



Editorial

Commencing publication in 2006, *Atna: Journal of Tourism Studies* celebrates 20 years of dedicated contributions to tourism academia. Launched at a time when Indian Tourism academia had very few dedicated journals focusing specifically on tourism and hospitality, *Atna* filled this critical gap. Over the years, the journal has seen significant growth and development. What began as an annual publication has steadily evolved into a biannual journal, marked by consistent and timely issues. We extend our sincere gratitude to all our editorial board members and contributing authors who have played a vital role in the journal's growth journey.

The journal has consistently featured articles that address key issues related to sustainable development in tourism. This consistency is evident in the current issue as well, which includes contributions spanning areas such as sustainable tourism development, marketing, tourism education, and hospitality.

In the same spirit, the journal presents a study by Christy George M.J., Asha E. Thomas, titled "Investigating the Scholarly Landscape: Community-Based Tourism's Effects on Quality of Life through Bibliometric Analysis." Through their bibliometric exploration, the authors identify that the concept of Quality of Life has been gaining momentum since 2017. Continuing this thread of community engagement, Shyju P. J., Nishant, and Kaustav Chatterjee, in their article "*From a Sacred Place to a Religious Tourist Destination: Contribution of the Bengali Community of Varanasi in Shaping the Destination Image*", highlight the community's vital role in enriching the cultural ethos and religious heritage of a city steadily emerging as a beloved destination on the spiritual tourism map. Among the array of insightful studies is the work of Poushali Halder and Aparajita De, titled "From Temple Trails to Riverside Retreats: Mapping Youth-Centric Trends in Spiritual Tourism." Their research explores how immersive and affective experiences are reshaping the landscape of spiritual tourism, offering a fresh lens on the reimagination of sacred spaces and revealing how youth-driven preferences are redefining spiritual journeys.

Contributing to the rich diversity of this issue, Pawan Kumar Prasad and Kanchan Datta, in their study titled "Relation Between Perceived Tourism Impact, Quality of Life, Community Attachment, and Support for Tourism Development from Community Perspective: A Serial Mediation Analysis," emphasize the importance of adopting community-centred policies. Their work suggests that cultivating community attachment and improving

residents' wellbeing are essential for fostering long-term engagement and ensuring destination sustainability.

Among the notable contributions to this issue, Sindhu Joseph and Mahadevan P, in their article titled *"Destination Sustainability Certification: Analysing International Standards Through the Lens of GSTC Criteria,"* examine how benchmarking by certification bodies contributes to advancing sustainable tourism practices on a global scale. Complementing this, Shikha Garg and Divya Sethi, in their study *"Mapping the Dynamics of Tourism Marketing: A Bibliometric Exploration,"* offer a comprehensive analysis of tourism marketing literature spanning five decades, from 1974 to 2024. Adding to the scholarly discourse, Gaurav Katoch, Sukhmeet Kaur, and Farah Zahidi, in their article *"Recent Trends on Destination Marketing in Tourism: A Text Mining and Network Analysis,"* present an extensive bibliometric analysis of literature from the past fifty years, highlighting the evolving contributions of destination marketing within the tourism sector. Prince and Seema Singh, in their study titled *"Explaining the Linkage Between Contactless Practices and Consumer Behaviour: An Empirical Investigation on Hotel Services,"* examine how contactless service practices influence consumer behaviour. Their findings reveal that customer satisfaction mediates the relationship between contactless service practices and perceived performance outcomes.

In their study titled *"Tourist Motivation and Heritage Site Visitation: A Case Study of ASI Monuments of Himachal Pradesh, India,"* Sat Prakash Bansal, Rahul Kaundal, Suman Sharma, Era Sood, and Rohit Thakur investigate the core motivational drivers that shape tourist behaviour, focusing on the cultural and psychological dimensions of heritage tourism. Dinesh Kumar Jayswal and Jitendra Mohan Mishra, in their study *"Effect of Educational Infrastructure on Learning Outcomes: The Moderating Role of Student Motivation in Online Tourism Education,"* identify key theoretical clusters: educational infrastructure, teaching-learning practices, student motivation, and educational outcomes, within the context of online tourism education. They further examine the significant statistical relationships among these variables.

In their research *"Transforming Tourism Experiences: A Literature Mapping of Technology in the Hospitality Industry,"* Dhanya Mohan P. and Rakesh Krishnan M. conduct a comprehensive review of literature published over the past two decades, focusing on technology integration in the hospitality sector and its impact on customer experience, operational efficiency, and competitive advantage.

Unnikrishnan T. and Sibi P. S., in their study titled *"Metaverse in Tourism and Hospitality Research – A Systematic Literature Review,"* consolidate existing literature on the convergence of the Metaverse, tourism, and the hospitality sector, employing a systematic review guided by the

PRISMA framework. In their academic paper titled '*Consumer Behaviour and Nutrition Trends in Dining at Restaurants, Cafes, and Kiosks: A Systematic Review*,' Bhavya Chopra, Upasna Seth, and Joshita Lamba emphasize that eating establishments can be better designed and planned when they take into account the lifestyle habits and income levels of the people living in a particular area. Chowrasia and Lahiri, in their academic publication titled "Exploring the Impact of Social Media Promotion and Cultural Identity on Community Empowerment in Tribal Tourism Destinations," investigated how social media promotion and cultural identity shape the representation of tribal tourism destinations and influence the empowerment and well-being of tribal communities. Parminder Singh Dhillon and Mahima Dhillon, in their academic study titled "Mapping Competitiveness of Culinary Destinations in India: A Framework Using Cognitive Mapping and MCDA (MACBETH) Technique," identify key determinants influencing the competitiveness of culinary destinations and develop a multicriteria evaluation index to assess the competitiveness of Indian culinary hubs.

Thus, the current issue of the journal testifies to the growing scholarly commitment to literature-driven inquiries, each academic paper reflecting a thoughtful synthesis of past insights and present relevance. We bring this issue to a close with gratitude to all our contributors for their valuable academic engagements. Once again, we extend our heartfelt thanks to all our authors for their continued interest in publishing with *Atna: Journal of Tourism Studies*, and we look forward to your steadfast support and scholarly patronage in the times ahead.

Joby Thomas, PhD
Executive Editor