiative for tourism training, the United Nations Tourism Academy (*UN Tourism Academy*, n.d.) caters to the growing demand for skilled human capital in the tourism sector by providing training and development to the youth. At the national level, government and private sectors conduct various regular tourism courses; apart from this, the Ministry of Tourism (*Ministry of Tourism*, n.d.) regularly conducts tourism training programs under the "Capacity Building for Service Providers" (CBSP) Scheme through recognized Institutes.

Trained professionals are required for every sector of tourism. In the present scenario when there is a universal call for environmental sustainability, there is a growing importance of the responsibility of tourism professionals towards sustainable practices. Tourism entities are equally responsible for framing and implementing sustainable related policies and practices. Destination management organisations' (DMO) role becomes vital in enhancing the behaviour of tourists for sustainable practices (Sultan et al., 2021). The DMOs can take the help of digital media for the timely dissemination of information. They can also share user-generated content (UGC) on their official page.

The current issue of *Atna: Journal of Tourism studies* presents an amalgamation of diverse areas of tourism through established concepts or variables that are applied in various case situations, while keeping the emphasis on sustainability. In the process, it also addresses the current methods and practices of the industry.

Gulzar and Rashid adopted a systematic random sampling method to examine the Four factors of the theory of plant behaviour and Entrepreneurship education on the entrepreneurial intentions of undergraduate and postgraduate tourism students of Jammu and Kashmir. The study finds that entrepreneurship education can significantly nurture the entrepreneurial intentions of tourism students. The structural equation model is developed to study the relationships between the dependent and independent variables.

Elias and John studied the role of women's self-help groups' entrepreneurial activities in promoting sustainable tourism. Tourism entrepreneurs are important for the local economy. They create employment, foster innovation, and enhance travellers' experience. They are the facilitators of tourism growth and sustainable activities. The study is done on the government initiative towards women's upliftment and empowerment. The study highlights the associated challenges and opportunities.

Singh and Taruna studied the employee loyalty factor with the help of a linear discriminant analysis approach. The study encapsulates the various factors that are responsible for inculcating employee loyalty. This extensive study measures employee loyalty intention based on four factors- psychological safety, inclusive leadership, ethical climate, reward, and recognition. The findings will help the HR professionals formulate a policy that can improve employee performance and build trust.

Tom and Zakkariya studied the employees of the hospitality sector on the efforts made by the hotel towards a sustainable environment. They studied on the voluntary behavioural pattern in ensuring sustainability by adopting a survey method on the employees of premium hotels who have policies addressing environmental concerns. The authors also emphasised the importance of intention, commitment and time management by the employees who are engaged in the hospitality industry action towards environmental sustainability.

Pande and Pande studied the importance of innovation for organisations to survive in this competitive world. The population chosen for this lesser researched area is hotel employees of selected cities of Uttar Pradesh. It showcases the role of organisations' dynamic capabilities in service innovation.

Gulati et al. conducted a bibliometric analysis to study the trends related to accessible tourism using the information collected through Scopus database for a period of over a decade. Statistical tools and software are used for the data collection and analysis of the most cited articles. They critically examined various papers and divided them into clusters. The study also captured the countries and languages

which are prominent in publishing papers related to accessible tourism.

Jayswal and Mishra did a bibliometric study on the research articles published over a period of 10 years. They studied the scholarly articles focused on Tourism education. The results captured trends, citations in financial articles by authors and the most contributed articles from countries and institutions. The study also captured the collaborative patterns, networks, and themes in the scholarly articles.

Joseph and Mahadevan focused on the various factors of the carrying capacity of tourism that is responsible for Sustainable Tourism Development. The study is applied in nature as it will help the various tourism stakeholders to make an informed decision. In today's rapidly changing scenario, Sustainable Tourism is of utmost priority for any destination. The study has adopted a statistical tool and the results data is analysed through scientific research.

Khan and Rehman studied the impact of social media on the Traveller's purchase decision. Social media platforms are used extensively by organisations for communication, promotion, marketing and information dissemination. On the other hand, social media helps travellers get real-time information, share experiences, and purchase tourism products. The study is relevant for today's scenario as more and more tourism players have shifted their marketing approach from traditional to digital media.

Yadav and Tamta studied the importance of ecotourism development. He emphasised the need for inclusive, sustainable development for which local communities should be taken care of. For this, an offline survey method is adopted for local tourism stakeholders to understand the factors influencing ecotourism development in and around India's Kanha National Park. The results are analysed through scientific methods

Anju and Bindu studied the satisfaction level of the tourist to identify the underlying determinants of service quality and satisfaction through an empirical study on Wellness tourism. This extensive study is done on selected Ayurveda resorts in Kerala. The study adopted a survey method for the tourists visiting the Ayurveda resorts for personal well-being and the data is analyzed with the

help of statistical methods. The study highlights the expectations and perceptions of wellness tourists and also the challenges faced by the Ayurveda resorts.

Joby Thomas
Editor

References

- Adamiak, C., & Szyda, B. (2021). Combining Conventional Statistics and Big Data to Map Global Tourism Destinations Before COVID-19. *Journal of Travel Research*. <https://doi.org/10.1177/00472875211051418>
- Khanna, A., & Jijina, S. (2017). 2017 Hotels in India Trends & Opportunities. *HVS Global Hospitality Report*, 1-19. <https://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=125470530&camp%0Alang=pt-pt&site=eds-live&scope=site>
- Ministry of Tourism. (n.d.). Retrieved 26 June 2024, from <https://pib.gov.in/PressReleaseIframe.aspx?PRID=1906476#:~:text=Tourism Ministry provides various short, Kishan Reddy&text=Skilled manpower is one of, the success of hospitality industry.>
- Mkwizu, K. H. (2020). Digital marketing and tourism: opportunities for Africa. *International Hospitality Review*, 34(1), 5-12. <https://doi.org/10.1108/IHR-09-2019-0015>
- Rehman, A., Ma, H., Irfan, M., Ahmad, M., & Traore, O. (2020). Investigating the Influence of International Tourism in Pakistan and Its Linkage to Economic Growth: Evidence From ARDL Approach. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020932525>
- Sharma, A., Sharma, S., & Chaudhary, M. (2020). Are small travel agencies ready for digital marketing? Views of travel agency managers. *Tourism Management*, 79(February), 104078. <https://doi.org/10.1016/j.tourman.2020.104078>
- Sultan, M. T., Sharmin, F., Badulescu, A., Stiubea, E., & Xue, K. (2021). Travelers' responsible environmental behavior towards sustainable coastal tourism: An empirical investigation on social media user-generated content. *Sustainability (Switzerland)*, 13(1), 1-19. <https://doi.org/10.3390/su13010056>

UN Tourism Academy. (n.d.). Retrieved 26 June 2024, from <https://www.unwto.org/un-tourism-academy>

Yamagishi, K., Gantalao, C., & Ocampo, L. (2021). The future of farm tourism in the Philippines: challenges, strategies and insights. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-06-2020-0101>