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## Editorial

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**Biographical notes:** Rajagopal is a Professor of Marketing at the Graduate Business School (EGADE) of Monterrey Institute of Technology and Higher Education (ITESM), Mexico City Campus and a Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London. He is also a Fellow of the Institute of Operations Management and a Professional Member of the Chartered Management Institute. His biography is listed in the *Who's Who in the World 2008* and *2009*. He holds a Doctoral degree from the Ravishankar University, India and has been conferred the National Researcher Level-II of Mexican National System of Researchers. He teaches various topics of marketing in graduate, doctoral and executive development program at the Institute. He held key positions in many premier management institutes in India including Administrative Staff College of India.

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Tourism is an active constituent of the economic development and international tourism phenomenon. It has motivated urban growth in developing countries and increased in tourism through study tours, performing arts, festivals, cultural events, excursion to sites and monuments and travel to pilgrimage sites. The economic impact of tourism is observed not only in income resources but also in socially and culturally diverse and globally connected services business through well-established informational technology, electronic and social networks.

Arousal in tourism makes tourist stay longer in the destination, derive satisfaction and develop their perceptions on tourism services and shopping attractions. Perceptions of shopping duration, emotional levels and merchandise evaluations are derived from the level of arousal experienced by the tourists while interacting with the tourist guides (e.g., Rajagopal, 2006). There are five essential qualities of aesthetic judgement, which include interest, subjectivity, exclusivity, thoughtfulness and internality that need to be nurtured among tourists to develop conviction in destination brands and the quality of aesthetic judgement driven by aura and arousal on place attractions, exercised by the tourists in association with the tour organisers, will determine the extent to which tourism project enhances the economy of the region. Some studies in the recent past have analysed the growth of real GDP per capita as a measure of economic growth and disaggregate it into economic growth generated by tourism and economic growth generated by other industries (e.g., Ivanov and Webster, 2007; Dobsom, 2007).

This issue of *International Journal of Leisure and Tourism Marketing* include five contributions on measuring impact of tourism on urban economy, applications of internet in tourism industry, consumerism in the context of global and local cultural dimensions and emerging concept of health tourism as a tool for promoting place brands in developing countries.

Ugo Gasparino, Elena Bellini, Barbara Del Corpo and William Malizia argue in their paper on measuring impact of tourism on urban economies that in a static setting of partial equilibrium with spare capacity prices do not respond to demand shocks while in an assumption with no spare capacity prices respond to increasing demand (general equilibrium), leading to the reallocation of resources across sectors including tourism. The research work presented by Christian Longhi in this edition of the journal discusses that recent growth in international trade, globalisation, migration and tourism has led to the varied subcultures induced by the increasing applications of internet. The travel and tourism services, in reference to tourist destinations, have been observed extensively by the tourist organisations, which drive dynamic relationship with information technology, travel and tourism services.

Consumerism of highly qualified employees in the contexts of globalisation and local culture is the third research paper in this edition authored by N.S. Anuradha. This is an empirical paper and conducted in reference to the primary investigation conducted by the author in Bangalore, India. In this paper, the author has contextualised the patterns of consumption culturally and tries to derive some cultural explication and comprehension of the societal aspects of sustainable consumerism are addressed. Babu P. George and Alexandru Nedelea summarise the salient features of the medical tourism services with a specific examination of its current practice in India. The domestic healthcare industry in India is trying all out to grab its share from the evolving global demand for affordable healthcare. In the final paper of this issue, a case study referring to a tourism company in Mexico has been discussed by Rajagopal illustrating the behavioural determinants of sales people towards selling tourism products and services.

I hope this collection of research papers would deliver anticipated academic insights and motivate future research. Of this collection of research work presented in this issue, two papers discuss the consumerism and tourism perspectives in reference to India, which the other contributions focus on global perspectives.

## References

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