

Editorial

Happy World Tourism Day 2018!

The special issue of SAJTH aims at exploring, with an economic perspective, the inter-connections between cultural participation, in all its expressions, and tourism organization and patterns with the purpose of understanding economic effects, emerging trends and policy implications. The expanding notion of the cultural consumption of tourists makes the definition of cultural tourism increasingly elusive. Cultural participation and cultural heritage and tourism offer interesting hints in many directions. Our Heritage and Culture can be protected by ensuring, our people are taught about the importance of our Heritage for current and future generations. Ensuring adequate lessons for our people by implementing policies to protect our Fauna and Flora, the mandate should be to create a lifelong learning for our people. In fact, cultural tourism is an attractive and very popular concept, as it is demonstrated by the attention of international agencies and the existing rich and variegated literature with marked interdisciplinary features; however, it is also a rather vague and challenging one, with ambiguous empirical evidence. Still, analyzing together culture, in all its tangible and intangible expressions, and tourism is worthwhile, and cultural tourism seems to be a sufficiently comprehensive concept, notwithstanding its elusiveness, which can be well sketched recalling the famous verses:

Moving in the direction of developing more distinctly *cultural* economic theories of tourism presents an important challenge to the field. This special issue contains a host of articles that take some first steps in that direction. What is next for the field in terms of research on the economics of cultural tourism remains to be seen, of course. The challenge of continuing to develop and refine theories (and applications) of the cultural aspects of the economics of tourism looms large. This special issue demonstrates promising signs and hints at several key areas for future inquiry. This includes a continued development of the literature about motivation and trip purpose. Market segmentation and how the local portfolio of cultural offerings gets consumed by those of varying trip purposes or motivations represent core issues for suppliers and regional planners as well as those studying cultural participation more broadly. There are niche

markets in cultural tourism, and what it means to travel significant distances for symbolic goods that relate to personal identity should reveal a great deal to discerning economists. On the occasion of the first phase of ten years of SAJTh publication, I would like to thank Principal Dayanand College Ajmer, Advisory Board Members, sub editor Bharat Bhushan Sharma and Contributing authors for their support that has been produced to SAJTh till date. With your support we can continue to develop journal as per international ACADEMIC STANDARDS.



Dr Abhinav Kamal Raina
Chief Editor