



Emerging Aspects of Redefining Tourism & Hospitality

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EARTH

An academic journal devoted in research and study
of Hospitality & Tourism Management.

Emerging Aspects of Redefining Tourism & Hospitality

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Aims & scope

EARTH: Emerging Aspects of Redefining Tourism & Hospitality is a pre reviewed journal from the National Institute of Tourism and Hospitality management, Hyderabad (<https://nithm.ac.in/>). Published twice a year EARTH can be elaborated as Emerging Aspects of Redefining Tourism & Hospitality.

The journal welcomes original papers from both academicians and practitioners dealing with functional areas of tourism and hospitality management like current issues, evolving trends and technology, new aspects, management and behavioral tourism and hospitality, includes Sustainable development goals.

EARTH features the following: **Researchers** – Academic research carried out by the student scholars, industry experts. **Case management** – Through analyzing current issues providing various alternatives for the Issues. **Viewpoint** – Latest developments and recommendation that can be adopted by the tourism & hospitality sectors' staff as well as policy makers. **Colloquium** – Inclusion papers submitted, discussed and argued in academic conference and seminar. **Destination Review** - can help the destination managers and policy makers to understand merits and demerits and implement the better services in the destinations and book review. This mix method can help student, professionals and policy makers.

Editor-in-chief's Note



Emerging Aspects of Redefining Tourism & Hospitality An academic bi-annual publication called “EARTH” aims to advance researchers in tourism, hospitality, and related fields as well as to spread cutting-edge ideas among academics, researchers, teachers, and hospitality & tourist professionals. The renowned Institute (NITHM) for tourism and hospitality education in India is the first organisation of its kind to support this publication. The collection of research studies presented in this article sheds light on various aspects of sustainable tourism and its implications for development,

education, social media, and hospitality practices. Each study examines a specific context and provides valuable insights into the challenges and opportunities associated with sustainable tourism. The findings and recommendations presented in these studies can guide policymakers, government agencies, educators, tourism stakeholders, and hospitality professionals in implementing sustainable practices, promoting responsible tourism, and fostering economic growth while preserving natural and cultural resources.

The first article is about Sustainable Tourism as a Solution to Developmental Challenges by Mr. Sourajyoti Baksi, Ms. Kiran Mayi Audina and Mr. Mehuli Das. By examining the case of Arunachal Pradesh and drawing upon successful models from similar regions, this research aims to demonstrate that sustainable tourism can serve as a catalyst for development in underdeveloped areas. The findings and recommendations of this study can provide valuable insights to policymakers, government agencies, and local communities seeking to harness the potential of sustainable tourism for both economic growth and environmental preservation.

In the second article one can study about Sustainability of Student's Academic Forefront; The Post Pandemic Effects – A Hospitality Case Study by Michelle J. Francis & Aakansha Rajora. By examining the post-pandemic effects on students' setbacks in academic practical learning, this case study aims to highlight the challenges faced by learners during the pandemic and propose strategies to rectify the situation. The findings and recommendations presented in this research can guide academic institutions, educators, and policymakers in designing effective interventions to promote practical learning experiences and equip students with the necessary skills for future success.

The 3rd article is a Study on Sustainable Tourism Development Practices in UAE by Shanti Chandwani & Ritu Ben Deva Odedra. By examining the case of Dubai and the UAE's efforts in sustainable tourism development, this study sheds light on the mechanisms and strategies employed to foster responsible tourism practices.

preserve natural and cultural heritage, and drive economic growth. The findings and recommendations presented in this research can provide valuable insights to policymakers, government agencies, and tourism stakeholders in the UAE and beyond, aiming to enhance sustainability in the tourism sector while maximizing economic and social benefits.

Then the 4th article is a Study on Impact of Social Media in Destination Planning Mr. Paras Rughani, Dr. Keyur Nayak & Dr Viral Bhatt. By examining the influence of social media on tourists' destination selection in Gujarat, this study provides valuable insights into the role of social media in travel decision-making. The findings and recommendations presented in this research can guide tourism stakeholders, destination marketers, and policymakers in effectively utilizing social media platforms to promote destinations, engage with customers, and enhance the overall travel experience. Understanding the impact of social media on tourists' behavior and perception is crucial in developing effective social media marketing strategies and strengthening destination branding efforts.

The 5th article is about A Study of Sustainable Innovative Practices used by selected hotels at Bangalore by Dr. S. Kannan mentioned that By examining the environmentally friendly practices and staff awareness in selected hotels in Bangalore, this study contributes to the understanding of green initiatives in the hotel industry. The findings and recommendations presented in this research can assist hoteliers and policymakers in adopting and promoting sustainable practices, enhancing staff training programs, and improving guest satisfaction in eco-friendly hotels. The study highlights the challenges and opportunities faced by hotels in implementing green practices and emphasize the importance of collaboration, government support, and guest participation in achieving sustainability goals.

Finally one can read about the Role of Bureaucracy in Promoting Sustainable Tourism in Kerala; A Study on Bekal International Beach Festival by Malavika Vijayan. He has analyzing the role of bureaucrats in addressing sustainable tourism development through the case of the Bekal International Beach Festival, this study provides insights into the effectiveness of bureaucratic efforts in promoting sustainability in the tourism sector in Kerala. The findings and recommendations presented in this research can guide policymakers, government agencies, and tourism stakeholders in enhancing their strategies and actions to bridge the gap between sustainable tourism promotion and sustainability issues. The study highlights the importance of knowledge, collaboration, and policy integration in ensuring the long-term viability of sustainable tourism in Kerala.

Dr. S. Chinnam Reddy

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Dear Sir/ Madam

We are pleased to inform you that we have come out with first issue of our Emerging Aspects Redefining Tourism & Hospitality “EARTH”.

EARTH is a half yearly referred journal with ISSN number. It provides latest thinking and research articles in various domains of tourism and hospitality management. It also includes case study, analysis and features i.e. Brain storm, projections, book reviews and bibliography. All these are going to be regular features which can be of benefit to Tourism & Hospitality Management faculty, students, scholars and practitioners.

We will be glad to have an exchange arrangement of Emerging Aspects Redefining Tourism & Hospitality “EARTH” with your Journal. If this arrangement is comfortable with you, please send us a copy of your Journal. Else we request you to subscribe to our journal.

We look forward to research contributions also from your esteemed faculty members for future issues. We hope this arrangement is the first step in knowledge resource sharing and will continue to grow in years to come.

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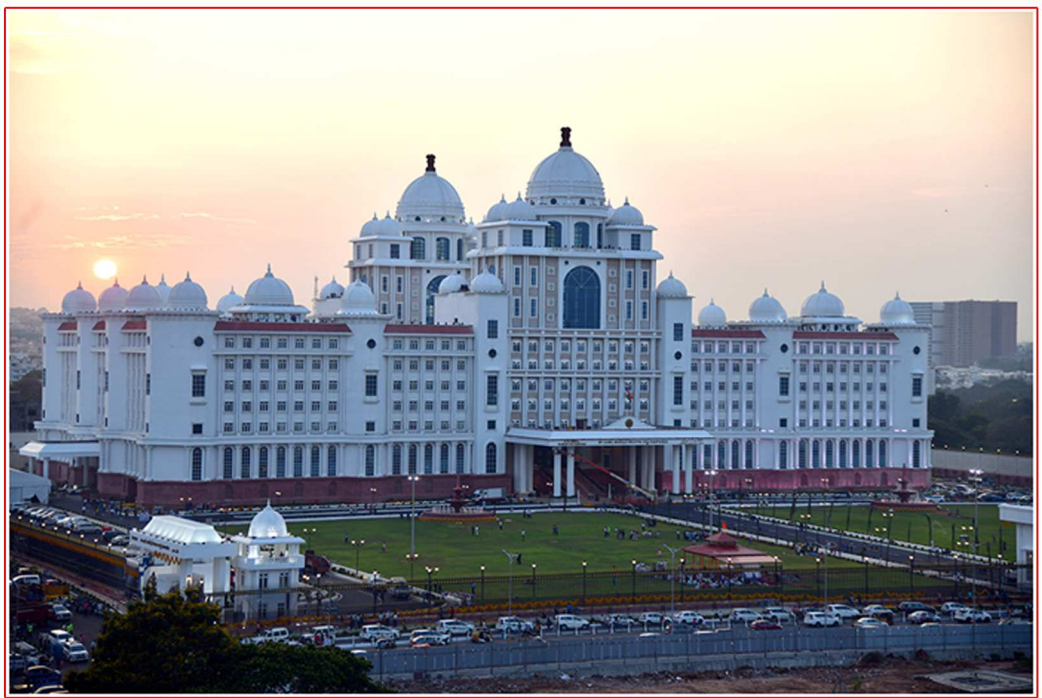
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The Telangana Secretariat

The Telangana Secretariat, also known as the Dr. B. R. Ambedkar Telangana Secretariat, is a government office for Telangana in India. It is located in Hyderabad. Inaugurated by Sri. K. Chandra Shekar Garu, Chief Minister of Telangana, on April 30, 2023, Telangana government decided to give the new Secretariat complex the name Dr. B. R. Ambedkar Telangana Secretariat. The facility was erected by Shapoorji Pallonji and Company Pvt Limited in accordance with all Green Building Council standards and was designed by Chennai-based architects Ponni Concessao and Oscar Concessao. The new Telangana Secretariat also combines elements of Indo-Saracenic architecture, and it cost Rs. 617 crores (INR). Height 265 feet,

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