



## Editorial

The Atna Journal of Tourism Studies continues to receive a large number of articles focussed on issues and insights related to Sustainable Tourism. India, the seventh largest country in the world is blessed with abundance of natural, cultural and heritage resources. This attracts many tourists to India and the tourism and hospitality industry and allied activities remains an important economic activity in the Country. The environmental and climatic conditions of India may attract many tourists from abroad and may also boost more domestic tourism due to erratic climatic conditions reported in different parts of the world. Given this context the research articles analysing the environmental issues, community development, conservation of resources, and articles on tourist experiences and educational directions upholds the principle of cautionary approach towards tourism and its sustainability.

The current issue of Atna: Journal of Tourism Studies contains scholarly articles from India and abroad. These research articles address research issues ranging from topics such as Community Based Tourism, online food delivery, service quality, environmental sustainability, tourism and hospitality education.

Shailendra Kumar Bharal and Irfan Shafi Baba in their article titled *Self-Help Groups as Catalysts for Sustainable Community-Based Tourism Development in Jammu and Kashmir: A Structural Equation Modeling Perspective* examine the mediating mechanisms through which community empowerment, financial inclusion, skill development, and social capital facilitate tourism engagement and generate sustainable livelihood outcomes. The researchers suggest that Self Help Groups may function as critical institutional mechanisms for democratizing tourism benefits, empowering marginalized rural women, and ensuring inclusive development aligned with the Sustainable Development Goals. *Click, Order, Eat: A Critical Assessment of Online Food Aggregators' Mobile Apps in the Indian Dining Landscape* authored by Tarun, Ashish Dahiya, Anoop Kumar identifies the dimensions that influence consumers' attitudes towards using Online Food Delivery such as convenience, social interaction and service efficiency applications in the Delhi-NCR region of India. Practical suggestions for food aggregators and app developers to enhance application usability, social engagement, and service effectiveness are also proposed. Vaishali Singh in her article *Exploring Expectation-Perception Dynamics in Pilgrimage Service Quality: The Role of Demographic Moderators* investigated the service quality perceptions at the holy Jyotirlingas in India which in turn represents the overall experience of

the pilgrims using PILQUAL. In this research the author adapted the poly-dimensionality of pilgrimage experiences, the Expectation Disconfirmation Theory (EDT) in relation to service quality models like SERVQUAL. The research contributes to the field of religious tourism, and pilgrimage management with theoretical, methodological and practical inputs for enhancing pilgrim experiences. Kosanoju Ravichandra and K. Sridevi in their research *Sustainable and Inclusive Development through Heritage Tourism: An Empirical Study of Nalgonda and Warangal Districts, Telangana State* examined the relationship among heritage tourism, sustainability, and inclusive development. The study shows that heritage tourism substantially improves sustainability and has a significant impact on inclusive growth. This research study concludes that the heritage tourism sector can contribute to adequate regional development and provides important insights for decision-makers to make sound decisions towards sustainable tourism strategies.

Adelbert Majaw and R. Chitra Sivasubramanian in their study titled *From Place Distinctiveness to Tourism Support: The Role of Protecting and Supporting Behaviours of Meghalaya's Living Root Bridges Communities* found that the residents' supporting behaviour plays a critical role in sustaining tourism development, as it is heavily influenced by the distinct characteristics of their environment. The Community's Behaviour influences their support for tourism developments, and this behaviour is shaped by how distinct the attraction is. The findings indicate that place distinctiveness significantly and positively influences both protecting and supporting behaviors, which subsequently enhance overall tourism support. Sankar Paul in his article *Problems Faced by Local Vendors From Tourism in Selected Tourist Destinations of Hooghly District in West Bengal* highlights the problems faced by local vendors as a result of tourism in selected tourist destinations of Hooghly district in West Bengal and identified Ten major problems such as permanent shops/stalls, financial support from Government, proper sanitation facilities, bargaining of the tourists, small quantity of goods, interference of middlemen, slack season, online payment system, scarcity of suppliers and providing schemes. Vinay Namjoshi and Maheshkumar K. Patel in their article *Assessment and Feedback Fairness Gaps Predicting Student Advocacy Intentions in Hotel Management Programmes in India* examined assessment and feedback fairness among undergraduates in government hotel management programmes in India by comparing students' expectations and experiences. According to the research assessment and feedback fairness as a salient quality dimension in hotel management education and show that fairness shortfalls are associated with weaker intentions to advocate among hotel management students. Abhiraj Malia, Biswajit Das, Bhubaneswari Bisoyi, and Prajnya Paramita Pradhan in their research article titled *Exploring the Factors Facilitating the Advancement of Sustainable Tourism in Odisha: Evidence from Tribal Areas* identified the attributes that influence support for

sustainable tourism development among Odisha's tribal communities, and rural residents perception on the effects of tourism development.

The bibliometric study *Art Integration in Tourism: Exploring Its Role in Learning Skills Enhancement and Tourism Development* authored by Chinmay Kumar Sharma, Kinjal Bohare, Ashutosh, and Dinesh Chahal reveals strong evidence and demonstrates that the integration of art enhances the cultural capital of destinations, strengthens sustainable branding, and provides for experiential learning, making this an important confluence of cultural policy, learning, and tourism innovation. Sindhu Joseph, Sanuja K V, Viswas P P, Shobha K B, and Denny P. John *Tourism Education and Entrepreneurship Readiness: A Comparative Content Analysis of Syllabi in Kerala and Karnataka* analysed the curricula of Twelve Universities and examined the aspects such as competency-based learning, entrepreneurship readiness, presence of digital competences, experiential learning, skill development and entrepreneurial orientation. Results suggest that the Universities of Karnataka have shown greater levels of incorporation of skills-based learning and structured practical elements when compared to the Programs in Universities of Kerala where the majority of programs were found to be theoretical with minimal operationalization of entrepreneurial elements.

*Ecotourism Research Trends in BRICS Nations: A Scientometric Analysis from 2003 to 2023* authored by Reemina Narzary, Rajdeep Deb and Jacob Lalnunthleng Pulamte examined the Ecotourism research within BRICS nations (Brazil, Russia, India, China, and South Africa), between 2003-2023, using a scientometric approach. This study plays a prominent role in providing comprehensive overview of research on ecotourism within BRICS nations, identifying key themes, leading contributors, and areas that require more attention and addresses the gaps existing in the area. Johnson L I P examined *The Role of Tourism Education in Promoting Sustainable Tourism Awareness, Attitudes, and Behaviour among Secondary School Students in the Maldives*. The results illustrate a positive correlation, indicating the impacts of TESA on AST & ABST, who adopt travel and tourism courses and propose that tourism lessons should increase students' awareness of climate change. According to the study tourism education not only enhances students' awareness but also influences behavior, making it a powerful tool for achieving sustainable tourism in the Maldives.

*Tourism, Waste Management, and Environmental Sustainability: A Bibliometric Review* authored by Md Mainul S K conducted comprehensive bibliometric synthesis of 703 Scopus-indexed publications (2004–2025), utilizing Bibliometrix (R) and VOSviewer to map the field's intellectual architecture. The analysis uncovers a definitive paradigm shift from linear models toward regenerative frameworks, increasingly supported by smart technologies like IoT and machine learning. However, a persistent disciplinary divide between

policy-oriented scholarship and technical research remains, hindering the development of truly holistic sustainability solutions. *Exploring the Impact of Seasonality in Northeast India and South Korea: A Study based on Economic and Strategic Prospects* authored by A. S. Sochipem Zimik, and Shin-Won Kang provides robust and evidence-based insights, validated through statistical methodologies, to inform the strategy, competence, and awareness of policymakers and stakeholders. *Ecotourism in Goa: An Empirical Investigation of Tourist Perception and Experiences* by Odilia Maria Honorina Lopes and Juao Costa scrutinizes ecotourism in Goa using Gap analysis. According to the study, tourists rated twenty-nine variables associated with facilities and services for importance and satisfaction and concluded that a significant gap exists between the visitors' perceptions and experiences after partaking in ecotourism-related activities in Goa. *Mapping Research on Memorable Tourism Experiences and Adventure Tourism: A Bibliometric Analysis of Twenty-Two Years* authored by Manoj Kumar et al. analysed the intellectual structure, scientific productivity, theme development, and current trends concerning Memorable Tourism Experiences (MTEs) and Adventure Tourism research between 2003 and 2025 through a bibliometric approach. The analysis conducted using VOSviewer and Biblioshiny software shows that the major topics are memorable experience, satisfaction, revisit intention, place attachment, and emotion, while the emerging topics are sustainability, well-being, authenticity, and post-pandemic behaviour in tourism.

On behalf of the Editorial Board I extend sincere gratitude to all authors and readers for the continued support and patronage to the journal as it continues the journey of enriching tourism academia and research in its two decade long existence.

**Joby Thomas**  
**Executive Editor**