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Nota di contenuto	Cover -- CONTENTS -- EDITORIAL ADVISORY BOARD -- Editorial -- Managing customer experience for spiritual and cultural tourism: an overview -- Enhancing Buddhist tourism in India: an exploratory study -- What do the tourists want? The case of the Golden Temple, Amritsar -- Internet deployment in the spiritual tourism industry: the case of Vaishno Devi Shrine -- Does self-service technology impact destination image and customer delight? -- Confluence of technology and commercial factors at ISKCON temple -- Exploring the relationship between socio-cultural factors and tourist satisfaction -- How can the visitor experience be enhanced for spiritual and cultural tourism in India?.
Sommario/riassunto	The e-book focuses on some very prominent places of spiritual and cultural interest such as the temple at Tirupathi which is the worlds largest pilgrimage destination and is visited on an average by a million tourists everyday. The other sites chosen are the Buddhist tourism circuit, the Golden Temple at Amritsar which is the great spiritual center for the Sikhs from all across the globe. The special issue also features work on the Vaishno Devi shrine in the state of Jammu and Kashmir. Two very famous temples at Deli- Lotus Temple and ISKON

temple are also featured in the special issue. There are very interesting common threads running across at each of these destinations. There are lots of suggestions for the policy makers, civic authorities as well as the management boards of these places.
