STHMCON

Shillong 2018

NORTH-EASTERN HILL UNIVERSITY

RISE UP AND BUILD

CONFERENCE

PROCEEDINGS

INTERNATIONAL CONFERENCE

ON SUSTAINABLE TOURISM AND HOSPITALITY MARKETING:
SETTING AGENDA FOR FUTURE RESEARCH

March 15-17, 2018
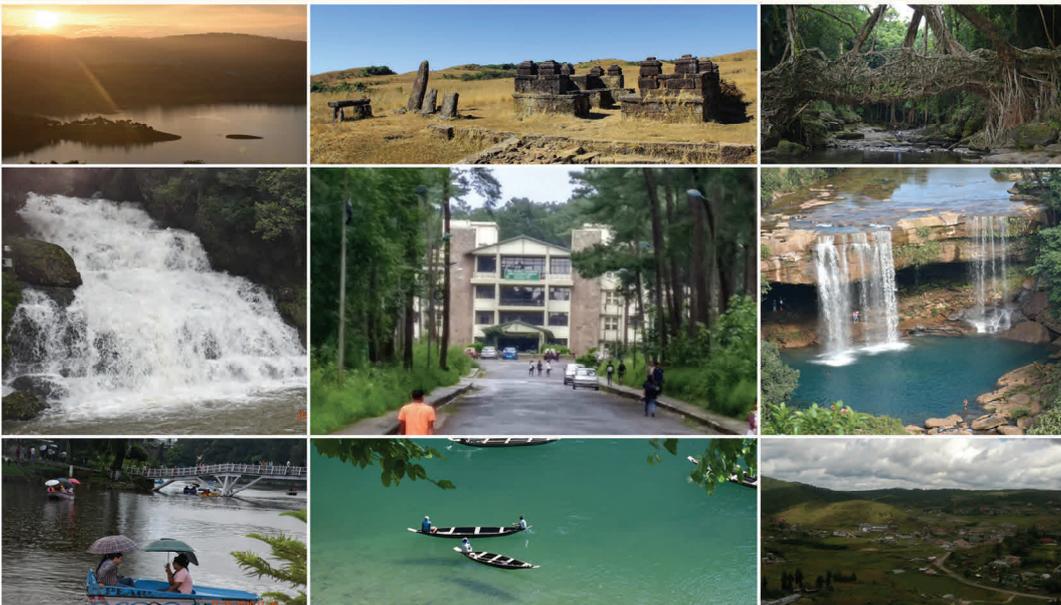
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Ministry of Tourism
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EDITED BY
SAURABH KUMAR DIXIT

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
NORTH-EASTERN HILL UNIVERSITY
SHILLONG, MEGHALAYA (INDIA)

Activities of Department of Tourism & Hotel Management

INTERNATIONAL CONFERENCE
ON
SUSTAINABLE TOURISM AND
HOSPITALITY MARKETING : SETTING
AGENDA FOR FUTURE RESEARCH
(STHMCON - 2018)
March 15th to 17th, 2018

CONFERENCE PROCEEDINGS

EDITED BY

Saurabh Kumar Dixit

ORGANISED BY

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

NORTH - EASTERN HILL UNIVERSITY

SHILLONG (MEGHALAYA) INDIA

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MESSAGE

Ganga Prasad
Governor

RAJ BHAVAN
SHILLONG - 793001
MEGHALAYA
INDIA

I am happy to learn that the Department of Tourism and Hotel Management, North Eastern Hill University, Shillong is organizing an International Conference on Advancements in Tourism and Hospitality Marketing (STHMCON -2018) on 15th to 17th March, 2018.

I hope that the deliberations in the Conference will not just create a platform for the stakeholders to discuss and exchange views, but also lay down strategies for better showcasing of the tourism and hospitality potential of the North East.

I extend my best wishes to the organizers and wish the International Conference all success.

(Ganga Prasad)

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MESSAGE

पूर्वोत्तर पर्वतीय विश्वविद्यालय

पू॰ प॰ विवि॰ परिसर, शिलांग–७९३०२२ (मेघालय)

Phone :

Grams : NEHU

North-Eastern Hill University

NEHU Campus, Shillong - 793 022 (Meghalaya)

Prof. Sri Krishna Srivastava
Vice-Chancellor

Telephone Nos 0364-2550101/2721003/4[O]
Fax No:0364-2550076 &2551634
E-mail:vcnehu@nehu.ac.in

MESSAGE

It gives me immense pleasure to know that the Department of Tourism and Hotel Management, North - Eastern Hill University, Shillong, is organizing the second International Conference on "Sustainable Tourism & Hospitality Marketing: Setting Agenda for Future Research (STHMCON 2018)" on March 15-17, 2018.

India is blessed with innumerable tourism resources ranging from natural terrain to culture and heritage across the country. Tourism and hospitality industry, being the largest employment generators, is a significant source of foreign exchange earnings for the country. In order to conserve the tourism wealth for future generations and to make India an important destination, sustainable marketing in tourism products and services play a vital role. Tourism, hospitality marketers and tourists today are becoming more aware of the issues relating to environmental and cultural change. Sustainable marketing in tourism and hospitality satisfies some criteria - namely, environmental, cultural protection, marketing of sustainable products and services and imbibing tourists with sustainable travel practices.

I hope STHMCON 2018 will offer an effective platform to academicians, research scholars, students and all other stakeholders from around the world to participate and to ponder on the challenges and prospects of sustainable marketing for tourism and hospitality products.

I wish the very best for the success of STHMCON 2018.

The 6th February, 2018
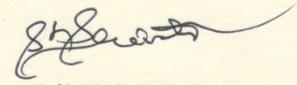
S.K. Srivastava

MESSAGE

There are a few intriguing ideas that often disturb me. I use this opportunity to put them here for further discussion with the permission of the chair. The foremost query is how to eliminate paradoxy from the tourism industry. It is affirmed that tourism is an amalgam of the opposites, for example, it consumes resources and conserves them, too; acquires wealth and drains it in leakages. Tourism industry is a game of numbers - the more the merrier; but nobody knows how much is too much - a problem that denigrates mass tourism. Is mass tourism really obnoxious? Does it not infuse wealth and generates employment in the host communities? Scholars like David Weaver prescribe sustainable mass tourism. If pilgrimages can manage several million devotees at the religious resorts, India, for example, hosts several million pilgrims during the " Kumbha" a national bathing festival, without much irk, why can't tourism?

My last query is regarding the progress of sustainability in tourism when we still want to know the complex working of ecosystems upon which the entire structure of Sustainable Development depends. The major challenge is telescoping the future of tourism in the face of rapid technological development, when the future in most parts is incognito.

I strongly believe that only sustainable society can achieve the much desired sustainable development but again there is a rub, how to make a society sustainable?

Tej Vir Singh

(Professor Tej Vir Singh)
Director, Centre for Tourism Research & Development
2013 UNWTO Ulysses Prize Awardee
Editor-in-Chief, Tourism Recreation Research
A-965/6, Indira Nagar, Lucknow (INDIA)
Website: www.trrworld.org

MESSAGE

Welcome to **STHMCON - 2018: 2nd International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research** being organized in the Department of Tourism and Hotel Management (DTHM), North - Eastern Hill University, Shillong (Meghalaya). I'm delighted that the conference takes place on March 15 - 17, 2018 in Shillong, the Pine City of Meghalaya, India. DTHM is one of the youngest department imparting quality teaching and research to the students and scholars into the various domains and areas concerning tourism and hospitality profession.

Taking the theme *"Sustainable Tourism and Hospitality Marketing"*, **STHMCON - 2018** aims to provide a unique platform that fosters the discussion of innovation and trends for sustainable marketing of tourism / hospitality products / services through the presentation of recent global research and current industry thinking by educators, thought leaders, researchers, industry executives as well as tourism and hospitality students.

I'm very pleased to welcome the distinguished speakers and delegates from different academic institutions, NGO's, the industry and the government. They will most definitely share with us insights into the development of the industry and academia as well as the many opportunities that are emerging and the potential challenges that are arising from the sector's extraordinary progress.

Organizing an international conference takes collective team efforts of many people. In particular, I'd like to thank our conference sponsors, university administration, departmental colleagues and students for their support that will make this conference a success.

I look forward to more insightful exchange of views and wish you all a rewarding conference!

(SAURABH KUMAR DIXIT)
ASSOCIATE PROFESSOR AND STHMCON - 2018 CHAIR
Department of Tourism and Hotel Management
North - Eastern Hill University, Shillong (Meghalaya), India

MESSAGE

Sustainability is synonym of continuity and that's what the Department of Tourism and Hotel Management, North-Eastern Hill University is trying for despite of only five years of existence. I am extremely proud to be a part of the second International Conference in a short span of two years. The theme is certainly appropriate and apt for the contemporary industrial and academic prospects and am sure that the deliberations of the delegates will be vital to set the agenda for future research and efficient marketing mechanism.

I wish all the success for this endeavor.

(PUNIT GAUTAM)
HEAD OF THE DEPARTMENT AND STHMCON - 2018 CO - CONVENER
Department Of Tourism and Hotel Management
North - Eastern Hill University, Shillong (Meghalaya), India

ABOUT NORTH - EASTERN HILL UNIVERSITY SHILLONG (INDIA)

The North - Eastern Hill University (NEHU) was set up by an Act of Parliament of India and notified on 19th July 1973 with the primary objectives of to disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit; to pay special attention to the improvement of the social and economic conditions and welfare of the people of the hill areas of the North-Eastern region, of India and, in particular, their intellectual, academic and cultural advancement. NEHU is headquartered in Shillong, the administrative capital of Meghalaya (India). The University has innumerable under-graduate and post-graduate departments and many colleges affiliated to it.

The jurisdiction of the University extended originally to the states of Meghalaya and Nagaland and the erstwhile Union Territories of Arunachal Pradesh and Mizoram. With the establishment of the Nagaland University on 6th September 1994, the jurisdiction of NEHU ceased over Nagaland. Likewise with the establishment of the Mizoram University the jurisdiction of NEHU over Mizoram also ceased from June, 2001. Arunachal Pradesh has its own university. However the North-Eastern Regional Institute of Science and Technology located in Arunachal Pradesh is affiliated to NEHU.

In spite of serious constraints of communication and the general lack of infrastructure facilities in the region, NEHU has established itself as an institution of higher learning and research of very high quality. It has been able to attract persons of proven academic excellence from almost all parts of the country to serve in its faculty; and its student community is drawn not only from the different parts of North-East but also from other parts of the country. In February 1996, the University set up a campus at Tura with the Departments of English, Garo and Education. Very recently Department of Agribusiness and Food Technology and Department of Rural Development and Agricultural Production have been added to the existing three departments at Tura. A number of departments of the University now receive special grants from University Grants Commission under its Special Assistance Programme. Some of the departments have also received grants under the UGC's Departmental Research Support Scheme. In addition, a huge number of research projects have been awarded to individual members of faculty notably by the CSIR, DST, DAE, UGC, ICSSR, Ford Foundation and DBT, DF & E, and MoEF. The University is also the recipient of a number endowments donated by various organisations and individuals including by Dr.

Shankar Dayal Sharma, former President of India and Justice Krishna Aier. NEHU was also chosen for the prestigious Rajiv Gandhi Chair for research into protective discrimination.

Several individual members of the faculty have been honoured with the highest academic awards in the country. Many of our teachers are also involved in collaborative research projects with Universities of Europe and Asia. One of the basic ways in which the University endeavours to fulfil its "local" responsibilities, as enshrined in its Act is by focussing its attention on the North-East in its curricular programme including research. The fulfilment of its "global" responsibilities, as a member of the global academic community, is evident from the number of research publications by its teachers in journals of high international repute and the national and international seminars and conferences which are a regular feature of the University's academic life.

At present there are sixty five colleges affiliated to the University. In a short span of about 30 years NEHU has matured into an institution with a serious academic and social and cultural agenda and a clear vision for its future growth. NEHU has contributed enormously in teaching and research thereby making groundbreaking contributions in the socio-economic fabric of the state of Meghalaya and the North East India as a whole. In particular, the university has started a number of new departments in recent years in science and social science discipline.

ABOUT DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

Hotel and Tourism Management is a multidisciplinary field of study with the objective of preparing people with the expertise, commitment, and skills for management, marketing and operational positions in the expanding industry that provides food, accommodations, and tourism services to people away from home. It draws upon a wide range of basic disciplines to provide the fundamental knowledge and skills that are required to fulfill the diverse demands placed upon individuals in management positions within the hospitality industry. The Department has therefore been conceptualized in the North- Eastern Hill University at Shillong Campus to conduct research and impart quality and applied education at post-graduate and doctoral levels in the disciplines of tourism and hotel management. The following is the mission statement of the Department:

To impart training with state of the art knowledge, skills and aptitude so as to prepare the students to emerge as recruitable human resources and trained tourism / hospitality experts for the contemporary tourism and hotel industry and simultaneously to inculcate the entrepreneurial spirit in order to enable them to seize the business opportunities in their respective environment, create and manage enterprises in tourism / hotel industry.

The above mission is accomplished through a program of teaching, research and extension, and through the provision of active learning opportunities in the areas of Travel, Tourism and Hotel Management.

The guiding principles of the Department constitute sector-specific training and development to equip meeting the demands of increasing service standards through a curriculum of teaching, research and extension. The broad objectives of the Department are: **(i)** familiarizing with the tourism and hotel business **(ii)** provision of professional knowledge and skills fit to the current market demand **(iii)** Behavioural transformation needed for creation of new business ventures in the tourism and hotel industry with a particular emphasis on the North-East Region of India **(iv)** Promotion of research and extension in the area of study

On the above backdrop *Master of Tourism and Travel Management (MTTM)* and *Doctor of Philosophy Degree in Tourism and Hotel Management (Ph.D. - THM)* programmes are being offered by the Department. The programmes provide training from the management aspect of the tourism and hotel industry with a focus on sustainable growth and development of the region. The venture is, and will be, instrumental in grooming a cadre of youth well equipped to optimize upon the available opportunities and contribute towards provision of class services; on one hand; and socio-economic growth of the country, in whole, and North East India, in particular.

The Department has successfully organised an **International Conference on Advancement in Tourism in Hospitality Marketing (ATHMCON-2016)** on 17th and 18th May 2016 with the support of Indian Council of Social Science Research North Eastern Regional Centre (ICSSR-NERC) and The Meghalaya Co-operative Apex Bank Ltd. The conference was attended by a total of 70 delegates from across the country.

ABOUT STHMCON – 2018, SHILLONG (INDIA)

International Conference on Sustainable Tourism & Hospitality Marketing: Setting Agenda for Future Research

Background: Protection of environment and culture, especially at nature based tourism destinations, form the key element in the sustainable tourism strategy. Sustainable tourism (ST) has been broadly defined as, "tourism development in economically feasible manner ensuring conservation of the resources on which the future of tourism depends, notably the physical environment and the social fabric of the host community. On other perspective the tourism and hospitality products, because of its unique intrinsic qualities requires different sort of marketing strategies. To ensure sustainability at the destination, the planners, academicians and upcoming professionals need to maintain careful equilibrium between marketing and aspects of sustainability. Sustainable marketing therefore utilizes marketing skills and techniques by understanding market needs to design more sustainable products and identifying more credible methods of contact to bring behavioural change amongst the consumers. Therefore, **STHMCON - 2018** will serve as forum for everyone - entrepreneurs, operators, institutions and consumers - who are concerned with tourism and to ensure that the tourism sector not only continues to develop, but it should be in harmony with each local environment and culture. The sustainability approach adopts a holistic, integrated view of marketing, considering social equity, environmental protection, and economic liveability.

Hence, the aim of the present *International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON - 2018)* is to offer a platform for academicians, research scholars, policy makers, industry practitioners and the budding tourism / hospitality professionals to exchange views, discussion and presentation of research findings relating to the sustainable marketing of tourism / hospitality products / services in general and North - East India Tourism in particular.

Conference Themes: To achieve the STHMCON objectives, academic research papers and presentations, are invited to testify the intellectual vibrancy of the conference. The same will be complemented with key industry practitioners, who will highlight industry trends and research gaps from a pragmatic and applied perspective. The themes identified for the conference will divulge the recent trends and advancements in the tourism and hospitality marketing in sustainable manner. Therefore the deliberations will include, but not limited to, the following themes / topics within the domain of sustainable hospitality and tourism marketing:

Marketing for hospitality and tourism products	Social and Ethical concerns of marketing
Innovative marketing strategies	Future trends in the hospitality and tourism marketing
Transforming visitor experience through marketing	Food Service/ Culinary marketing
Marketing through destinations and events	Services branding
Information systems and Marketing	Special interest tourism marketing and management
Marketing of tourism and hospitality education	Customer Relationship Management
Sustainable / Green / Renewable marketing	Human resource strategies and operations
Consumer Behavior	Small and medium sized enterprises
Decision making, experience and satisfaction	GIS applications in tourism
Service excellence and service quality	International issues and cross-cultural research
Food service marketing and management	Niche tourism
Emerging technologies, social media and e tourism	Entrepreneurship
Marketing for special interest tourism products	International issues and cross-cultural research
Cases on successful marketing practices	Customer retention and loyalty
Marketing strategies of third world and developing nations	Indigenous tourism marketing

STHMCON - 2018 SPONSORS

The three days **STHMCON -2018** is being organized by the **Department of Tourism and Hotel Management, North- Eastern Hill University, Shillong (India)** with the financial support of **Ministry of Tourism, New Delhi** and **Indian Council of Social Science Research North Eastern Regional Centre (ICSSR-NERC)**.

DISTINGUSHED INTERNATIONAL SPEAKERS

Dr. Jennifer Chan Kim Lian is a Professor of Tourism and Hospitality Management at Faculty of Business, Economics and Accountancy; and curently, she is the director of Borneo Toursim Research Centre, **Universiti Malaysia Sabah, Malaysia**. She is a senior national panel auditor for the Tourism and Hospitality Program Accreditation appointed by the Malaysian Qualifications Agency; a facilitator and trainer for AKEPT Student Supervision Train the trainer Training Module ; a Technical and Commercial Assessment Panel – Ministry of Science and Technology, Malaysia; committee member of the Entry Point Project (EPP10)- Tourism and Hospitality Cluster and the Malaysian Centre for Tourism and Education (MyCenThe). Prof. Jennifer is also an International Visiting Professorial Fellow of the Royal Institution, Singapore ; Honorary President of the Royal Institute of Tourism, Singapore and Professorial Chair holder in the field of tourism and human capital development by Royal Institution Singapore (2017-2018). Jennifer is an experienced tourism and hospitality researcher, consultant, and academic with professional experiences in the field concerned. Her research interest areas include sustainable and responsible tourism, hospitality human resource development, tourism consumer behaviour and service experience management, qualitative and mixed methods research. Her thesis and research works have been published in high impact tourism journals and received several awards including UMS Excellence Award 2016-Prominent Leadership in Category of Academic instructor. She is a regular regular speaker, planelist and chair for forum discussion in national and international conferences.

Dr Ian Patterson completed his PhD at the University of Oregon, USA in 1991. His PhD. dissertation examined the relationship between participation in leisure activities for older people, a stressful life event and levels of stress, morale, and self-esteem. He has served as an Associate Professor of the **UQ Business School (Tourism)** at the **University of Queensland, Australia**. He was Research Director of the School between 2001 and 2004 and in 2008. Dr Patterson has published 20 book chapters, and over 70 peer-reviewed journal articles in the areas of tourism, leisure, sport and health, many with an emphasis on older adults, people with disabilities and young people at risk.

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In 2011 Dr Patterson was awarded a citation, and in 2015 Life Membership for his significant contribution to the development of the professional association, the Australian and New Zealand Association for Leisure Studies (ANZALS). He retired from UQ at the end of 2015 to write and travel overseas.

Mr. José Manuel Iglesias is **Secretary-General** of **World Gastronomy Institute (WGI), Spain**. Director-General of the Spanish Culinary Team "La Roja de la Cocina" (Member of the WACS - Worldchefs). Advisor of the UNESCO Chair in Food, Culture and Development UOC - UNITWIN. Honorary Patron of the Art and Gastronomy Foundation; International Speaker of the Cervantes Institute (Ministry of Foreign Affairs of Spain); and Professor in the Ferran Adrià Chair (UCJC) and CAEI-SEI (Rey Juan Carlos University). He has been Executive Manager of the Bocuse d'Or Spain Team; President of the Spanish Association of Writers and Gastronomic Journalists; Key Speaker. 3rd International Conference LABPATC UNITWN UNESCO Chair "Culture, Tourism, Development" Université Paris 1 - Panthéon Sorbonne, University of Barcelona; Chairman of "EXPOFOODING World Conference of Gastronomy and International Relations 2016" organized with the support of UNWTO and Marca España. Panthéon Sorbonne, University of Barcelona; Chairman of "EXPOFOODING World Conference of Gastronomy and International Relations 2016" organized with the support of UNWTO and Marca España. In his early stage he was working as a creative and advertising manager - with the specialization of political marketing- he won the main international advertising festivals. Subsequently, He also worked as a filmmaker for documentary films, including filming of the conflict zones and a stage as Director of the UNHCR-UNICEF Filming Team. As a writer he has published several books and articles on media, and won the Gourmand World Cookbook Awards Best Book 2012.

Dr. Patrick Strefford is an Associate Professor of International Relations at **Kyoto Sangyo University, Japan**. He earned his BA at Hull University, his MA at Leeds University and his PhD at Kobe University. At Kyoto Sangyo University, Dr. Strefford teaches course on International Relations, International Development and the Theory of Knowledge. His research focuses on Myanmar's foreign relations, particularly aid donors' policies and practices towards Myanmar. Dr. Strefford has published articles on Japanese ODA diplomacy towards Myanmar, American foreign policy towards Myanmar, and on Myanmar's humanitarian crisis, among others. In 2013, Dr. Strefford was awarded a Japan Society for the Promotion of Sciences grant to support research into international aid to support the transition in Myanmar. He is the Principal Researcher, focusing on donor assistance to capacity building in the public sector.

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(STHMCON - 2018)

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Prof. S. K. Srivastava, Vice - Chancellor, North-Eastern Hill University, Shillong (India)

PATRON

Prof. B. Mishra, Dean, School of Economics, Management and Information Sciences, North-Eastern Hill University, Shillong (India)

CONFERENCE CHAIR AND CONVENER

Dr. Saurabh Kumar Dixit, Associate Professor, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (India)

CO - CONVENER

Dr. Punit Gautam, Associate Professor and Head, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (India)

MEMBERS

Dr. S.K. Kulshreshtha, Assistant Professor, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (India)

Dr. B. F. Lyngdoh, Assistant Professor, Department of Tourism and Hotel Management, North-Eastern Hill University, Shillong (India)

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(STHMCON - 2018)

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- Prof. B. B. Parida, Burdwan University, India.
- Prof. Parikshat Singh Manhas, University of Jammu, India

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SECTION - A

ABSTRACTS

CHANGING TRENDS IN THE BABY BOOMER TRAVEL MARKET: THE IMPORTANCE OF PROVIDING MEMORABLE EXPERIENCES IN THE HOSPITALITY INDUSTRY

[1]**Ian Patterson**
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Tourism is big business, especially for the increasing numbers of baby boomers who are a growing niche market. Globally, the number of baby boomers who are aged 60 years and over are expected to more than double, from 841 million people in 2013 to more than 2 billion in 2050. In recent years, 'boomers' have demonstrated that they are willing participants in new and memorable experiences where they can learn and broaden their minds through travel to new locations and to learn more about different cultures through a variety of first-hand experiences. As a result, the numbers of baby boomer travellers over 60 years of age have grown substantially from 593 million international travellers' in1999,and which has been forecast to exceed two billion trips per annum by 2050. The hotel and resort industry needs to respond to their changing needs, and allow guests to achieve memorable experiences in exotic and different destinations as well as through the provision of hotel designs that is inextricably linked to the place they are visiting. This presentation outlines what are the changing socio-demographic trends of baby boomers, examines their need for different hotel and resort experiences in an expanding market place before concluding with a discussion of key marketing considerations.

ACHIEVING SUSTAINABLE TOURISM IN A COUNTRY IN TRANSITION: THE CASE OF MYANMAR

[1]**Patrick Strefford,** [2]**Masahiko Iguchi,** [3]**Michael Davies**
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The Sustainable Development Goals (SDGs) were adopted in 2015 to end poverty, protect the planet, and ensure prosperity for all. Sustainable tourism is firmly positioned in these Goals, since tourism has significant potential to contribute to inclusive and sustainable economic growth, as well as to promote sustainable use of natural capital. Recognizing this, the new quasi-democratic government of Myanmar has embraced Sustainable Tourism as a core component of its economic reforms and opening up of the country. However, it is also highly likely that the democrats within the government also support Sustainable Tourism as a potential contributor to the democratization of the country. This paper outlines how the government of Myanmar has understood the concept of Sustainable Tourism, and how it intends to implement and facilitate Sustainable Tourism. This paper therefore focuses primarily on the institutional frameworks that have been put in place, a specific one being the Inlay Lake Destination Management Plan, which is one of the four priority destinations identified by the government. The plan aims to improve local infrastructure, manage the local environment and develop local human resources. Importantly, the Plan also includes the establishment of a Destination Management Organization (DMO) to implement and manage Inlay Lake as a Sustainable Tourism destination. This research aims to investigate, for example, the equality in both input to the DMO and benefits accrued to the various stakeholders. How such equality can be ensured and how this can be reliably quantified will be crucial to ultimately evaluating the success of any such plans to implement Sustainable Tourism in Myanmar in the coming years. However, this research paper concludes that while the establishment of the DMO is a positive development, there are considerable institutional, economic and cultural factors that severely limit the ability of the DMO to function as an agent of sustainable tourism implementation.

Keywords: *Sustainable Tourism, Myanmar, Destination Management Organizations*

ROLE OF RAINFOREST WORLD MUSIC FESTIVAL (RWMF) IN DESTINATION MARKETING AND BRANDING - CASE OF SARAWAK, MALAYSIA

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Festivals and events are a great commentator for attracting tourists at national and international levels. They give a platform for visitors and hosts to know each other, familiarize with local cultures, customs and the destination. Time-limited organized festivals attract the attention of media and digitalization has given festival organizers an avenue to host mass media, bloggers and social media writers from all over the world. This in turn has generated an opportunity to expand the destination's image and open windows for positive media coverage. Media kits and press conferences in relation to the event present opportunities to enhance the popularity of the event and the image of the destination as a whole.

The Rainforest World Music Festival (RWMF) was first started in August 1998 in Sarawak, Malaysia's biggest state well-known for its rainforests, abundant natural resources and almost 30 indigenous communities living together in harmony. The state is situated in the great island of Borneo where the indigenous people have lived in the rainforest for centuries and the forest is their habitat as well as source of shelter and clothing, food, and centre of daily activities. The venue of RWMF is Sarawak Cultural Village (SCV), known as the living museum of Sarawak, located inside the rainforest near Kuching, the capital city of Sarawak, known as "City of Unity".

The RWMF is a unique festival organized under the leadership of Sarawak Tourism Board (STB). It brings together renowned musicians from all over the world and the indigenous musicians from the interiors of Borneo. The annual three-day festival usually takes place between the months of June and August. Since the first RWMF, the attractiveness of this festival has been growing significantly, a fact which has been evident in the tourists' arrival reports from the Department of Immigration, Sarawak. This year RWMF celebrated its 20th anniversary. The holistic nature of this festival is that it includes music performances, workshops, concerts, and tree planting. It achieves sustainability and promotes preservation of various ethnic cultures.

The nature and dimension of the RWMF have contributed to awareness of the state's authentic culture and nature among national and international audiences. It has tremendous influence towards the destination's brand image as well as the state's marketing and promotion. This study will examine the role of RWMF in Sarawak's tourism marketing and promotion; identify the nature and extent of RWMF's influence in Sarawak tourism brand image; and analyse the trends and patterns of RWMF. This qualitative research uses the case study method and interview method. In the interview method, semi-structured interview checklists will be used. The interviews were conducted by the event organizers, destination marketing division and officials from the Ministry of Tourism, Sarawak.

The results of this study enhance our understanding of the implications of music festivals in destination image creation and marketing. They help us gain knowledge about the efforts of planners and policy makers to communicate the importance of RWMF and its added value to Sarawak's tourism industry.

Keywords: *Destination Marketing, Sarawak, Festivals and Events, Rainforest World Music Festival (RWMF), Destination Image*

GEOGRAPHICAL INFORMATION SYSTEMS (GIS) AS AN EFFECTIVE TOOL FOR TOURISM PLANNING AND MANAGEMENT IN GOMBE STATE, NIGERIA

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Tourism industry all over the world requires boosts from proper planning, development research and marketing in order to improve economic growth, redistribution of wealth and development of equity.

Information technology (IT) serves catalyst to such and hence the application of Geographic Information Systems (GIS) and its components in tourism planning. This study examines the application of GIS in tourism planning and management in Gombe State (a state with a lot of tourism potentials), Nigeria, and using maps. The paper explains how database operations such as query with the unique visualization and geographic analysis benefits offered by maps can be integrated. Digital maps were produced from the georeferenced data (spatial and non spatial) of geographic locations of tourism importance in the state. The findings of the study show that each object is assigned to a thematic layer and each layer combines related objects like mountains, valleys, roads, building, protected areas or watercourses. In this research the authors used GIS in three types of applications such as inventory, analysis, evaluation and management of plan based on tourism development in Gombe State, Nigeria. The study finally recommends that, the state government should explore the application of GIS technology for the planning and management of all its tourism potentials.

Keywords: *Tourism; Georeferenced Data; Geographic Information System (GIS), Information Technology*

E-MARKETING STRATEGY AND CONTENT ANALYSIS OF GREEK HEALTH AND WELLNESS TOURISM WEBSITES

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Although Greece is endowed with rich geothermal resources as well as many boiling lakes and ponds, wellness tourism is not developed to the extent that it should have. Specifically according to national data, there are 720 geothermal springs, but only 77 of them have been utilized. This fact reveals the prospect of Greece as far as wellness tourism in concerned, in order to attract tourists from all over the world. Moreover the people who use geothermal springs for therapeutic uses in Greece declined from 1.8% in 2014 to 1.2% in 2015. Furthermore, there is a huge absence of wellness web marketing and this shows where professionals should concentrate their efforts if they want to attract tourists. Finally, despite the fact that wellness tourism in considered a form of tourism which can operate throughout the year, in Greece there is a seasonal use of geothermal springs.

This research study aims at presenting and recording the most popular health providers in Greece, and to analyze the advantages and disadvantages in their online presence. Additionally, the purpose of this scientific essay is the comparative evaluation of health provider websites based on criteria collected from articles in the international literature. Data were collected from 222 health provider websites. In this paper, the authors try to form a data base of the health and wellness tourism providers in Greece and then they precede in a website evaluation of the medical tourism providers in order to investigate and appraise their internet appearance. The results of the website evaluation can in turn lead to useful practical results with the aim of providing a successful e-marketing strategy implementation of the health tourism providers. The analysis and the evaluation of the online presence of health providers based on internationally accepted criteria help to understand the strengths and weaknesses, while it can also be a springboard for a concerted effort to create an effective national context of wellness web marketing.

Keywords: *Health and Wellness Tourism, ICTs in tourism, Web marketing, Wellness marketing, Tourism distribution channels.*

POTENTIAL OF HERITAGE TOURISM TO ELIMINATE POVERTY IN MADHYA PRADESH

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India is a synonym of diversity and possesses the rich heritage. The perfect amalgam of religions, customs, languages and traditions is reflected in the thriving heritage of the nation. The country is a treasury of art, philosophy, architecture, classic dances, flora, fauna, music and much more. The heritage sites of one of the

oldest civilizations make it a must visit place for avid travelers. The culture, encompassing of music, art, dance, festivals, customs, languages and cuisines, is the best way to understand the incredible heritage of the country.

In fact Madhya Pradesh is rich cultural destination for tourist with main fold of tourism it could lead to increase income of the rural population and reduce the social unrest to a greater extent. It is obvious that tourists visiting heritage destinations their stay in the state can be increased leading to increase the tourist spending the increase in domestic tourists to the state is a positive indicator for the growth of heritage tourism in state. This research paper studies the potential of Heritage Tourism in eliminating poverty in state.

Keywords: *Heritage Tourism, Home Stay, Poverty, Rural Tourism, Cultural Tourism*

FACTORS INFLUENCING TOURIST'S PERCEPTION OF DESTINATION IMAGE – A STUDY OF VARANASI

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Tourism business has been considered as a tool of socio economic benefit which is based on the movement of people from one place to another for which diverse motivation is required. The present scenario of tourism is tourist and destination oriented because tourist is the king and he/she asks for best kind of services. The destination offering best kind of services both tangible and non tangible and focuses on customer satisfaction, really receives the highest no. of satisfied customer and may generate many more with passage of time. Gradually, the destination gets name, fame and other related benefits automatically. This is well versed in marketing concept as destination image. The issue of 'destination image' has attracted wide attention and sincere concern of tourism scholars since past decade. Image of the destination amongst its actual and potential target market is crucial and can be a significant attribute of the destination to gain a competitive and distinct position and recognition in the market. Hence, the image of the destination is being used widely as an effective tool for the strategic management and development of tourism. Consequently, it helps to promote tourism at the destination and gain associated benefits such as foreign exchange, employment, revenue and many more. A destination of any kind has been observed by many tourists in many ways. Likewise a cultural destination is not merely meant to cater the needs of cultural tourist but may serve in many ways. It may attract anthropologist, heritage, sociology or other form of tourist, similarly eco system tourism not only attracts the tourist interested in national parks or wild life sanctuaries but also for understanding the geographical significance of the destination.

The history of Varanasi as a tourist destination goes back to very ancient period. This place is remarkable in the history of India as a place of Indian Civilization. As per the Hindu ancient religious literatures this Holi city has many epithets like **Kashi** which means "**city of lights**", **Kasika**, meaning "**shining one" Avimukta** means "**never forsaken**", **Anandavana** meaning the "**forest of bliss**", **Rudravas** meaning "**where Lord Shiva resides**", **Rishipattan** means "place of learned men who shares their gained knowledge". According to the legends, Varanasi was founded by Lord Shiva and has been accorded as one of the ancient seven sacred cities of India. The basic motivation of travelers visiting Varanasi was pilgrimage, spirituality and education. But gradually the significance of Varanasi increased in many ways like trade and commerce, religion, education and lastly fun and food. The amenities like roads, transport, way side amenities, accommodation with modern facilities, multi cuisine restaurants, multi linguistics tourist guides, shopping and souvenir establishments came into existence with the growth of tourism. The tourist census of past five years reveals that there has been a constant growth in tourist arrival at Varanasi.

Objectives: The paper has primary objective to identify the various factors which influences tourist perception and their contribution into making the image of Varanasi as an international destination.

Methodology: The present paper is an attempt to peep insight the perception of the tourist visiting Varanasi and Sarnath. The research is based on collection of primary data through structured questionnaire on five point Likert scale and interviews from the international tourists visiting Varanasi and Sarnath while secondary data has been collected from the religious and holy books containing information on Varanasi, research publications, travel guides and brochures published by Ministry of Tourism, Government of India and Uttar Pradesh Tourism. SPSS software was used to analyze and interpret the collected data.

Main results and contribution: The collected data was analyzed and interpreted through SPSS. The major findings and result are:

1. The Varanasi city is full of attractions which attracts international tourists but unable to convince them to spend a lot of money.
2. The primary motive of the international tourists coming to Varanasi specially Sarnath is religious in nature and they are somewhat quite feeling okay with the guides, ambience, and services of the travel agents, hotel and overall performance of tourism in the city.
3. The city has problem of basic infrastructure like roads connecting to ghats and Sarnath as well as the existing roads are narrow and attracting traffic jams and dust pollution.
4. The traffic sense of the host community in lacking in the city.
5. There is a lack of trained and dedicated man power in Varanasi as everyone seems to be a tourist guide and offer services to the tourists and tries to make money.
6. There is no tariff list displayed anywhere as rickshaw puller, auto rickshaw, car owner demands more money than actual one.
7. International tourists appraised of the ministry of tourism and State government offices taking care of the tourists and caring for them not to exploited or cheated at souvenir shops.

Research limitations: To fulfill its research objectives, the present research is based on tourists visiting Varanasi and Sarnath but the similar study can also be conducted at any of the religious, cultural or heritage site. Another limitation of this research work is that only international tourists were considered for data collection and hence it is exclusively international in nature. The same can be considered for domestic tourists also.

Conclusion: To conclude it can be explained that the majority of the tourists are quite happy and feel satisfied when they visit Sarnath. But when they visit Varanasi and ghat side area they are very much concerned about congestion and over crowd during evening time. However, they have given certain suggestions to improve the quality of services in Varanasi.

Keywords: *Religious and Holy Shrines, Moksha, Lord Shiva, Motivation, Tourist Perception and Image.*

ECONOMICS OF JAMMU AND KASHMIR TOURISM: A STUDY OF CONFLICT ON THE MACROECONOMIC VARIABLES

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Jammu & Kashmir State is unique tourist destination in the sense as it offers attractions for varied type of tourists as Jammu is known for Pilgrim tourism, Kashmir for scenic and Ladakh for adventurous tourism. This kind of distinctiveness is seen only in the state of Jammu and Kashmir in the whole country. The state has a huge tourist potential while the growth and development of other sectors was restricted due to certain natural limitations. With the growth of population, there has been increase in the work force that needs to be engaged. Given the capacity of other sectors in the state, tourism has been the main sector which offers great scope to the growing able body work force. However, the on-going situation in the state has not only squeezed the space for adjustment but also left already absorbed large chunk jobless and adversely affected macroeconomic variables of the state economy. In this backdrop the present study has been undertaken to

evaluate the impact of conflict on the macroeconomics variables and how it affected the physical[1], social, human[2] and institutional capital of the state. Being an agrarian economy, Jammu and Kashmir has a promising tourism sector which became the major target of the decade long unstable conditions. It is pertinent here to analyze the overall impact of conflict on the tourism sector of state economy. It was proved that tourism sector has both long-run as well as short-run causality running from real gross domestic product to other economic variables of the state economy during the conflict situation. So any underperformance in this sector would be detrimental for the growth of state economy. In order to revive the sector there is urgent need to invite all the stakeholders and evolve a strategy providing required incentives and concessions, to 'put the state back on the confidence map' so that the tourism sector would cope with the difficult situation and regain the sheen of its normal functioning and thereby would engage the masses in great numbers and benefit the state economy as well.

Keywords: *Tourism, Conflict, Co-relational Analysis, Economic Sectors, Impact, Able body, Macroeconomic Variables, Co-integration, Granger Causality, Unit Root etc.*

ATTITUDE OF RURAL CONSUMER TOWARDS ONLINE SHOPPING OF BANKURA DISTRICT OF WEST BENGAL

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Village of India are generally known as rural areas. Attitude is a predisposition or a tendency to respond positively or negatively towards a certain idea, persons, object or situation. Internet is the rapidest growing media during the past decade and changing the way of consumer shopping attitude several ways both in urban as well as rural areas. Significant changes also are seen in rural market economy and the purchasing power of the rural people also increased. But the attitude of the rural customer is quite different from urban customers. This paper is sought to find out the attitude towards online shopping and why they prefer online shopping or why not. The research design was descriptive survey type. A sample of 100 (65 males and 35 females) respondent were taken from rural areas of Bankura District of West Bengal using purposive sample technique to know the intention of shopping and about their satisfaction of online shopping. Self constructed structured interview schedule with 25 questions was used for collecting data. The collected data were analysed with descriptive statistics and percentage. The result of the study showed-

— most of the rural consumer showed positive attitude
— most of the consumer motivating factor were attractive design showed in media, less price attraction and less time.
— Mobile is the most popular method used for online shopping.
— Case on delivery is the popular method used for payment
— 60% of the respondent satisfied online shopping
— Problem generally faced by the consumer for damaged product, cheap quality product and delay of delivery for distance

Keywords: *Online shopping, attitude, rural consumer, purposive sample.*

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[1] Violent conflicts result in the destruction or removal of physical capital, including bridges, buildings, and communications and energy sector infrastructure. This lowers standards of living in ways that cannot be captured by GDP measures.

[2] Destruction of Human Capital means the skills and abilities of a labor force alter as a result of conflict. As with physical capital, human capital flees a country during a conflict through migration. This could be because educated workers may have more means to quit a country, or it may be because they specifically are targeted for ideological or tactical reasons. Human capital is also lost through declines in health through the spread of diseases. Worsening health conditions, like declines in investment, affect economies well after war ends.

EXPLORING LINKAGE BETWEEN HANDICRAFT AND TOURISM: A STUDY OF KUMAUN ART AND CRAFT OF UTTARAKHAND

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Kumaun popularly known as the **'Dev Bhoomi'** on this earth has been famous for its traditional handicraft since ages. Apart of this Kumaun is known for its natural, spiritual, aesthetics and cultural heritage along with creative manpower. Kumaun traditional art 'Aipan' and handicraft; 'Candles' making is quite popular. Aipan is the local art form, it is a form of rangoli prepares during festivals and auspicious occasion but now a days the delicate art is used in retrievable form whereas Candles and allied products are used for decorative and lighting purpose has gained popularity not in India but all over the world.

Nainital in Kumaun region of Uttarakhand is one of the exquisite tourist destinations and hub for such handicraft work. Handicraft is an unorganised, decentralised and labour intensive cottage industry. The objective of the study is to investigate, how we can use art and craft as a weapon for exploring tourism potential in Kuamun region of Uttarakhand?

The study tries to shed light on the indigenous handicraft work i.e. origination of art and craft, people associated with it, problems they are facing and other facts and evidences. This is a methodical study based mainly on primary data which is collected through personal interview and focus group method whereas secondary data is collected through reports published by Uttarakhand Tourism Department, Craft Council of India and various other publications.

A series of personal interview session which revolves around structured interview schedule has started on the eve of celebration **'Uttarkhand Paryatan Parv'** in Nainital on 15th Oct 2017 and will carry on till 15th December 2017 for collecting facts and views from the employers, craftsman and intermediaries involved in handicraft work. The focus group discussion session will be organize with key informants from 15th Dec-31st Dec. 2017 onwards during these sessions issues related to problems faced by craftsman in this smoke less industry will also be discuss. The results will be anlaysed on the basis of simple method and depicted by table, graphs and diagrams.

The study is a mere attempt to discuss various issues related to Tourism and Handicrafts. Tourism has the potential to become the backbone of any country's economy but for this it needs the help of handicraft industry. Handicraft is an integrated part of tourism experience for the tourist in form of souvenir. Handicraft as cultural souvenirs plays a vital role in promoting tourism any way. Now the time comes that the policy makers have to keep this thing in their mind that handicraft is directly linked with tourism, so they have to promote jointly.

The study is highly original; innovative especially it is an effort, to discuss issues related to specific art and craft and its results are generally applicable in resolving tourism related matters.

Keywords: *Handicraft, Aipan, Cultural, Tourism, Kumaun*

STUDENTS' PERCEPTIONS AND ATTITUDES TOWARDS SUSTAINABLE TOURISM DEVELOPMENT

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Judicious consumption of resources is becoming all the more significant amidst increasing world population and declining resources. Advancement in the automobile technology, increasing globalization and rising income levels of people worldwide continue to fuel the tourism sector. It is an increasing challenge to balance the development with minimal resources and the least contribution of pollution. Few ways of optimal use of resources include, educating students to ethically consume resources. Therefore, the study was undertaken to identify the perception of students on sustainable development of tourism with an optimal use of environmental resources that constitute a key element in tourism development, maintenance of essential ecological processes and conservation of natural heritage and biodiversity.

A survey was conducted in a sample of 80 University students with a structured questionnaire on sustainable tourism development. Findings include the attitude of students on the dimensions of socio-economic and cultural aspects of sustainable development of tourism.

Authors emphasized on increasing awareness levels, sensible use of resources and conservation of energy with an aim to preserve the pristine ecological biodiversity for future generations.

Keywords: *Attitude, Conservation of Resources, Ecological Diversity, Sustainable Tourism.*

CONSUMER ATTITUDE TOWARDS DECEPTIVE AND NON-DECEPTIVE COUNTERFEITING

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Counterfeiting and piracy is a plague on the world economy with wider socio-economic and criminal enforcement implications that could cost about \$4.2 trillion, leaving at risk about 5.4 million legitimate jobs by 2022. Trade in counterfeiting has been growing with the pace of economic integration of economies. Counterfeiting and piracy continue to thrive with an increased demand for all categories of products and multiple easier selling platforms, including untraceable channel of online. Challenges to counter counterfeiting include, lack of appropriate consumer awareness, laxity in governance and international cooperation, consumer complicity in counterfeiting and piracy.

The objective of the study is to identify the consumer awareness level on counterfeiting of deceptive and non-deceptive counterfeit products in the market and understand the consumers' perception and an intention towards the counterfeiting and their ethical beliefs on consumption of counterfeit products.

Study involved a survey of 120participants and the data was analyzed using SPSS. The findings are presented with implications for the stakeholders that include - policy makers, consumers, and the corporate sector.

Keywords: *Consumer Behaviour, Counterfeiting, Piracy, Purchase Intention*

PROBLEMS AND PROSPECTS OF SUSTAINABLE TOURIST BEHAVIOUR - WITH REFERENCE TO ASSAM

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Sustainable tourist behaviour is tourist behaviour which does not negatively impact the natural environment (or may even benefit the environment) both globally and at the destination. The understanding of pro-sustainable behaviour and its true economic implications is an important subject for tourism destination marketers and policymakers, especially given that limited research has focused on the economic implications of tourist preferences for more sustainable destinations. Rapid tourism growth, along with irrational use of

natural resources, leads to negative effects and multiple-growing crisis in the field of applying the principles of sustainable development and especially environmental preservation of tourist destinations. Assam has great potentiality for the tourism development. But, tourism has yet to be explored in Assam. The present paper highlights problems and prospects of tourism in Assam. Considering the significance of the tourism sector as a catalyst for regional development, an attempt has been made in this article to visualize the trend of the sector in North-eastern region and focus on the need for adoption of a sustainable tourism development strategy.

Keywords: *Sustainable Tourist, Destination, Policymakers, Development.*

DISASTER PREPAREDNESS AND MITIGATION IN TOURISM MARKETING: SETTING AGENDA FOR INDIA

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In Tourism, a great determining factor is *"fear of Unknown"*, people do not want any unpleasant or unbearable incidence during their travel. However it is new for India, but Disaster management can play a very vital role. It is needed to include all the four pillars (Mitigation, Preparedness, Relief and Rehabilitation) of disaster management in planning (and Marketing) of any country/state for fearless and consistent tourism.

Tourism destinations in the world as well as in India, faces the possibility of experiencing a disaster of one form or another at some point of time. Here disaster just does not mean the so called Natural Disasters and Manmade Disasters, but it may be just a short of baby food for a traveler. Despite the growing number of natural hazards and disasters, little research has been conducted on tourism disaster management and planning. The concept of disaster management for tourism is not new in the world; few destinations have properly developed disaster management plans to help the tourists for coping with such hazards. Very limited amount of systematic research and action has been carried out in the field of disaster management in India, infect is in infant stage, but it need to grow faster if we are focusing on the development of tourism.

This paper addresses the broader disaster management literature to produce a model for analyzing and developing tourism disaster management strategies. This paper is trying to set an agenda for future research and development.

Keywords: *Marketing, Preparedness, Disasters, Hazards, Risk, Plans*

2016 STREET UNREST IN KASHMIR AND THE FOOTFALL IN TOURISM

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Kashmir is truly called the paradise on this blue planet. But unfortunately, the deadly cocktail of violence has marred it and has dented its image. Kashmir is now described, in many quarters as tragedies per thousand miles. Adored with bewitching beauty, Kashmir is bliss. It is a nature's own painting. The spell-bound beauty attracts every tourist and makes one feel on literal heaven.

But the continuous conundrum and clampdown has created chaos and confusion in the valley. Business has been reduced to the rubble. The propaganda on TV run by right-wingers kept tourists at bay. They diverted their routes and travelled to either Himachal or Goa. Kashmir lagged behind. It is not so volatile a place that the residents who are known for their hospitality throughout the globe would harm any tourist. It had a very bad impact on promising tourist season. *With hotels running empty and luxury transport grounded, People associated with the trade shifted priorities to sustain lives.*

Kashmir looks barren without tourists. Kashmir wears a festive look as tourists frequent the landscape. But Air traffic is an indicator of the fall. Last year on an average around 37 flights would land at Srinagar International Airport daily. However this year the number has fallen down by ten flights per day.

Fear has gripped the fellow Indians. These half baked truths and rumour-mongering has spread panic among potential foreign guests. Estimations made last year suggest state's net loss is Rs 3,000 crore if a tourist season fails. There is no threat to any tourist. Female tourists, lone backpackers have on record said that they travelled to far off locations in Kashmir and they felt completely safe. They received love, warmth instead. But what happed this year is very unfortunate. Hoteliers, transporters, Shikarawalla's and other people associated with the travel sector are living uncertain lives.

On the other hand, we have another division of the state called Ladakh- a relatively calm and peaceful place. This year, it surpassed Kashmir as top tourist destination. The tourism industry in Kashmir could not pick up after 2016 unrest as the situation in the valley remained dominated with shutdowns and violence during most of the period. In first eight months, it received over two lakh visitors. The upheaval in the valley during last two years had diverted the major chunk of tourists towards Leh. In Tourism Image correction and image building, the watchdog has to play a key role. The industry is in great danger. It will have serious setbacks otherwise.

Keywords: *Kashmir, Business Footfalls, Clampdown, Tourist Destinations, Conflict-ridden Place*

GEOMORPHOSITE, GEOTOURISM AND GEOCONSERVATION-
A CASE STUDY OF MAJULI ISLAND OF ASSAM

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In Assam, there is considerable diversity of geological structure and relief of terrain, as well as numerous changes in the landscape. Here great variety of natural or semi-natural objects exist which can be of immense interest to tourist. In this paper an attempt has been made to study the geotourism potential of Majuli Island which happens to be the largest river island in the world and one of the important tourist attractions of Assam.

Again in this paper an endeavour has been made to evaluate Majuli Island as a geomorphosite. Geomorphosites are commonly regarded as landforms having scientific value. But since many geomorphosites have scenic component, they can also have economic value in the sense that they are exploitable for the purpose of tourism. In this study, using library and field studies Majuli Island has been evaluated as a geomorphosite, its geotourism potentials has been studied and strategies has been suggested for its geoconservation.

Keywords: *Geomorphosite, Geotourism, Geoconservation, Majuli Island*

THE BUDDING CULTURE OF BACKPACKING HOSTELS AMONGST TRAVELLERS: NEW ENTRANTS INTO INDIAN HOTEL INDUSTRY

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India has more than 450 million travellers travelling to India through air by road or trains for tourism purposes. And with the changing market factors many employment and entrepreneurial opportunities has come up for Indian market players out one which is hotel or hospitality market/ industry. With access to internet hotel industry has grown its share in the market attracting more guests and enabling it for all travellers to arrange stays with just click of a button. Alongside with 7 star hotel groups and independent

hotels is budding culture backpacker's hostels also know as youth or traveller hostels. Has now made its entry into Indian hotel industry responsible for generating more self employed entrepreneurs and providing basic amenities, safe living environment at affordable price and letting its goodwill rise on its service provided and internet its part where travellers can always share their experience. Not only does this give a opportunity for entrepreneurs but also for budget travellers to travel . tourism sector in (2015-16) was responsible for a growth of 3.3% in the nations GDP and looks forward to a rise 6.8% by the end of year (2017-18).

Keywords: *motivating self- employment, internet's crucial role, fostering innovation, impact on young adults (18-25) focus on budget travellers.*

EMERGING TRENDS OF CHIKAN CLOTHING IN LUCKNOW: NICHE TOURISM

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Lucknow "nawabon ka sahar" is known all over the world for the courteous behaviour of its people (tehzeeb). It can be history, architecture, music, dance, handicrafts, etiquette, or sports, Lucknow has many story to narrate. As we set foot on the soil of the city, we are struck by the rich heritage Lucknowi andaz the language, which seems less like poetry. A poem that sings of Lucknow's adab and tehzeeb, of its people and their loves towards delicious kebabs and the nawabi fashion, the chikan and the zardosi. As per Indian economical scenario a large percentage of population prefer comfortable, genuine, budgeted wearing and segmented populations they go with the brands. As per emerging trend of Indian culture people started adopting the ethnic wears preferably produced by Indian manufacturers. Now a days chikan clothing came into limelight and spreaded on the boom of fashion era. "Chickan" and "chikan" becoming mega tourist focal point of Lucknow. Local handlooms enlightened and attracting national and international tourists. Earlier buyers were from the Muslims community focusing to neighbouring countries of India such as Bangladesh, some parts of Pakistan, Hyderabad and Lucknow. In the 1990 this industry shifted from being oligopolistic to a monopolistic one with many new entrepreneurs entering the market. Today Chikan embroidery in Lucknow is the biggest artisan cluster of India employing lakhs of artisans. They come from fields such as cutting and stitching. It is an international market for its world known Chikankari work. 5 years down the line Lucknow would be the famous clothing destination for different segment of tourist.

Key words: Zardosi, Entrepreneur, Nawabi, Chikankari.

SUSTAINABLE TOURISM PRACTICES: A LEADING MANOEUVRE FOR SUSTAINABLE GROWTH

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Tourism, with its intrinsic links to the natural environment, has inevitably become a central theme in debates about sustainability. Sustainable practices are oriented towards maintaining and conserving the resources for future. Although there are many challenges in maintaining balance between economy and environment, but sustainable practices have social purpose for educating stakeholders towards filling the gap for sustainable future. Sustainable tourism practices requires the participation of stakeholders and political leadership. Achieving sustainable tourism is a process which requires continuous efforts and it requires constant monitoring the impacts of tourism on environment and community. This research paper aims at understanding the importance of sustainable practices in destination and conceptualising a framework for social and environmental sustainability. This paper is based upon available secondary data and analysis of articles published in magazines, journals, publications of newspapers. Further this paper is guided by United Nations Environment Programme (UNEP) reports.

Keywords: *Community Awareness, Tourism, Sustainable Practices*

VISITORS' SATISFACTION FROM ECOTOURISM IN THE PROTECTED AREA OF THE INDIAN HIMALAYAN REGION USING IMPORTANCE-PERFORMANCE ANALYSIS

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Protected areas generally become the primary focus of ecotourism as they tend to retain their natural characteristics and are not modified to any large extent by the human interference. Binsar Wildlife Sanctuary situated in the Indian Himalayan Region, exhibit a potential ecotourism destination offering an unique amalgamation of nature and culture. Located in the Kumaon division of the Uttarakhand state of India, the sanctuary harbours one of the last remaining natural temperate broadleaved forests in the Middle Himalayas. It sustains a rich biodiversity and also holds the position of an Important Bird Area under A3 category of Biome 08. The sanctuary consists of five small hamlets inhabited by 256 individuals, for whom nature guiding and the homestays program, developed as a part of community-based ecotourism; act as the major source of livelihoods. Nine other accommodations are also situated within the sanctuary that provides its visitors with key ecotourism products like hiking on nature trails, wildlife sightings, photography, enjoying Himalayan vistas, village visits and homestays, local traditional art and culture, and traditional cuisines. There has been a 64.3% increase in the annual number of tourists visiting Binsar over the last 15 years, representing an increase from 13,499 tourists (2001–2002) to 22,183 tourists (2015–2016). This provides great opportunities for local livelihoods on one side, whereas simultaneously raises concern for its ecological sustainability.

With increasing visitation determining visitors' satisfaction besides maintaining the natural integrity of the protected area, thus becomes an area of paramount importance. Systematic approach to mapping visitors' satisfaction not only helps managers to know better what aspects of a service best define its quality but also allows for early warning of impending changes, enabling timely management programs to be put into place in order to minimize impacts on the ecosystem as a whole. Importance-Performance analysis (IPA) technique is a widely used method to graphically illustrate the disparity between the importance and satisfaction of individual attributes and to prioritize service quality improvements. It is based on the assumption that satisfaction is affected by both the importance and the perceived performance on the attribute. The present paper aimed at determining the overall satisfaction of the visitors visiting Binsar wildlife sanctuary and to identify the attributes needing immediate attention in order to ensure responsible ecotourism practice. The study employed IPA technique for determining the overall satisfaction of 140 randomly selected visitors visiting Binsar Wildlife Sanctuary during the peak tourism season in 2014-15. The findings suggest that the service providers keep up the good work in terms of environmental conservation, ensuring safety of visitors and maintaining view point conditions, which holds high importance and satisfaction scores. Whereas, the service providers need to concentrate efforts in improving attributes namely nature-guiding, user facilities and food quality which reflect high importance and low performance scores. The findings also reflect the management challenges and implications in determining the overall satisfaction of the visitors so as to assist service providers and park managers in improving the overall ecotourism performance for the sanctuary and similar nature-based tourism destinations.

Keywords: *Binsar; ecotourism; The Himalayas; Importance–Performance Analysis;   visitors' perception*

TOURISM AND PEACE ARE INEXTRICABLY LINKED: A STUDY OF KASHMIR VALLEY OF JAMMU AND KASHMIR

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The present study is based on exploring the link between tourism and peace in worldwide promotion of tourism destinations. Travel itself can be an important appliance of achieving peace. If people are allowable to travel and meet others freely, most problems can be sorted out. Tourism breaks the barriers of world peace and develops worldwide understanding. Valley of Kashmir, tourist's paradise is being one of the major tourist attractions in India. In the mid 80s had ongoing to become known as an important destination for both domestic and international tourism. The tourist arrivals were predictable to touch an all time high of one million in 1990 when the political turmoil erupted. The political wavering has been the well-known irritant to the smooth functioning of the tourism industry in the state. During turmoil periods, tourism industry is very much affected in the state of Jammu and Kashmir in general and Kashmir valley in particular. In this paper an effort has been made to analyze the impact of violence and turmoil on the tourist arrivals of Kashmir Valley of Jammu and Kashmir State, considered the Paradise on the earth. Tourism can be the finest remedy to the present violence in the region as it draws people and nations nearer together. It may help to break up narrow-mindedness and correct misunderstanding. This study was conducted during my PhD research survey and was based on the interview perceptions of various stakeholders and tourists of Kashmir Valley. The study is based on both primary and secondary data. However, mostly present study is based on secondary data. The rationale of this study will be to provide some possible suggestions based on the findings which may prove valuable for the future improvement of tourism in Jammu and Kashmir particularly in the Kashmir Valley. This paper also emphasized, the concept of tourism as a vehicle for peace has to be incorporated into the core business philosophy of every stakeholder- tourism companies, host destinations, tourists and all service providers.

Keywords*: Link, Peace, Tourism, Turmoil, Violence*

EMPLOYER'S EXPECTATIONS TOWARDS EMPLOYEE'S COMPETENCIES IN HOTEL INDUSTRY

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The aim of the study was to determine the expectations of hotel industry employers on employees' competences. The sample (100) was made up of Human Resource Managers (HRMs) Head of Departments (HODs) and employees. Findings of the study reflect that there is a big difference in the expectations of employers' and employees'. The findings concluded and suggested the establishment of hotel industry standards. The standards should be communicated to all employers, employees and training providers of the hotel industry. The industry and training provider to be linked and both should be of updated.

Keywords: *Hotel Industry, Employers' Expectations, Employees' competencies, Training*

TOURISM DEVELOPMENT AND ENVIRONMENT IN EASTERN HIMALAYAS: AN ENDEAVOUR AT SUSTAINABILITY

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Arunachal Pradesh, the eastern most State of India is well known for its vast forest resources and rich biodiversity. This state is a micro hotspot within the larger Eastern Himalayas. As per the estimate of Forest Survey of India 2017, the forest area in this State is the one of the highest among all the States of India. An analysis reveals that Arunachal Pradesh which consists only of around 2.5 percent of India's landmass contains ten percent of the total forest of the country, 33 percent of the nation's flora and 20 percent of the nation's fauna. Although Arunachal Pradesh is still rich in forests and biodiversity but the State suffers from deforestation due to large scale illegal felling trees and large scale practice of shifting cultivation and other biotic and a biotic factors. Thus, the rich forests and biodiversity of the State present huge opportunities and challenges. The conflict between development process and protecting the forest and biodiversity of the State is becoming increasingly more apparent. Arunachal Pradesh has a unique opportunity to map out a development path that is both sustainable and ecologically sound. With this background, the paper attempts to examine the opportunities of tourism development in Arunachal Pradesh and to assess how tourism development can affect the fragile environment of the State. The study is based on both primary and secondary sources of data. The State is found to have an enormous potential for tourism development. The inflow of tourist in the State is also increasing rapidly in recent years. But unplanned and unregulated tourism development can have adverse environmental consequences in the State. The Delphi techniques was applied to identify the possible threats of growing tourism on various components of environment so the precautionary measures can be taken to reduce those impact beforehand in order to maintain sustainable tourism in Arunachal Pradesh. Hence, it calls for proper planning and management of tourism in the State to avert adverse impact on its environment.

Keywords: *Tourism, Environment, Sustainability and Delphi Technique.*

EMERGING CHALLENGES FOR SUSTAINABLE TOURISM PRACTICES AND CONFLICT WITH TRADITIONAL APPROACH IN GARO HILLS, MEGHALAYA

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The sustainable development address the key issues related to regional development in such a way that a proper controlled, extraction and utilization of resources will be done up to its carrying capacity level so that a kind of system will be develop to rejuvenate with continuous quality improvement. Tourism has the potential to deal with the major key issues facing the society in many parts of the globe but sustainable approach always has a conflict with traditional approach due to some loop holes in proper planning and practices. Thereby, this paper addresses the various issues through the approach of cost and benefit analysis so as to provide a big picture of various emerging challenges in Garo Hills, Meghalaya.

Keywords: *Sustainable Tourism Approach , Traditional Tourism Approach, Cost And Benefit Analysis*

PERCEPTION OF TOURISTS BEFORE AND AFTER VISITING THE VALLEY: A SOCIOLOGICAL STUDY

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Kashmir valley is really a beautiful place to visit, though not peaceful. And that is the reason it is not a famous place to visit.Tourist behaviour is always guided by the pre-visit decision making.The perception tourists have is largely subjective, which may be further distorted or restored after the visit to destination. Perception of risk and feelings of safety during travel have a strong influence on the avoidance of particular region (Sonmez and Graefe, 1998). The tourist's perception is framed by various factors likeweather, availability of food, terror, crime, political unrest, disease and natural disasters. These factors become the base for tourists to evaluate the attractiveness of a destination as their travel decisionstend to be based on perceptions rather than reality. The contemporary times where electronic media has assumed a great significance since the world has become a global village.Social media plays an increasingly important role in many aspects of tourism, especially in information search and consumers via social media channels.Unfavourable news about the political, economic or social situation at a destination is distributed all over the world in no time, framing the perception of tourists, in Kashmir mainly negatively.The researcher has tried to explore the perception of tourists before they visit the valley and has this perception changed after their visit. The study is a descriptive in nature. The data for primary source is collected through interviews and the tool of observation is also used. The universe of the study is Srinagar city, its various tourist spots (dal lake, Mughal Gardens). Sample for the study has been taken through purposive random sampling technique. The researcher interviewed 20 respondents from various tourist destinations chosen randomly.The data thus analysed using appropriate qualitative tool.

Keywords: *Perception, Social Media, Decision Making, Interviews, Destination*

REGIONAL FOOD IN MODERN TOURISM INDUSTRY: ROLE AND IMPORTANCE

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I really liked the words of the Spanish chef (and Michelin star winner) María José San Román, who said that the main challenge for every destination is to offer *"gastronomy based on their own roots, in their most deep identity"*. We don't need to try being someone else. Travelers want to create a true connection with the culture they visit. They want to establish a bond stronger than the one a travel guide book offers. They want to *understand, feel, and taste the essence that makes this region unique.* Food is widely accepted as of great importance in tourists' experiences by researchers. However, few studies allow tourists themselves to indicate the importance of food for their travel. In the meanwhile, the argument regarding the overestimation of the importance of food tourism to attract tourists is on the increase. This study aims to critically assess the importance of food tourism from domestic tourists' perspectives. In particular, it fills the gap by providing a thorough exploration of tourists' food experiences at different stages of their travel. A quantitative research methodology involving a structured questionnaire has been adopted. The results reveal that food plays different roles in different travel stages. In order to achieve effective marketing conduct, Mitchell and Hall (2003) stated that it is significant to understand tourists' food-related behaviors. "Food is one of the essential elements of the tourist experience. Yet it is such an integral part of the experience that it is only in recent years that it has become a subject of study in its own right" (Hall and Sharples, 2003: 1). This paper will also be investigating the motivational factors of the role that food plays in tourism and also to highlight the fact that food is one of the essential elements in motivating tourists to travel to various destinations across the world.

Keywords: *Food, Motivational factors, cultures, Destination marketing.*

CULTURE AS A DRIVER OF TOURISM IN NORTH EAST INDIA: SCENARIO AND VIEWPOINT

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The present paper seeks to explore the correlation between culture and tourism in general and the prospect of commoditization of indigenous culture to develop the prospect of tourism in the North East India, in particular. The study also tries to delve into the means through which the process of commoditization is possible in the region under study. The study furthers tries to unearth a cultural linkage of North East India with South East Asia and the prospect of tourism based on early cultural ties. With these major objectives in view the study has been organized into two sections. Section1 deals with the location of culture in the domain of tourism and the transformation of the concept. Section II concerns itself with the prospect and perspective of tourism in the North East India through tourist circuit and destination planning.

Keywords: *South East Asia, Cultural Tourism, commoditization, tourist circuit.*

INVESTING WOMEN INTERVENTIONS FOR SUSTAINABLE TOURISM: OUTCOMES FROM KERALA

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The State Kerala, well known with the tagline of god's own country is richly blessed with myriads of destinations that have been identified for potential of tourism. So as tourism attracts not only enthusiasts of entertainments but also its widespread implications that have resulted in the society in terms of socio-political, economic and cultural prospects invites business community. By accepting contributions of women made across various sectors of social life, people of Kerala in general upholding values of recognizing and admiring women community. Tourism sector in Kerala is too women friendly and provides greater opportunities of livelihood and employment means. The quality of hospitality naturally endowed with them is a form of capital to be tapped and marketed. In this direction, the sector tourism deserves cardinal attention of different tiers of government. This paper would like to draw such women initiatives that could promote tourism competitively and showcase replicable model of sustainable tourism management strategies. Accomplishing this target the researcher also recognizes overwhelming pluralist inventions made by local governments which would pave the way for sustainable tourism development. Thus it is essential to emphasize mobilizing women under the banner of Kudumbasree a mission launched by state government intended to reduce poverty and enhance economic status of women. Under this platform directly or indirectly women have been linked to tourism sector. Grassroots level interventions of these types extends to running of restaurants with traditional food items; opening of shops for selling out homemade food items like pickles and natural resources like honey, bamboo rice, spices, and other aromatic and medicinal substances collected from forests. Along with such interventions qualities of kindness, patience, fraternity, love, compassion etc. shown by the community would turn into nurturing social cohesion between natives and non-natives. It is also quite significant conceiving capacity development programmes targeted rural and uneducated women to enhance and improve the level of interactions with tourists. This research work would become a reality upon accepting data from both primary and secondary sources.

Keywords: *Sustainable tourism, women, community, local government, capacity development*

INFLUENCE OF MEDIA ADVERTISING IN PROMOTING TOURISM OF ASSAM

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Marketing plays an important role for promotion of products and services. Media Advertisement is a combination of various audio-visual features such as motion , sounds, words, colour, personality and stage settings to communicate advertising messages to large and widely distributed audience in a limited amount of time, broadly ranging in between few seconds to a few minutes, to market a product or service. Advertisement is the non-personal communication of the information usually paid for and persuasive in

nature about products and services by identified sponsors through the various media. Advertisements are among the most visible aspect of the marketing strategy. Advertising media are the means through which messages regarding products and services are transmitted from the advertising firm to the people at whom that product is targeted. Many types of media are available for the purpose. These are like Newspapers, Television, Radio, Magazines, Journals, Movies and Outdoor Advertising. Media contributes a lot in influencing the buying behavior of consumers towards products and services. One of the service sectors which is greatly influenced by Media Advertising is Tourism. Tourism is an economic as well as an industrial activity in which many individuals, firms, corporations, organizations and associations are involved. India has a fantastically rich & varied in tourism potential to deserve a substantially greater tourist inflow than so-called other foreign tourist paradise which have least of almost everything to offer but which somehow manage to get more tourists. And, Assam is a state which is full of scenic beauty, natural resources and landscapes, it has a great potential to develop as a major tourist destination. Assam witnesses greater inflow of tourist which mostly includes domestic tourist from other parts of North-East and also, foreign tourists to some extent. Still, it lacks greatest inflow of tourism at National as well as Global level. Main reason behind this is lack of marketing strategies. Government of Assam has realized the importance of promoting the tourism of the state at National level. Mass advertising in Social networking sites, Radios, Televisions are done through celebrity Brand endorsement. This paper attempts to presents the Influence of Media Advertising in promoting Tourism of Assam. This paper aims to fulfill the objectives such as influence of Media Advertisements on Tourism Sector, factors influencing decision of Tourist and locals. It adopts Descriptive Research Methodology technique and is purely based on Primary Data Collection. Data has been collected from both Tourist as well as local people from Assam. At last the present study suggests that in comparison to the other media Advertisements, T.V advertisements have more influence on the tourist. Because T.V advertisements employ various attention grabbing tricks such as music, lyrics, humor, animation, repeated messages, models/celebrities. The study also found that there are various factors that influence the decision of tourist for choosing Assam as a tourist destination. Factors include Models/celebrities, the content of Advertisements.

Keywords: *Media, Advertising, Promotion, Tourism*

AN EMPIRICAL STUDY ON THE GAPS ANALYSIS IN HOSPITALITY INDUSTRY (WITH SPECIAL REFERENCE TO TAJ GROUP OF HOTELS)

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The gap analysis is a comparison of actual performance with the expected or potential performance. Gap analysis involves determining, documenting, and approving the difference between business requirements and current capabilities. When the general expectation of performance in an industry is understood then it is possible to compare that expectation with the company's current level of performance. In hotel industry if the performance of any department (F & B Service, House Keeping, Food Production, Front Office, Maintenance, etc) of the hotel does not make the best use of current resources & produce or perform below its potential then there is a gap exists. It is a similar concept to an economy's production being below the production possibilities frontier. Such analysis can be performed at the strategic or at the operational level of a hotel.

Although a variety of research has been conducted in GAP Analysis in service sector still there has been lot of scope for the academic research to be conducted on the existing GAPs in the hotel industry. This research provides a brief review on various existing GAPs in the service industry with the best possible solutions in order to fill up those GAPs. This paper highlights the importance of efficiency & effectiveness of the human resources if the GAPs may be filled up by appropriately choosing the best alternative solutions to it. A study has been conducted on 80 respondents in Taj group of hotels which includes employees from different departments such as F & B Service, House Keeping, Guest Relation, Front Office, etc. The study has been

conducted through available secondary data of the Taj group of hotels & review of the literature of other sources.

The findings of the research shows that among the various existing GAPs in the service industry the maximum impact may be done by the service delivery by the management closest to the guest perception. The factors influencing the guest satisfaction level are reliability (32%), responsiveness (22%), assurance (19%), empathy (16%), and tangibles (10%). If these GAPs may be filled by delivering the nearest solution then the satisfaction level of the guest would be very high which may result into loyalty of the guest in the long run.

Keywords: *Expectation, Service Delivery, Quality, Satisfaction*

TOWARDS AN EQUITABLE AND SUSTAINABLE APPROACH IN EXPLORING THE LINKAGE BETWEEN CULTURAL HERITAGE AND TOURISM

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This is a conceptual paper that follows a discursive style and covers the philosophical discussions and comparative studies of other scholars' work and thinking in exploring the linkage between cultural heritage and tourism. The subject of culture and heritage is of growing interest from diverse disciplines and its study is perceived as useful in terms of understanding social behaviour of people at both individual level and society as a whole. In its broader meaning, the word heritage is usually associated with the word inheritance; that is, something passed on from one generation to another. Thus it plays the role of a carrier of historical values from the past and is therefore perceived as part of a society's cultural tradition. In the cultural context, heritage includes both tangible and intangible qualities, and that is what generally called cultural heritage. In the last few decades, there has been a renewed interest among travellers to rediscover the past. Tourism based on culture and heritage offers opportunities to relive the past in the present. The concept of tourism is in reality a form of modern consciousness. It is dynamic in nature and its interaction with culture and heritage often results in their reinterpretation. There exists a substantial body of literature that suggests that cultural heritage tourism is becoming one of the fastest growing niche segments within the tourism sector. Cultural heritage assets are now being increasingly used, in both developed and less developed countries, as a platform for encouraging tourism activity. Tourism based on cultural heritage has been emphasized by several scholars as a potential instrument for uplifting the socio-economic lives of indigenous communities. It is also considered as a sustainable alternative to the more insensitive forms of mass tourism. However, the relationship between tourism and cultural heritage is complex. There are several issues involved in this complex relationship. An attempt is made in this paper to understand this complexity by analysing the intricacies in terms of four contemporary academic debates from the perspective of both cultural heritage and tourism. These include: commoditisation of culture versus tourism product opportunities; commercialisation versus authenticity; conservation and preservation goals versus public access and profit motives; and conflict versus cooperation. Finally, it is argued that a sensible step would be to develop a more equitable and sustainable approach that would benefit all stakeholders. Tourism based on culture and heritage is most likely to be successful when all the stakeholders have a genuine appreciation of the tourism value of the cultural heritage asset.

Keywords: *Culture, Heritage, Tourism, Sustainable, Stakeholders*

MONITORING ECO-TOURISM PROJECTS IN SIKKIM THROUGH ECO-CERTIFICATION PROGRAMME

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The UNWTO defines Eco-tourism as "a form of tourism that is practiced in relatively undisturbed natural areas, for the main purpose of admiring them and learning more about the habitat". Some of the key principles of eco-tourism covers avoiding the negative impacts on the natural and cultural environment,educating the travellers, revenue generation along with the economic benefits to the local communities. Most importantly, it emphasizes the need for planning and sustainable growth of the tourism industry.

Sikkim,which is located in the north-eastern region of Indiaoffers diverse eco-tourism products. From lakes and wetlands to peaks and mountains, from orchids and rhododendrons to ferns and oaks, from medicinal plants and flowers to conifers and bamboos,from butterflies and birds to fishes and mammals, all are present in vast numbers and variety in the state. Activities such as trekking, hiking, mountain climbing, white-river rafting, angling etc are popular eco-tourism activities. Community Based Tourism (CBT),Village Tourism, Homestay Tourism has been one of the core products in many parts of the state where there are no traces of urban tourism and has been one of the major income generating source for many households leading to the socio-economic improvement of the communities.

Eco-Certification assures travellers that certified products are supported by a strong,well-managed commitment to sustainable practices and provides high quality nature-based tourism experiences.To manage eco-tourism, many accreditation systems have been developed but most of them mainly focus on tourism in general.Hence,there is a need for establishing an organisation or a system particularly for eco-tourism certification in today's era.Sikkim being one of the major eco-tourism destination, consisting of rich bio-diversity and culture,although the state's eco-tourism policy has mentioned the strategies for eco-certification, has also been facing the same problem in marketing and managing its eco-tourism products.This is leading to the loss of income generation and exploitation of its natural resources.This paper highlights the need of eco-certification programmes or organisations and also the future prospects of eco-tourism in Sikkim.The need for monitoring of the management bodies and the certification of eco-tourism products has been identified through this paper.

Keywords: *Eco-Tourism, Eco-Certification, Eco-Tourism Products, Marketing, Conservation*

A COMPARATIVE STUDY OF ONLINE MARKETING VS TRADITIONAL MARKETING PERTAINING TO GREEN PRODUCTS

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This paper envisages about the customer of online market how they will buy green products and how they will make decision while purchasing a green product. Eco-friendly goods are more welcomed by customers who are environmentally responsible. The factors of marketing like product, price, place and promotion which focuses on selling the eco friendly products through online marketing. It tells what factor are affecting green behavior and decision making of customers. The aim is to determine what factors influence attitudes and purchase behavior of green products through online and offline among Generation Y consumers. The factors that were under investigation in this research were environmental awareness social influence and price. The objective of this paper is to see how consumer will make its green purchase decision and behavior toward green products through online marketing and offline marketing. Consumers are becoming more ecologically conscious and desirous of purchasing environment friendly products i.e. green products. The present study is an attempt to investigate consumer perception and purchase intention towards green products among youngsters in India. Here I could find out that what impact lies online marketing and traditional marketing of green products. Approach: Questionnaire was used for this paper. The sample was of 50 respondents male and female both within the age range of 18-35. Data was collected from the professional students of from BBAU(A Central University) Lucknow. Practical implications: These results will be helping for the managerial implications. Industries can use this for future strategies and get know how about the customer intention to buy green products. And it will also tell that what is more important near to customer about green products. People are more aware about green products and also consider it while

making shopping online. Majority of the consumers are ready to pay more prices than the prices of non-green products. Thus, researchers conclude that the consumers does not have environment concern only, but also have positive and high intentions to buy green products. Green Marketing is the best answer to the many problems that are being created due to mad rush of production and distribution. This paper attempts to find out the best possible implication and importance of green marketing and its comparison with traditional marketing. The outcome of the paper suggests that green marketing is safer than the conventional form of marketing. The study brings out interesting insight that, though consumers were environmentally concerned and ready to pay high yet they were not aware as to what constitutes environmentally friendly products. Hence, marketers need to consider efforts that are required to convert the environment concern into environmental consumption behavior. The results from the study indicated that social influence, environmental awareness and price, positively influence individuals' attitudes towards green products. The effect of attitude on buying behavior was also positive; hence consumers with positive attitudes towards green products are more likely to purchase green products. Further, the findings indicated that there is indeed a difference between males and females with regards to buying behavior of green. The findings of the study will provide marketers with a clearer understanding as to how they can influence Generation Y's attitude and buying behavior towards green products while purchasing online and offline products. The result of the paper further suggests that the adoption of green marketing will be a major boost not only to the manufactures but simultaneously help the society.

Keywords: *Green Marketing, Awareness, Willingness, Eco Friendly, Online Marketing, Traditional Marketing, Sustainable Development.*

MODELING FOREIGN TOURISM DEMAND FOR INDIA

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The tourism industry generates foreign exchange. Tourism receipts bring the foreign assets, and it will help to maintain a macroeconomic stabilization in the economy. The role of Tourism is essential in the economic development of a country like India. In this background, the present paper aims to investigate the economic factors behind foreign tourism demand for India using advanced econometric model; and judge the predictive ability of the tourism demand model for India. The data sources used in the present study are secondary in nature. We have selected four southeast Asian countries as alternative destinations for to foreign tourist coming to India.. They are Indonesia, Malaysia, Singapore and Thailand. The overall sample period for estimation of model ranges from 1981-2013. The results show that there exists the long-run relationship among variables in the model. ARDL version of tourism demand model is used to derive the long-run elasticities. It shows that world per capita income is most dominant factor in explaining the behavior of foreign tourist demand for India. The high value of elasticity suggests India's tourism to be luxury item to foreign tourists coming to India. The results also suggest that tourism price in India has negative and significant impact on tourism demand although it is inelastic in nature. On the other hand, tourism price in alternative destinations has positive and significant impact on the demand implying the countries chosen for the study are substitute destinations to foreign tourist coming to India. The results also reveals that the terrorist attack on USA in 2001 had left negative impact on foreign tourism demand in India during 2001-02. Finally, the predictive ability of dynamic model shows that our model performs better than the OLS-based static model.

Keywords: *ARDL Model,, Bound test, Cointegration, elasticity, forecasting.*

ASSESSING SUSTAINABLE PRACTICES IN HOSPITALITY INDUSTRY: A STUDY OF SELECTED HOTELS AND RESORTS IN VARANASI

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Recent years witness steady growth in tourism industry across the world. Governments of third world countries have been competitively promoting tourism in these nations while the developed world cautiously observing the negative impacts of tourism due to mass tourist movements and over exploitation of resources. United Nations World Tourism Organisation observed 2017 as the year of Sustainable Tourism for Development. The theme emphasises wise utilisation of resources and role of tourism as a means for sustainable development. Hospitality sector plays a vital role in tourism industry, which is one of the basic component of tourism. Rapid growth of tourist arrivals also resulted in sprouting of accommodation establishments of various categories and standards. Global Sustainable Tourism Council (GSTC) introduced Sustainable tourism criteria to implement the sustainable tourism agenda, which are also part of the Millennium Development Goals (MDG). The criteria covers various aspects of resource utilisation for tourism and assess the initiatives of tourism service providers. Being a vital player in tourism, hospitality industry is also blamed for the excess use of natural resources and damaging the ecology at the most in fragile areas. Looking at these key issues, the present assess the sustainable tourism practices adopted by hotels and resorts situated in Varanasi. Data collected through in-depth interview from the target population have been carefully examined and compiled. The findings from the study describe the initiatives taken up by the hospitality industry in Varanasi.

Keywords: *Tourism, Hospitality, Sustainable Development, Sustainable Practice.*

LAKE TOURISM IN SIKKIM EMPHASIS ON ITS ROLE IN SOCIO-ECONOMIC DEVELOPMENT

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Sikkim, the small Himalayan state in North-Eastern India is emerging as the fastest growing tourist destination world with over 7,05,023 domestic tourists in the year 2015 and 49,175 international tourists in 2014, which was considered the highest inflow in the state till now. The natural lakes in the state are considered as Holy lakes which boost normal tourism and religious tourism growth in the state. Tourism is making a huge contribution towards the State's economic development. The present study is carried out in Gangtok, Gnathang, Pelling and Kecheopalri which are largely benefitted by the two natural lakes of Sikkim: Tsomgo Lake in East Sikkim and Kecheopalri Lake in West Sikkim which has always remained the major attraction for both Domestic and International tourists. Tsomgo Lake is located in the restricted area of East Sikkim which needs to obtain permit to visit. The objective of the present paper is to find out the significance of natural lakes to promote tourism in the state and to examine the impacts of Lake Tourism on the socio-economic development. Data has been derived from both Primary and Secondary sources. Primary data was collected through special survey conducted among the Travel Agents, Taxi Drivers, Hoteliers and the Local people in the study area whereas Secondary data was collected from online official reports prepared by various organizations and agencies, academic papers and publication and other internet sources. The findings are based on different socio- economic variables and reveals that tourists' main purpose to visit Sikkim is ultimately Tsomgo Lake. The result shows that inflow of tourist in the natural lakes generates employment and income opportunities to a larger extent.

Keywords: *Lake Tourism, Impacts, Natural, Inflow, Socio-economic*

MARKETING STRATEGIES FOR 'PARADISE UNEXPLORED' VIS-À-VIS SUSTAINABLE TOURISM DESTINATION

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Paradise Unexplored is spectrum of North East India which is amalgam of Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura are still unexplored as compared to rest part

of India in term of climate, landscape, nature, culture, ethnicity, events, music and dances, cuisines etc. Tourism is no doubt that it is emerging and fastest growing sector worldwide and have lots of potential for developed, developing and third world countries. The term 'Sustainable or Sustainability' become a more powerful word of mouth spread globally which sensitize international agencies, governments, business organisations, environmentalists, policy maker, social scientists, and finally moves around local communities. The UN World Tourism Organization (UNWTO) has defined sustainable tourism as an enterprise that achieves a balance between the environmental, economic, and socio-cultural aspects of tourism development so as to guarantee long-term benefits to recipient communities. This is commonly called the triple bottom line for sustainable development: environmental, economic, and cultural returns on investment. Sustainable Tourism Development is the buzzword last few decades. Sustainability always focuses on their three significant aspects, i.e., economic, social and environment. If tourism fulfils or adopted all these three focussed criteria of sustainability then it may be sustainable tourism. But, again same question may be repeat that how to achieve these kind of sustainability to develop sustainable tourism destination? Destination marketing plays very significant role to brand and market North-East India is emerging sustainable tourism destination. The developing the International Standards - Global Sustainable Tourism Council Criteria for Destination (GSTC-D) serve baseline the ethics of sustainable tourism which focus on four aspects i) sustainable management, ii) socio-economic impacts, iii) cultural impacts, and iv) environmental impacts. This reflects certification standards, indicators, criteria, and best practices from different cultural and geo-political context all over the world in tourism. All these criteria will be helpful for making better market strategies for destination north east India. Destination marketing of any destination is really a challenging aspect globally. Although destination branding is a key to promote any destination but it requires lots of appraisals, assessments and evaluations with various stakeholders to develop any destination with more sustainable, eco-friendly, and responsible manner. The essence of sustainability should be reflected through sustainable tourism practices to develop sustainable tourism destination. The Ministry of Tourism is marketing and branding *North East India* as *Paradise Unexplored* also promotes niche and sustainable tourism destinations through various media forms i.e., print, electronic, and social, and also undertakes special campaigns on NE Region on TV channels to promote tourism in the regions. This paper will explore the marketing strategies for paradise unexplored; sustainable destination criteria sustainable tourism destination marketing help to better market of tourism potential of north east India.

Keywords: *Marketing Strategies, Sustainable Tourism Destination, and Paradise Unexplored.*

CUSTOMER PERCEPTION AND EXPECTATIONS OF GREEN HOTELS IN INDIA

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The aims of the study were to identify the customer's perception about the concept of green hotel and explore the extent to which customers expect hotels to make green efforts. Although the concept of green hotel is in its nascent stage in the country, but number of the hotels and people are concerned towards the environment. So, they were willing to adopt eco-friendly or green hotels. The population for this study was hotel customers who stayed in hotels of India. Purposive sampling method was used to gather the target sample size. A self structured questionnaire was used. Descriptive analysis was employed to describe the data.

Keywords: *Green Hotels, Perception, Expectations, Customers*

CONTEMPORARY TOURISM PRACTICES FOR DEVELOPMENT OF HOME STAY ACROSS TRANS HIMALAYAN REGION AND ITS IMPACT ON SUSTAINABLE PEACE TOURISM

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The new age obsession towards experiential travel takes me towards a divine travelogue investigation which happens to somehow be centered around the concept of alternative community based accommodation facility called home stay. Since, pre-historic time humans have been traversing across the geo-political landscape for trade and commerce, spiritual exploration and later on rest and relaxation. The first accommodation facility that used to cater the needs of these travelers was inns and taverns which were just prototype of alternative tourism home stays. This travelogue tries to theorize the impact of promoting the home stay concept on cross-cultural diffusion and its subsequent bearing on geo-political peace building. This divine paradigm builds around the social exchange theory which snow balls itself into a broader dimension resulting in the much aspired sleeper effect which ultimately is left with no option but to emerge as the only fundamental ingredient of spiritual tourism which is nothing but a simple way of excepting and recognizing the basic concept of Aththi-Devo-Bhavya – the home stay.

Keywords: *Home stay, Cross –Cultural consumption initiatives, Spiritual tourism, Capacity building, Global peace tourism.*

SPIRITUAL TOURISM AT 'BENARAS' - THE HEART OF SPIRITUAL INDIA

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Tour for the purpose of experiencing spirituality, faith and culture is recently becoming an area for research in the domain of business studies as people travel over the globe for spiritual attainment has been going day by day. This has also focused on a new paradigm vision emphasized the Industry of Tourism with a fresh research terminology, known as Spiritual Tourism.

Spiritual Tourism is such, an emerging research getting widespread attention by the researchers. Tourism always has been considered as an emerging industry and consequently has been undergoing through new dimensions for the modernizing tourism practices.

Tourist is wallow in religious or spiritual travel are experiencing an enhancement of spiritual growth and improves quality of life within the self. ' Varanasi' popularly known as 'Banaras' a city of spiritualism and also the centre for spiritual pilgrims in India, The city is known for its ancient glory for religious practices. The people of Banaras have been still adhering the old age traditions and practices of Indian Culture. As a result, a tourist from all parts of the globe gathers here to experience the spiritual ethos of Indian culture and religion.

The present study is a step towards exploring the various facts and prospects of the spiritual tourism in Varanasi

Keywords: *Benares, Spiritual, Tourism, Tourist, Pilgrims.*

SATISFACTION OF RELIGIOUS TOURISTS: A STUDY ON KAMAKHYA TEMPLE, GUWAHATI, ASSAM

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Religious tourism has a significant future in India because the country is rich in ancient temples and holy places. Religious tourism means travel to a religious destination. The purpose of religious tourism is to

encourage tourists to visit holy places and religious centers. Kamakhya temple situated in Guwahati, Assam is considered as one of the ancient holy shrine of India. It is a famous Hindu temple dedicated to the mother goddess Kamakhya. It is one of the oldest of the 51 Shakti Pithas in India. People gather here from different part of India as well as outside India. Considering this fact, the present paper attempts to study the experience and satisfaction of tourists visiting Kamakhya Temple. Data has been collected from both primary and secondary sources. Tool of structured questionnaire is used to collect data from respondents. Statistical tools like mean, standard deviations are used to analyze collected data. It is found in the study that religious tourists are not satisfied while visiting Kamakhya Temple in Guwahati. Thus the findings of the study can be helpful for developing policies and promotional measure to strengthen the religious tourism sector in the area.

Keywords: *Ancient temple, Experience, Religious tourists, Satisfaction, Tourism*

TRANSFORMING THE VISITOR'S EXPERIENCE THROUGH MARKETING AND VISIT AT THE MUSEUM: A CASE STUDY OF HERITAGE TRANSPORT MUSEUM

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The case study looks up how museum especially transport museums, are responding their best to fulfil the needs of today's audiences. Various efforts are being put to accomplish the stability for satisfying the customer needs. The case study examines about the integration of marketing and management practices at the heritage transport museum, Gurgaon (India). The main objective is to transform visitors experience towards the Museum through marketing. The survey will include the personal interview with the curator of Heritage Transport Museum and with the visitors. The findings suggest that after visiting the museum, the experience of the visitors change towards Heritage Transport Museum.

Keywords: *Heritage museum, Visitor's Experience, Marketing*

TAKING HOME-STAY TO THE NEXT LEVEL: A CONSORTIUM FOR RESIDENCY TOURISM

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In spite of being a relatively newer concept, Home-Stay Tourism is rapidly gaining popularity and is grabbing the attention and interest of both researchers and facilitators. Although the term is seemingly indicative of letting travelers/tourists stay at one's home and thereby, playing host to them as we play host to any other guests visiting us without any or much structural rearrangement made to the existing home set-up; however, with the increasing advent and role-play of intermediaries in bringing together tourists and hosts, it is often found that house-owners are required to engage in much 're-dos' and 'restructurings' as per the expectations and specifications of the intermediaries if only to guarantee a place for themselves in the industry. This, not only, puts an added pressure on the so-called "amateur" locals to incur higher start-up and maintenance costs but also imposes upon them an obligation to share their earnings with the bigger players of the hospitality sector. Many a times, the house-owners are required to enter into contracts and agreements with these bigger names which make it binding upon them to perform even at the cost of compromising their own priorities, preferences and comfort zones. On the other hand, so far as the average/ middle class Indian tourist is concerned, their passion to trot around the globe is often dampened by the prospect of a huge hole in their wallets courtesy such foreign travel.

What is , therefore, perceived necessary by the researchers is the possibility of working out a model that connects the prospective traveler/tourist and the house-owner/accommodation-provider directly ; one which respects and assures the priorities, preferences and comforts of both parties; one which ensures economic and

financial benefits to both; and one which guarantees safety and security of life and property of both ; alongwith ensuring a genuine taste of local culture and tradition of the destination-of-visit.

Most of the prior research on Home-Stay Tourism are found to be focused on issues like the satisfaction level of tourists, Service Quality, impacts on tourism development, commercialisations, or on the opportunities and challenges of such tourism, etc.. This study is, therefore, an effort to address the following primary objectives:

▪ To understand the organisation and functioning of Home-Stay arrangements outside India.
▪ To examine the complexities of the existing home-stay arrangements from the point of view of the facilitators as well as the tourists.
▪ To analyze the role of intermediaries in creating a connect between the facilitators and the tourists.

So as to achieve the objectives of the study, the researchers have adopted an entirely Review-Based Method of collecting the necessary data to lay down a solid theoretical and analytical base to arrive at the findings. The choice of the stated method stands justified by the backdrop of non-availability of much previous research works with regard to the problem and purpose of the present study.

Keywords: *Home-stay, Consortium, Tourists, Facilitators*

THOMAS COOK (INDIA): FOCUSED CSR AND SUSTAINABLE TOURISM PRACTICES

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Sustainability and sustainable tourism has been the buzz word in tourism and Corporate Social Responsibility (CSR) literature in the recent times. Sustainable tourism practices are critical to the socio-economic sustenance of the place considering its present and future. It must be understood that tourism in itself is not an industry but an aggregate of individual industries like hospitality, aviation, railways, infrastructure and travel trade working in tandem. It is therefore, important that each contributor to this hybrid industry does its part in ensuring sustainability of the tourist destination. In this regard, contributions of more prominent service industries like hospitality, transport and logistics (all types) towards sustainability of a particular place or sustainability as a whole have been widely studied.

CSR and sustainability efforts of travel trade industry (travel agents and aggregators) are much less focussed as they are perceived to be not directly linked with environmental issues and resource depletion. Therefore, there is a looming gap in sustainable tourism literature that needs to be addressed. As a part of a broader study on sustainable tourism, CSR and their effects on regional identity thereof we have developed a case study on Thomas Cook (a travel trade organization) and its CSR activities focussed towards sustainable tourism and social development.

Thomas Cook (India) Limited is actually a tour & travel based company which also do various CSR activities related to health, hygiene, education, sanitation, rural or tribal area development and also contribute in Prime Minister's Relief Fund (PMRF) every year. In terms of their CSR activities they train the villagers to maintain hygiene of the tourist spots and the travelling route and also provide vocational training on tourism in their Thomas Cook Centre of Learning (COL). Here in this case study we mainly discuss about what their past and current activities, how they are managing funds and their past and current CSR activities.

Keywords: *CSR, Sustainable tourism, case study, Thomas Cook*

SERVICE QUALITY, CUSTOMER SATISFACTION AND LOYALTY: A STUDY OF GAP ANALYSIS OF RESTAURANTS IN VARANASI

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Restaurant business has emerged as one of the most competitive sectors. An organisation must look into needs and wants of customers to be successful. It becomes imperative to understand the components of quality service experience as critical to long term business health in the Hospitality organisations. The lifeblood of Hospitality, Tourism and Leisure industry is the customer. Ensuring that the customer receives an appropriate level of service is critical to success. Therefore this study attempts to investigate existing levels of service quality by analysing the Gap between Perceptions and Expectations of guests (P-E gap) along with suggestion to assist policy makers, the restaurant authorities focusing on specific areas/dimensions where lagging. The data for the study will be collected through self-administered questionnaires using DINESERVE model. This mixed method study aims to provide clear thoughts on appropriate recommendations to develop framework of their service quality indicators and implement an effective strategy to meet the customers' expectations.

Keywords: *Customer Satisfaction, Dineserve, Gap Analysis, Service Loyalty, Service Quality.*

MEDICAL TOURISM IN ODISHA: OPPORTUNITIES AND CHALLENGES

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Although the medical tourism is still in its infancy stage in India, this sector has the potential to grow exponentially and will be a force to reckon with in the coming years with our country with an estimated foreign exchange of about 4 billion dollars is one of the major contributors in healthcare. With the presence of big brands like AIMS, Apollo Hospitals, AMRI Hospitals, LV Prasad Eye Institute, Care Hospital and Narayana Hrudayalaya, SUM Hospital and KIMS, Bhubaneswar, Odisha the state of Odisha has become a major hub of medical tourism in eastern India primarily because of certain advantages such as high quality surgery techniques and procedures at quite low and affordable costs and well known doctors. However, a few major concerns facing the industry are lack of coordinated endeavour to promote the industry, non-uniformity in pricing policies and standards across hospitals and lackadaisical approach by the government to take initiative. This is aptly supported by a joint report by KPMG & IPICOL that in order to improve the specialty treatment, the capital city needs to have atleast another 1,100 beds by 2025 in departments like oncology, cardiology, neurology and nephrology. Against this backdrop, this study attempts to analyse the opportunities &challenges facing the industry to overcome the barriers on upgrading its medical services in Bhubaneswar, Odisha.

Keywords: *Medical Tourism, healthcare, Opportunities & Challenges*

ANALYSIS OF CONSUMER BEHAVIOUR WHILE SELECTING HOLIDAY DESTINATION IN JAMMU AND KASHMIR

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Human beings have an innate curiosity to explore the world. Ever since man evolved, they travelled far and wide, initially due to compulsion and later for recreation and relaxation purposes. Over the recent decades, tourism industry has witnessed sustained growth and constitutes one of the fastest growing economic sectors. In this paper, the behaviour of tourists will be analysed on what factors influence their decision when they choose to travel to Jammu and Kashmir, as a holiday destination. In this study, the chief characteristics and aspects of tourism destinations are examined, at the outset. The present study defines consumer behaviour is defined as the evaluation done by a tourist before finalising the destination. The major internal and external factors that control tourist's behaviour and subsequently his decision-making process are summarised, while examining the current situation of tourism in Jammu & Kashmir. All the social, psychological, economic and political determinants have been studied in detail, with the help of both primary and secondary data sources. The findings of this research seem to suggest that the state has the potential holiday destination. However, there are concerns on safety and security of the region.

Keywords: *Consumer behaviour, Decision-making, Tourism, Jammu & Kashmir, Security concerns*

COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT: A CASE STUDY OF MAWLYNNONG

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Tourism has become a major agent of transformation in every society and destination it has touched, and this change involves a price. Many communities, particularly in developing countries, are unaware of the costs and difficulties associated with this transformation of development. As a result, engaged locals taking part in tourism development is seen as one of the alleged solutions. Local participation in tourism has been regarded as a positive force for change and passport to development. Participation of local people is criteria often agreed on as an essential condition for development and sustainability of any new form of tourism. Thus, in the light of the above, the present work focus on the contribution made by the community that has brought about the evident change with an objective to draw attention to their willingness to participate in tourism development which is obvious from the findings that the impact of their involvement in tourism development by creating more avenue for tourist attraction that in turn generate huge revenue to the village in particular. The result of their participation is so successful that this created a contagious diffusion to impact the neighbouring villages, districts and the state as a whole.

Keywords: *Tourism, Community, Participation, Development, Change, Society.*

HOTEL'S BEST PRACTICES AS A STRATEGIC DRIVER FOR ENVIRONMENTAL SUSTAINABILITY AND GREEN MARKETING

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The focus on sustainability or "going green" is quickly becoming a major trend. A significant portion of the hospitality and tourism industries depend on the natural beauty and attractiveness of destinations. To ensure sustainability, focusing on green initiatives is good for the environment, the prosperity of the hospitality industry and consumers. Adoption of green marketing practices is crucial for hotels in order to remain competitive and profitable. Greening is understood to mean increasing overall environmental performance by reducing waste, water and energy. The hotel industry is a large business sector, which means hotels can play a major role in changing the culture of environmental degradation practices being followed in order to achieve sustainable growth. According to a report by KPMG, the hospitality sector in India is expected to grow at 16.1 per cent CAGR to reach Rs 2,796.9 thousand crore in 2022. Green initiatives and programs are undertaken by the hotels may be used as a very powerful marketing mechanism. Hotel operators are well aware of the prospective benefits of sustainability, and many of them publicly promote their best practices as

part of their marketing strategy. They are adopting green marketing activities as an opportunity to differentiate themselves from their competitors, to cut costs associated with waste disposal and material usage. To attract the emerging market of green consumers, as well as adhere to the strict rules that are being enforced by the government bodies, hotels are largely adopting to green marketing practices. Additionally, the consumer is interested in green hotels. In spite of the fact that an extensive number of hotels are honing green marketing, it is not a simple employment as there are various issues which should be tended to while executing Green showcasing. This review paper aims at understanding the importance of implementing sustainable green practices in the current hotel industry and their marketing approach and policy. The purpose of this research study was to determine the strengths and weaknesses undertaking environmental best practices and integrating these practices into their marketing strategy. The information for this purpose was gathered from the various scientific resources and literature. It was concluded that many hotels have benefited from green management such as enhanced reputation of the firm and more worth among customers. Sustainability should be the hallmark of a green marketing philosophy against 'Greenwash'. Green Marketing can be a vital tool for promoting more eco-friendly patterns of consumption as well as selling new lifestyles. It was also concluded that most of the hotels are concerned about the implementation of environmental initiatives which are still minimal due to unappealing benefits compared to costs, not enough incentives from the government to encourage implementation of green practices and lack of knowledge about the variety of methods that can be used to protect the environment in an effective way. The findings of this study can be viewed as a preliminary step towards better understanding of green hotel marketing-related activities.

Keywords: *Green Marketing, Hotel, Sustainability, Best Practices, Environment.*

NICHE TOURISM: AN ALTERNATIVE TO BOAST UP RURAL TOURISM IN EAST KHASI HILLS DISTRICT, MEGHALAYA

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Rural tourism is one such industry where we can apply the principles of sustainable development in practice due to the fact that the potential of rural tourism relies on the capability to retain the beauty of landscapes, natural environment and local culture and tradition, hence provide a platform for preserving and promoting both ecological systems and people's tradition and culture, which at the end may in turn help in bringing a balance between economic growth and natural resource conservation, and also in improving the standard of living and financial income. The challenge before the people in many districts of Meghalaya lies in the fact that in the search for means to grapple with low income, there has been a common tendency to exploit all available natural resources which consequently posed a threat to ecological balance. Therefore, a ban on tree felling and later on, a ban on coal mining was imposed to reduce the indiscriminate exploitation of forest and mineral resources and unreasonable management control of pollution. The ban on tree felling and coal mining in the state resulted in a sudden termination of the source of livelihood because no alternative sources of sustaining livelihood were devised to help the people who were affected by the ban. However, it was this challenging situation that has led people to the realization to find for an alternative source of sustaining livelihood without defying the environmental laws. Therefore, in the process, there were some villages which have realized the significance of rural tourism development as a new initiative towards sustainable development and there were fewer numbers of villages which have prospered a lot in the field of tourism development. However, it is also quite pertinent that rural tourism in Meghalaya is not devoid of the impact of seasonality either to some or to a large extend. Hence, keeping in mind the need to find a sustainable and alternative source of sustaining livelihood (local economic development), the demand for ecological conservation (environment), the potentiality of rural or eco-based tourism in sufficing the both local economic development and environmental conservation, and also the impact of seasonality in tourism industry, the present study proposes to bring an initiative which can comply with the principles of sustainability as well as to overcome the negative impact of seasonality. Therefore, the present study eventually intends to find out the potentiality of niche tourism in East Khasi hills District of Meghalaya. Niche tourism is directed towards satisfying the needs of specific market segment(s) which, therefore,

requires a proper identification and organization of product features to meet the needs. Since a couple of years ago, the tourism department of Meghalaya has come up with the efforts to adopt the concept of holding festivals which somehow follows with the concept of niche tourism. However, such kind of festivals too remained seasonal. It requires the *conscientization* of the entire host community especially those villages with potential tourism resources to achieve success in any new development initiative. Therefore, the host community should be made aware of the benefits that niche tourism can offer. It also important to assess the perception of the local community on the strength and weakness of rural tourism in the district based on their experiences so that strategies can be developed or modified in a way to achieve sustainability in every aspect. Therefore, the present study will focus on assessing the potential factors of niche tourism by applying suitable methods of primary researches.

ECOTOURISM IN AN INDIAN SUNDARBAN ISLAND AND ITS SOCIO ECONOMIC IMPACT ON THE UNIQUE MANGROVE ENVIRONMENT

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Eco tourism is a type of responsiable travel. Present study area is Jharkhali Island of Indian Sundarban, an attractive tourist hub due to its well road connectivity. It is surrounded by two rivers, Matla on western side and Bidya on eastern side. River Choto Herobhanga being a connector of these two big rivers, marks the southern boundary of Jharkhali Island. This Island covered almost 163 km^2 in 1986 but in 2014 covering area measured as 162 km^2 by using satellite images and field verification. This study will determine wheather it is ecotourism or not. The parameters considered to fulfill the purpose are rate of tourist visit, nature of tourist, changing Bio Diversity, biodiversity loss, effect on local livelihood, tourism carrying capacity, tourism type, regulation and interdependency with nature. Data are statistically analysed through SPSS. Supporting data for this study are landuse landcover changes map, census report.On 1983 to 2012 number of hotels were 3 but during 2016– 2017 rapid growth of hotel took place, when the number of hotels became 9 at tourist hub area. Jharkhali Island holds a Mangrove Eco Park, where 55 species of Sundarban mangroves are represented, a Tiger rescue centre, a Butterfly garden, one watch tower and variety of crabs. If this area is subjected to non sustainable tourism it will become more vulnerable to destruction of important tourist attractions.

Keywords: *Ecotourism, GIS (Geographical Information System), Bio-diversity, Carrying Capacity, Sundarbans*

ROLE OF SOCIAL MEDIA FOR PROMOTING TOURISM & HOSPITALITY INDUSTRIES AND TOURIST DESTINATIONS IN INDIA

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Social media for connecting people with those around them – friends, family, co-workers, or simply others with similar interests. Social Media plays a very crucial role for promoting Tourism & Hospitality Industries and Tourist Destinations in entire India using Social Media platforms like Facebook, Twitter, WhatsApp, Instagram, and We chat etc., Tourists by sharing their own travel experiences through Social Media consumers are inspiring visitation through textual, photography, video and word-of-mouth recommendations in that process off beat tourist destinations are also popularized. Social media platforms offer travel brands the ability to identify potential travellers, communicate directly engage with Tour operators and create "branded experiences" through advertisements and custom developed Social Media applications. Social Media will also serve as a consumer market research tool for destinations to gather user insights, measure content engagement and crowd source ideas before bringing them to market. Social Media has also expanded the reach of Industries as now they can target consumers sitting miles away without even meeting them.

If the present Tourism and Hospitality Industries professionals ignore the importance of Social Media means that they will remain ignorant of the World happenings, which a must for the 21th Century Tourists for safety and comforts.

Taj Mahal has become the World's first historic monument to have its own verified Twitter handle, @Taj Mahal. The Twitter account has launched on 15 August 2015, India's 68th Independence Day. After its launch, people from across India and the world started sharing their Taj Mahal experiences. This article aims highlighting how Social Media is used as a tool for promoting Tourism & Hospitality Industries and Tourist Destinations in India.

Keywords: *Role of Social Media, Social Media Applications, Tourist destination marketing, Social Media Platforms, Consumer Market Research Tool.*

TO STUDY THE E-CONSUMER BEHAVIOR OF TOURISTS IN MAHARASHTRA (INDIA) BY USING DESTINATION WEBSITE EVALUATION SCALE

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The paper aims to evaluate the official destination website of Maharashtra, the leading tourism state in India, through user judgment approach. After extensive review of literature, the researchers have proposed the instrument to measure the performance of the destination website from customer perspective. The instrument developed, namely 'the Destination website evaluation scale', measured website on the basis of 5 critical success factors: Quality of information, ease of use, customization & interactivity, Trust & identity building components and online booking. Reliability and validity tests applied, confirmed the usefulness of the instrument.

User ratings (collected from 200 respondents) have made the researcher to understand the preferred attributes of the website. "t test" was used for data analysis. The findings revealed that, except the factor "trust and identity building components", there is a huge gap (significant difference) between the importance and performance of various website attributes. Therefore, constructive suggestions were given for improvement of the identified critical success factors of website. The findings are helpful for DMO to acknowledge online information preferences and E-consumer behavior.

Keywords: *Destination Website evaluation,* E-consumer behavior, *DMO, Maharashtra tourism*

A REVIEW OF TALENT MANAGEMENT ISSUES IN TOURISM AND HOSPITALITY

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Purpose: The purpose of this article is to clarify what is meant by talent management and how Human Resource Management plays a critical role to retain pool of talents by developing competitive strategy to achieve organizational excellence. Human resource management is often seen as one of the most important assets of business organizations. The main aim of this paper is to emphasis of the talent management in the context of trained employee's issues in tourism and hospitality.

Design/ Methodology/ Approach: This article is a structured review of literature focused on talent management and importance of Human resources in tourism and hospitality industry. The paper explores the importance of talent management and suggests that how Human resource team can incorporate the talent management for sustaining the tourism business for long term.

Findings: Based on the different literature review paper of talent management concept this paper proposes a new interpretation of concept of talent management in tourism industry. This paper highlights the talent management concept to integrate and incorporate in tourism to achieve the business excellence. Because tourism is one of the major dynamic industry which generate more revenues but there is no proper training and talent management in the organization to retain and develop more pool of talented employees.

Practical Implications: Tourism and hospitality organization can understand and implement talent management strategy to improve employee recruitment, retention, and engagement of talented employees to achieve sustainable business excellence.

Originality: This paper will create an idea in mind of practitioners to understand more about talent management and will develop a strategy to implement this framework in tourism industry too.

Keywords: *Human resource, Talent management, Tourism, business excellence, Recruitment, Retention*

SUSTAINABLE TOURISM: A CASE STUDY OF MAWPHLANG SACRED GROVE

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Khasis the land of culture and diversity, the land which had been blessed with the picturesque landscape. The Khasis people are well-known for sustainability and environment. There are around 80 plus sacred in Khasi and Jaintia hills according to the studies done by Khiewtam and Ramakrishnan, 1989; Saklani and Jain, 1994; Alemmeren Hamir and H.N. Pandey, 2002. This show how responsible and caring the Khasi people are with regard to the environment and ecology. The best example of such activities is Mawphlang sacred Grove which had been the sample for others. This paper aims to study the Sustainable and responsible taken up by the local communities in Mawphlang. To attract tourism and other related activists to generate economic benefits for the local communities without being compromises with the environment and affecting the ecological balance in the destination. This will carried out through a wide, in-depth interview and participative observation. In this paper, a comprehensive literature review will be present in order to clarify and linked with the other sustainable practices around the globe. And how it can help to improve and maintain the sustainable practices in Mawphlang sacred grove. The narrative method will be used to analyse the data generated from the field.

Keywords: *Sustainable Tourism, Mawphlang Sacred Grove, Local Communities, Tourism*

GREEN MARKETING AND GREEN TOURISM - AN EYE OPENER IN MEGHALAYA

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Green tourism is the term used to describe best environmental practice within the tourism sector. It covers issues such as business efficiency, environmental management, waste, transport, as well as topics like social responsibility and biodiversity.

In recent years, modern travel, tourism and visitors cannot be denied to be a factor of global warming. The rise in environmental awareness, emphasizing on low-carbon emission is taking the lead.

Meghalaya is a fast growing tourist destination. The tourist attractions are not limited to nature alone as it also has handicrafts and cities luring tourists. Meghalaya is a place that can be visited any time of the year. The states tourist potential lures people away from their usual habitat in pursuit of leisure activities in the countryside.

For green tourism to be successful it is essential to undertake adequate marketing efforts. This purpose is best achieved through the so-called green marketing. Seen as a strategy, green marketing implies cooperation

between suppliers and sellers, partners as well as rivals, in order to achieve environmentally sustainable development throughout the entire value chain, while at the same time, it internally calls for the cooperation of all business functions in finding the best possible solutions for two major guiding principles: profit and long-term, positive contributions to the environment (society and the natural surrounding). To gain all the strategic advantages that green marketing in Meghalaya has to offer to green tourism requirements and the willingness to rethink the very foundations on which the mission, vision, strategy and goals of a business are based.

This paper will focus on the various strategies of green marketing and calls for commitment and focus not only from top management but also from each stakeholder and individual within a business. Green marketing and green tourism will be the new direction for the future development of tourism in Meghalaya. The concept of green tourism, with the success stories, will establish a complete management of the green tourism market.

Keywords: *Green marketing, green tourism, sustainable development, Meghalaya*

INDIGENOUS TOURISM MARKETING: AN OVERVIEW OF MEGHALAYA

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Indigenous tourism is defined as tourism activity in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction.

Indigenous tourism occurs within the context of a global tourism industry which, in turn, is part of a broader environment which influences, and is influenced by, non-indigenous and indigenous tourism activity. Those factors which may have a particularly strong influence on indigenous tourism include economic considerations, cultural factors, the physical environment, social demographic factors and political action.

In Meghalaya, the indigenous cultures have become a powerful attraction for tourists and as such have drawn the attention of tourism entrepreneurs, government agencies and academics.

Indigenous tourism has made an important impact on the welfare of the local people of Meghalaya. The tourism industry continues to portray as "paradise," "unspoiled," "sensuous". The scenic beauty of Meghalaya is enough to attract tourists. Women have been engaged in various tourism related activities along with the others involved in hotel and higher level activities related to tourism. Various tourist destinations like Mawlynong, Latium, Nongrait village (cherrapunji), Ialong (Jowai), Balpakrem (Tura) etc are well known and untapped and the local products need exposure.

It is examined through the variation in income and employment in relation to the seasonal variation in tourist inflow in various sites of the state, the economic analysis relating with the population growth shows huge potential for indigenous tourism in Meghalaya.

The purpose of this paper is to discuss the potentiality of indigenous tourism industry in Meghalaya ,which needs to be discussed further and calls for a better tourism management and adoption of appropriate tourism policy.

Keywords: *Indigenous Tourism, Marketing, Management, Meghalaya*

A STUDY ON EXISTING POTENTIAL FOR DEVELOPING CRAFTS VILLAGE IN LUCKNOW: A CASE STUDY OF LAKADMANDI VILLAGE

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India is a treasure trove of having handicrafts practices across the country, from the beginning of the scientifically proved Indian civilization i.e. Indus Valley Civilization, continue to the modern are, even today's as well. Each state is famous for having its own distinct and unique handicrafts products made for utilitarian purposes, religious purposes and beautification/decoration purposes, which were used to be the life line of the socio-economic structure of the society.

Looking into the benefits of promoting tourists shopping activity and the trends emerging in tourists for shopping while on visit, government has attempted to successfully develop various craft villages across the country, wherein, tourists are indulged in having shopping experiences that means; *more money spent by tourists at the destination; exploring indigenous arts and crafts practices; mitigating unemployment rate and creating entrepreneurship opportunities; providing direct financial support to the least marginal community; and the last, but not the least, strengthening overall experience and satisfaction level of tourists.*

Lucknow, the capital of Uttar Pradesh state, is accredited for being patronage of having various handicrafts practices; one of them is ***Clay-art work practices in Lakadmandi Village***, which is also the major economic activity of the village. The present paper has attempted to go through the detailed case study of the village Clay-art work and draw out the strategies to develop '***Lakadamandi as a Crafts Village***', in Lucknow.

Keywords: *Shopping Tourism, Handicrafts Practices. Community Tourism, & Sustainable Tourism*

EFFECTIVENESS OF E-MARKETING IN THE HOTELS: A CASE STUDY OF STAR CATEGORY HOTELS OF LUCKNOW

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Information and communication technology (ICT) has infiltrated many domains of area and effort. Identifying the possibility of this new technology, marketing employees have eagerlyrecognized ICT and curved the publicisingnotion into e-marketing. The aim of this study is to scrutinize the making andapplication of e-marketing works in the hotel business. The study is based on empirical research conducted in Lucknow, the city of Nawabs. The study will be displayed using a survey technique. The work shows that hotel companies in Lucknow have achieved anintermediate or even high level of application of e-marketing traditions. The enterprises with a higher level of e-marketing works also realise better commercialpresentation. However, the survey also exposed the constrictions to the extensive application of e-marketing in the hotel business.

Keywords: *E-marketing, Hotels, ICT,Lucknow, Survey methodology.*

E-TOURISM, AN EMERGING SECTOR, IT'S CHALLENGES & OPPORTUNITIES: A STUDY IN NORTH-EAST INDIA

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Digital India demands for a revolutionary change in the technological infrastructure of the entire nation. Therefore, there is aneed to redesign the entire business & trade sector. E-Commercehas become one of the business opportunity available because of digitization of country's economy There are many challenges in

this field of business still to overcome.The latest study by the Internet and Mobile Association of India (IAMAI) has found that e-Commerce in India has grown at a CAGR growth rate of about 30 percent between December 2011 and December 2015 and it stands at Rs 1,25,732 crore. According to a recent estimate it will hit Rs 2,11,005 croreby the end of 2017. However, it is to be mentioned here that digital shopping comes only after online travel, which accounted close to Rs 76,396 crorebusiness .Therefore it seems that tourism sector is also generating a substantial amount of resources through e-Commerce. In the North-Eastern part of India which is very famous for its natural beauty but still the e-tourism in this region has not picked up in a systematic manner. The paper will look into the challenges & opportunities of promoting North-Eastern Region through e-Commerce platform.

Keywords: *e-Commerce, Tourism, e-Tourism, online portal, Over Promoted*

ECOTOURISM POTENTIAL AND POSSIBILITIES IN KASHMIR VALLEY

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The possibility of ecotourism promotion at a destination depends on the type of resource base. The Valley of Kashmir has plentiful of natural resources, outstanding socio-cultural features and both built as well as physical heritage which make it an ideal destination. The tourism products of Kashmir Valley are sold in the global market by different tag lines like paradise on earth, Switzerland of Asia, and crown of India. The main focus of tourism promotion in the Valley of Kashmir has remained confined to the conventional mass tourism activities. Tourism marketers are yet to realize the ecotourism prospects of Kashmir Valley which not only would have benefited the local community but also helped in the promotion of sustainable tourism practices. The underlying focus of ecotourism is to promote responsible tourism practices in order to make tourism a sustainable pursuit. The kind of resource base with which nature has bestowed the Valley of Kashmir makes it an ideal destination for ecotourism development. The types of activities range from bird watching to forest trails and river based activities with more opportunities for local community participation.

The present study which is based on survey highlights the potential of ecotourism in the Valley of Kashmir with major focus on possible activities to be classified as ecotourism activities. The survey includes interactions with local community, tourists, and authorities associated with tourism promotion, policy, and planning. The other sources of information include an analysis of the ecotourism development plan for Jammu and Kashmir published by Department of Wildlife, Government of Jammu and Kashmir, and other published documents from print and electronic media. The outcome of results is based on SWOT analysis with main focus on potential areas and type of activities to be harnessed for ecotourism promotion. The ecotourism potential is shown with the help of ecotourism resource map based on survey and authors experience as a native of the Kashmir Valley. The findings of the study show that the Valley of Kashmir has good potential to be promoted as an emerging ecotourism destination with major focus on local community involvement and sustainable tourism practices. It is concluded that the study would help in highlighting the potential of ecotourism as an emerging marketing trend which is based on the basic principles of sustainable tourism practices.

Keywords: *Valley of Kashmir, Ecotourism, Sustainable, Potential*

SPECIAL INTEREST TOURISM MARKETING AND MANAGEMENT: A CASE STUDY OF B.R. HILLS

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Tourism is considered as a significant factor in the geographical importance of economy in many nations improved the sustainable quality of life of the local people Inbound Tourism Comprises non-residents travelling into a country of their choice. Tourism Comprises residents of a nation travelling out to foreign

country. B.R.Hills location situated in southeastern Karnataka state of chamarajanagar district in southern part of India. Confluence of the Western Ghats and the Eastern Ghats, the sanctuary is home of eco-systems that are unique to both the mountain ranges. its major tourism place primarily a hill top tourism centre its very dominantly Temples, eco friendly tourism hills, and scenic beauty Tiger project forest, Flora and Fauna good climate, rainfall. Wild life sanctuary Very important aspect, multidimensional activity and historic elements place. It's have accessibility of all facilities and accessibility. Planning strategy for sustainable development of tourism inclosing geographical analysis. Identify of tourism places and its characteristics existing infrastructure facilities shortfalls. Collected data information on tourism palace linkages and connectivity Review various policies on tourism and identify shortfalls, potential tourism place its infrastructure status from Tourism department, Mujarayi department, and Forest department. PWD, KSRTC and District Statistical Department. The chamarajanagar dist is occupies a prime position as tourist place in Karnataka which consist of tourist spots spread over the district of chamarajanagar there are mainly B.R.Hills admin by yelandur taluk. This topic relates to the survey of literature highlighted the need for managing the impact of tourist and pilgrim mobility. Infrastructural facilities play an important role for the development of tourism. Using Map network with GIS analysis methods visitor generating regions (demand side–domestic and non-domestic visitors). attempt is made to high light transport and communication facilities consists of hilly station areas, therefore road transportation get first preference for travelling. Maintain of sewage drainage system. Drinking Water. Garbage maintenance. Solid waste management plan aimed at identifying the source and offering disposal alternatives land location. Maximum accommodation provides facility. Parking and staying system. Main role of tourism police and personal safety, awareness and protection of visitor's security is important for the better development of tourism industry at place. B.R.Hills Tourism is an important service and entertainment linked economic activity. Using Facilities from tourism department. Link between other tourist places from Origen tourist place and attracting ecotourism. SWOT analysis methods, recreation facilities sanitation improvement consider in this study area. Conclusion B.R.Hills tourism is a significant factor in the geographically economy of the study area. Tourism related infrastructure in various parts. Increase awareness about conservation of the environment and the cultural heritage. Lack of physical infrastructure mainly water supply, roads, Solid Waste Management. Suggested to prepare a master plan and avoid to the discrimination that is made between Indian tourist and foreign tourist in the tourist places reference bibliography and data analysis visiting study area collection of data interpretation and statistics, article, searching for internet sources e-journals.

Keywords: *Mountain range, infrastructure, economic activity, eco-friendly.*

PROSPECTS OF CULTURAL TOURISM IN NORTH EAST INDIA AND THE ROLE OF TOURISM ENTREPRENEURS: A STUDY WITH SPECIAL REFERENCE TO BTAD, ASSAM

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The main preposition of the present paper is that entrepreneurship development based on cultural tourism is an alternative solution to provide employment and bring peace in the conflict areas. Here, it is also assumed that a sense of national unity, an appreciation of regional diversity, and understanding of the past and present history of a particular place be well developed while discussing the cultural tourism. Hence, the present paper is an exploration of the cultural tourism potential in North Eastern Region of India in general and Bodoland Territorial Area District in particular; and the role of Touripreneurs in cultural tourism development in the region. The paper which is both descriptive and exploratory in nature is based on both primary and secondary data. The finding of the paper clearly reveals that the region which is endowed with various ethnic groups which follow different religions and speak different languages with different food habits and costumes is an exotic place for cultural explorers. Further, it is also revealed that there is an upward trend in the tourist inflow in the study area during the study period.

Keywords: *Cultural Tourism, Touripreneurs, Ethnic Groups, Exotic Place, Cultural Explorers.*

ECOTOURISM AND SUSTAINABLE LIVELIHOOD OF INDIGENOUS COMMUNITY: A CASE STUDY ON CHINNAR WILDLIFE SANCTUARY

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Ecotourism and indigenous community are the two sides of same coin. The indigenous knowledge and skills are being utilized for conserving the resources and promotion of ecotourism. Realising the key role of ecotourism in eliminating poverty, particularly in the rural areas, the United Nations declared the year 2002 as International Year of Ecotourism. Kerala – the God' Own country is always leading in front by taking innovative practices in tourism development. Ecotourism initiatives of Government of Kerala is one of the remarkable approach to tourism development that emphasis on community participation, livelihood and conservation. In order to promote community participation in ecotourism management, The Department of Tourism, Government of Kerala has established a separate Directorate of Ecotourism for taking care of ecotourism development in and around 21 protected areas of the State.

As part of the ecotourism initiatives, Eco Development Committees (EDCs) in Protected Areas and Vana Samrakshna Samithi (VSS) in the reserved forest areas are formed in the state. Today, there are 190 EDC and 398 VSS are formed in the 21 protected areas as well as other reserved forest areas consisting of 71503 families across the state. Ecotourism in Kerala has become an inseparable part of livelihood benefits of indigenous community members and the buzzword has brought about significant changes in the socio-economic life styles of poor community members.

The ecotourism programmes at Chinnar Wildlife Sanctuary located at Devikulam Taluk of Idukki District is providing a platform to the EDC members of Hill Puyalas and Mudhuan indigenous community members to generate livelihood benefits for the last one decade. The EDC members are involved in various ecotourism programmes such as guides, interpreters, watchers, office assistants and food suppliers. Out of the 15 settlement areas of indigenous community, at present, 43 male and 14 female totalling to 57 community members representing 57 families are generating direct benefits from ecotourism programmes.

During the 3 days Regional Workshop on ecotourism conducted by KITTS in 2013-14, the community members had demanded for specific skill development programmes to strengthen their skills and knowhow to meet the expectations of visitors also. Accordingly, the Centre for Ecotourism of KITTS has launched *Learn – Live – Lead Community Skill Development Programme* for the EDC members of Chinnar Wildlife Sanctuary in 2014. This programme has provided a platform to the EDC community to *learn* specific technical skills and knowledge and utilise the same in their jobs so that their *lives* have become into sustainable track and taking a *lead* role for conserving their families and the resources upon which their life is dependent.

The conduct of the continuous skill development programmes have brought about significant changes in the personal, social and economic life styles of poor community members for the last 5 years particularly among the women EDC members. In this context, this paper examines how the life of 57 indigenous community members have been transformed through ecotourism, the challenges they faced and their expectations in future for achieving a sustainable livelihood practices.

Keywords: *Ecotourism, Chinnar Wildlife Sanctuary, Indigenous People, Eco Development Committee and Women Empowerment*

TOURISM IN HYBRIDISED SPACES: HISTORIES AND LIKELIHOODS OF MODERNISTIC PROGRESS

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Coming from a background of social sciences and, in particular, its branch of hybridity, I wish to tackle the issue of socio-psychological feasibilities of a space becoming a tourist destination. The centre point of the paper is - Despite the abundance of natural and human resources, as well as avenues for circulation of tourist-based products, why is a) Mizoram yet to utilise its potential, and b) can it catch up in the race of tourism competition from the current position it is in?

I base my work off of secondary sources (as well as personal experience and interpretation) of documented popular tourist areas; and my past research works on hybridity which, among others, has engaged the issue of injection of modernity in a milieu where indigenous-level intellectualism has not yet become self-aware. In the very same vein, this paper will deliberate upon the dynamics of hybrid realities, where on one hand we have a case such as that of Mizoram which has its own history (as far back as folklores and mythologies) of egoistical and ethnocentric pride, and, on the other, popular tourist areas' history of benevolent reception at the community/state level. In doing so, the paper will focus upon the human element of tourism (tourists as consumers in service sectors, and the indigenous as the service providers); and tackle concerns such as the importance, effectiveness, and practicality of monetary incentives, tourism and hospitality education, and governmental aids in progressively amending mindsets and attitudes.

Keywords: *Tourism, Service Sector, Socio-psychology, Hybridised Spaces, Mizoram*

DETERMINANTS OF SELECTION OF TOURIST DESTINATION- A STUDY OF CAPITAL OF MADHYA PRADESH

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Tourism is one of the important pillars to strengthen country's economy after agriculture and retail. According the report of World Travel and Tourism Council (WTTC, 2016) the travel and tourism sector generated Rs 14.1 trillion in 2016, which is world's 7th largest in terms of absolute size; the sum is equivalent to 9.6% of India's GDP. Additionally, the sector created 40.3 million jobs in 2016, which ranks India 2nd in the world in terms of total employment generated. The sector accounts for 9.3% of the country's total jobs. This data reveals that there is a lot of potential for India to grow, as India is a beautiful city with the diversity has lot more to attract foreign as well as local tourist. India started focusing more on tourism by spending on developing tourist destinations and using state wise promotions which ultimately attracts more of domestic tourist. Contribution of domestic tourist in tourism is higher than international. Huybers (2003) and Pierret (2011) also support this fact in their study, which conclude that despite international tourism highlighted mostly and the development and research of domestic tourism rather neglected, though both complement each other but value of domestic tourism expenditure is significantly larger than that of inbound tourism due to short break holiday.

Tourism is defined by UNWTO, as a social, cultural and economic phenomenon which involves the motion of people to countries or destinations outside their typical surroundings for individual or business/occupational reasons (Tourism as…, 2010). It is also evident from the data published by Navduniya on 10th December 2017 that MP has secured best tourism of the state award on its name continuously from three years, and tourist increased by 10% from last year. This year 15 Crore tourist recorded by MP tourism among them only 360195 were foreign tourist. This sector has become an important source of livelihood for locals this fact is also supported by report of UNWTO (2015) that an increasing number of destinations worldwide made tourism a key driver of socio-economic progress, through the creation of jobs and enterprises, export revenues, and infrastructure development.

Keeping in view of data facts and literature this study focuses on a major research gap is to find out the key determinants, which derives the selection of the tourist destination in domestic tourist places with special reference to Central India; the study conducted in Bhopal the capital of Madhya Pradesh. This paper attempts to identify the key determinants and their impact on the choice of tourist destination and further to suggest the solutions to enhance the attraction of tourists to the tourist destinations. The result of first phase of the study shows that Marketing, strategy, Adventures, Budget, Peers and Short break holidays are the major

driving factors. Further the study suggest that Madhya Pradesh Tourism can be benefited if they strategies focusing on 'value for money strategy' in promoting their services which will result in increased tourist base.

Keywords: *Tourism, Tourist destination, MP Tourism, Consumer Behavior, Decision-making*

CONSUMER BEHAVIOR TOWARDS STREET FOOD IN LUCKNOW

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Food is necessary for all the living beings and is available in many forms in our nature and at different places. Different types of foods are available in hotels, restaurants or they could also be located on street side. This paper will focus on the consumer behaviour towards street food in Lucknow. Lucknow is a north Indian city with a rich history and culture. In India during the last few years there has been an increasing trend towards the sale and consumption of street food at the road side. Due to this street food considerable amount of employment has been generated. This study will also help the street vendors to improve the sales of street food.

With customer satisfaction, consumers are the people who buy and consume the food. Every consumer has different perception and attitude towards different products but in this paper the focus is on the food industry. Hygiene could be one of the factors that affect the consumer attitude towards street food. So this paper will discuss about many facets of consumer attitude towards street food industry.

Research Methodology: The research methodology used in this paper would be Exploratory cum Descriptive. Exploratory research is a type of research conducted for a problem that has not been clearly defined. A structured questionnaire sheet will be prepared to conduct survey. Purposive sampling technique will be used in absence of sampling frame. Sample size would be estimated. Substantial sample size will be taken to justify the outcomes of study and to fulfil the requirements. Parametric and non-parametric tests would be applied for hypothesis testing. There will be use of graphs and tables for the purpose of data analysis.

Originality/Value: The paper attempts to bring out facts regarding customer buying behaviour towards the street food.

Keywords: *Consumer Behaviour, Demography, Food Quality, Patronage Intentions, Hygiene*

CULINARY TOURISM – PROMOTING INDIAN CULTURE

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Of all the love of mankind, the sincere most love of men and women is to please their palate with different kinds of delicious Food and Beverages to suit their requirements. So, the culinary tourism, worldwide provides an opportunity not only to taste and experience local food and drink items at every tourist destination. According to Abraham Maslow theory, food and beverages are basic needs of people of any race, tribe or nationality. Food and beverages play a vital role for attracting tourists to a particular destination because of reflections of a local culture and life style. Cuisines always had a great impact on travellers' decisions when choosing their tourist destinations to enjoy their holidays, being away from their homes. In India a wide variety of regional and native traditional cuisine are always made available to welcome and provide best hospitality to the world tourists using locally available spices, vegetables, herbs, fruits including meat of different birds, animals and also marine food. No doubt that traditional cuisine could be excellent tourist attraction in rural villages and also claimed that eating local cuisine might be an integral part of travel experience because of food services has both entertainment and a very good cultural activity to entertain to both guests and friends. Indian Star Hotels and Restaurants are playing an important role for promoting Indian cuisine to worldwide for conducting the Food Festivals regionally and globally. Indian culinary has

been known globally but unfortunately it is not given good advertisement and promotional activity. This paper mainly throws light to advertise and promote the Indian Culinary Tourism to attract world tourism.

Keywords: *Culinary Tourism, Indian Cuisines, Food Festivals and Culinary Marketing.*

ROLE OF SOCIAL NETWORKING SITES ON TRAVEL DECISIONS

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Purpose- Social Networking Sites (SNS) have evolved few decades ago, but the influence of Social Networking Sites in various aspects of users has been seen widely. The Social Networking Sites has provided a platform for various organizations also to connect with larger audiences. Social Networking Sites also provide a platform for users to interact and inform about many things of their life. Tourist destinations are one of the widely discussed topics in Social Networking Sites (SNS) among users. This paper is an attempt to understand the role of Social Networking Sites on travel decisions.

Design/methodology/approach – Structured Questionnaire has been used as research tool and the interpretation has been drawn through various statistical tools using SPSS.

Findings – The growth of users in Social Networking Sites (SNS) has shown a significant impact on various decisions of the travellers.

Research limitations/implications – The research was conducted based on responses of limited number of respondents, whereas the number of SNS users are growing rapidly.

Practical implications – The growing number of Social Networking Sites users and the popularity of SNS is been widely recognized. Some studies also suggest that User Generated Content (UGC) has strong impact on tourism. This study attempts to understand the role of Social Networking Sites on various travel decisions, which could be beneficial for academicians, destination marketers and tourism industry as a whole.

Originality/value – Although there are studies related to the impact of User Generated Content (UGC) on tourism. The originality of the paper remains in the attempt to identify the role of Social Networking Sites in making travel decisions.

Keywords: *Social Networking Sites, User Generated Content (UGC), Travel Decisions*

I LOVE THE HOTEL WHICH I STAYED: ANALYZING THE CONSEQUENTIAL EFFECT OF PERCEIVED SERVICESCAPE TO CREATE TOURIST'S HOTEL BRAND LOVE

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Purpose: Interest in servicescape has increased exponentially over the last two decades among the service practitioners and researchers in tourism service setting (Dong & Siu, 2013; Hanks, Line, & Kim, 2017; Kim and Moon, 2009; Wakefield and Blodgett, 1996). Many researchers consider servicescape as an essential element of tourism service production and consumption system (e.g., Chang, 2016). The study explored the questions like; does servicescape of hotel service providers' influence their customers' hotel brand love? If it influences, what condition through which the effect of servicescape influence customers' service brand love.

Design/Methodology/Approach: A large hotel chain and four independent hotels (such as economy hotels, business hotels, suite hotels, and resorts) in an emerging economy (India) were used for data collection. After deleting incomplete responses, three hundred and seventy-eight (378) responses were used for final analysis. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) was used. Structural equation modelling (SEM) using AMOS 20.0 was used to test the proposed hypothesis.

Findings: The result of the study indicates that servicescape has significant impact on brand love directly as well as indirectly via brand experience. Also, the findings supported the moderating role of customer's visit motive (goal or experiential) between servicescape and brand love.

Practical implications: The empirical assessment of the model contributes valid theoretical assistance to the existing literature by showing how the above-said constructs are interconnected in a service industry like hospitality. The study also paved a roadmap through which the servicescape can create a strong emotional connection between the brand and the customer in hospitality industry.

Originality/value: The study is perhaps among the first to test empirically the effects of servicescape in customer perspective and analyzes the routes through which it creates active customer behaviour, especially in the hotel services context.

Keywords: *Servicescape Dimensions, Service brand experience, Brand love, Customer Motives, Hotel Industry services*

EXAMINING OPPORTUNITIES AND CHALLENGES FOR SMES IN TOURISM

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Small and medium-sized enterprises (SMEs) have gained wide attention of economists, academicians and policy makers internationally, owing to its socio-economic impacts. Being small, independent and flexible in nature, SMEs are extensively recognized for its contribution in innovation, economic growth, wealth creation and employment generation. Tourism, recognized as a fastest growing industry worldwide plays a vital role to catalyst entrepreneurial venture. There exist a inter-dependent kind of relation between tourism and SMEs. Where the industry has been acknowledged for generating diverse entrepreneurial opportunities for local community at the same this industry is conventionally dominated by small and medium- sized enterprises as the majority of the tourist amenities are provided by the small and medium-sized businesses. India is expected to emerge as one of the leading economies in the world over the next decade in the light of a positive political and economic scenario. The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Considering the rich cultural and historical heritage, natural and religious diversity, India possess tremendous potential to develop tourism. The Micro, Small & Medium Enterprises (MSME) segment is expected to play a significant role in the expansion of the Indian tourism industry at present and near future.

Hence, it is imperative to understand the nature, business structure of tourism dependent SMEs, analyze their competitiveness in the view of dynamic national and international tourism market and identify key constrains in the growth and expansion of SMEs.

The present study aims to extend knowledge pertaining to SMEs in general within the context of the tourism industry, and to establish a richer understanding relative to major factors affecting the development of tourism dependent Small Medium Enterprises. The key objectives of the study are,

- To identify the present status of tourism dependent Small Medium Enterprises in Varanasi
- To reveal the constraints of tourism dependent Small Medium Enterprises.
- Recommend the suggestions for improved performance

Varanasi which is an established and internationally recognized tourism destination of India has been selected for the study.

The research is qualitative and exploratory in nature that is based on primary and secondary data. Primary data have been collected by interviewing from random samples of the micro and SME entities using a semi-structured questionnaire. In-depth interviews were carried out with small business owners and community associations operating within the study area to develop wider comprehension. The discussion focuses on the experience of the owner, demand of the tourism destination along with their services, major constraints in running the business from different view point like financial, operational skill and technological knowledge and promotion facilities, knowledge of promotional activities etc.

The study findings indicate that being small in size and simple structure, short period of time in business operation, lack of management experience and market recognition have formed the major characteristics of these SMEs. Furthermore, they are facing an increasingly competitive environment.

Keywords: *SME, Tourism Business, Varanasi, Networking, skill*

INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION IN TOURISM

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Tourism is a sector which invites lot of opportunities for increase in revenue generation and upliftment of the local economy. The change in information technology has facilitated the proliferation of information which has benefited the tourism industry at large. It has facilitated the ease to know about any tourist location, compare and make travel plans. Any shortcoming of a location is easily identified and can be spread out within minutes through the social media. The popularity of a tourist location is dependent on the level of satisfaction a customer gets from visiting the location. The level of satisfaction comes from the exposure to various touch points associated with the location. The service quality associated with the touch points plays a great role in developing competitive edge of the location and in defining the factors of differentiation. Since popularity of tourism depends on the ecosystem on which it operates, it is important to understand the dimensions of service quality which leads to customer satisfaction and sustainable development.

Objective: The researchers will try to find out the service quality parameters which lead to customer satisfaction and increased popularity of a tourist location.

Methodology: A primary research will be conducted to understand the importance of service quality dimensions.

Keywords: *Service quality, customer satisfaction, ecosystem, tourism, location*

INFORMATION AND COMMUNICATION TECHNOLOGIES ROLE IN HOTEL SERVICES AND ITS IMPACT IN SELECTION OF TOURIST DESTINATION

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Information & Communication Technologies (ICT) has an important role in developing a region as a tourist destination. It can not only increase the visibility of the place but also change the perception about essential components of tourism such as accommodation, catering, transportation, visitor attractions, safety majors,

entertainment, travel intermediaries, retailing and tourism-related public agencies. Overall satisfaction of consumer is directly related to satisfaction with each component of tourism.

North-eastern part of India consist of eight states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. These states have huge tourism potential because of huge presence of wildlife, natural beauty, lush green tea gardens, unique flora & fauna, hold shrines, turbulent rivers, and vibrant and colourful cultural festivals of the states. But, compared to other parts of country like Kerala, Goa, Gujarat, Rajasthan, Madhya Pradesh, tourist visiting in this part are less in number. One of the reasons for the same is low visibility and perception about safety majors, infrastructure, and quality accommodation availability. This study focuses on identifying the factors responsible for choosing a tourist destination by consumer. Study also compares north eastern states with rest of India based on preference of consumer in selecting tourist destination. This study also explores the presence of accommodation facility in ICT domain. This has been done with the help of collecting the data from online websites providing accommodation details. Findings of the study suggest low presence of hotels from north east states in ICT domain, which is one of the important factors identified in selecting a tourist destination. The study also highlight the facts that the hotel owners in north eastern states are less proactive in their visibility on ICT domain as well as in responding on the reviews/queries that comes on these websites. This study will help policy makers in developing north eastern as tourist destination. This will also help accommodation provider (Hotel owners) in understanding customer preference as well as help them in improving the quality of service.

Keywords: *Tourist Destination, Hotel, Accommodation, North Easter State, Information & Communication Technologies (ICT)*

THE ROLE OF SERVICE QUALITY AND ITS RELATIONSHIP WITH DESTINATION LOYALTY: A CASE STUDY ON HODKA VILLAGE, GUJARAT

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As the tourism and hospitality industry is a service sector and tourism is nothing but consuming services and gaining new experiences, the success or failure of this industry depends on the quality of services available at the destination and therefore, the role of Service Quality Management in the achievement of tourism industry cannot be neglected. At present tourism has become a booming industry in India and there has been a huge shift in tourists' attitude from the back of the bus, five-star tour to something more interactive and in that connection, the rural India, that not only offers authenticity but also a unique life time experience, is emerging as a place of interest for many special interest tourists and the city dwellers coming from urban India as well as from the abroad. But, it is unfortunate that most of the time, while promoting such destination, we talk too much about its serenity, natural or man-made tourism potentials but overlook the quality of available services that actually facilitate the tourists at any particular place and at the same time make a long term impression. Therefore, many a time even if any rural destination has great tourism potentials, it fails to grab the tourists' attention. From extensive literature review it has been found that there is a strong linkage in between service quality and consumers' satisfaction. Moreover, satisfaction in a positive direction often increases the revisit intention and build up product loyalty. The researchers have mentioned the Shaam-E-Sarhad Village Resort, located in Hodka Village in Gujarat, as an example to justify the relationship between tourism service quality and destination loyalty. The secondary data used in this paper are collected from various literature sources which include research papers, reports published in newspapers, travel magazines, websites etc.

Keywords: *Service Quality, Consumer Behavior, Satisfaction, Revisit Intention, Destination Loyalty*

TOURIST BUYING BEHAVIOR IN MEGHALAYA: A CASE STUDY OF EAST KHASI HILLS

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Today's marketing system has evolved from the time of a simple barter of goods through the stage of a money economy to today's complex marketing. Simply seen, marketing is a set of business activities that facilitate movement of goods and services from producers to consumers. In tourism, each and every factor that promotestourism development of a tourist destination is of prime importance. One such factor constitutes of the tourist buying behavior. Tourists are individuals who visit other places and their characteristics vary from the purview of their perception. Therefore, it becomes a challenging task to understand their need, their buying behaviour and the tourism marketing management.

Cultural, Social, Personal and Psychological factors influence the tourist buying behavior. These are external to the tourism organizations and cannot be controlled. When a tourist perceives a destination and the environment around it, he/she may develop and create an image through either the selective attention, selective distortion or the selective retention. Evaluation of the alternatives however may be focused on the following parameters like the price, features/attractions, availability/the route to reach the destination and the quality of services. As such, an enquiry into the subject matter is most apt keeping in view the tourism potential in Meghalaya. This study is based in certain parts of East khasi hills where most of the tourist destinations are located.

Keywords: *Tourist, Marketing, Destination, Tourism, Perception*

A STUDY ON ECONOMIC IMPACT OF TOURISM AND COMMUNITY INVOLVEMENT WITH SPECIAL REFERENCE TO HAMPI – A WORLD HERITAGE SITE IN KARNATAKA

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The Group of Monuments at Hampi was declared as a UNESCO World Heritage Site in 1986. Hampi was one of the richest, beautiful and largest cities in the World under the rule of Vijayanagara Empire. The Group of Monuments at Hampi is a finest example of Vijayanagara style temple architecture, which was evolved during the Vijayanagara Empire. The Government of India, the Archaeological Survey of India (ASI) and the Government of Karnataka are responsible for the protection, conservation and management of the Monuments at Hampi. Hampi being one of the UNESCO World Heritage site, is attracting large number of tourists every year and is contributing significantly to the economy of the country. Apart from agriculture as a major source of income, the local people are also dependent on tourism related activities. There are many tourism related activities happening in Hampi and study focus on the possibilities of the inclusion of local communities in tourism related activities as it can be core reliable cradle for the economic and social development. A survey is undertaken for the study and the sample population consists of local people residing in Hampi.

And the outcome of the study would be to identify the need various support and need of and exclusive administrative model can be implemented in Hampi. Also will be identified the role of authorities to facilitate and extent various support so that the local people are being economically benefited which ultimately helps in improving their living standards. The study is undertaken to know the involvement of local people in various tourism related activities in Hampi and how to assure a positive economic benefits received by them through tourism by establishing an innovative CBT model. The study suggest on the prerequisite on the various initiatives which has to be initiated by the authorities to assure the possible economic benefits to the local people.

Keywords: *CBT Model, Economic Benefits, Community Inclusion, Social Development, Role of Authorities*

AN ANTHRO-HISTORICAL ANALYSIS OF SUSTAINABLE TOURISM AND HOSPITALITY MARKETING IN INDIA

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The concept of sacredness, spiritual attainment and moral and material well-being lead to the formation of the institution called Pilgrimage which forms a major part of Cultural Tourism. In India sacredness is not only attached to birth-places of gods, goddesses and saints but also to the entire ecology of the land which includes flora, fauna, land, rivers, mountains, trees, groves, gardens, jungles, water-bodies, and many other elements of natural environment which sustain life on the earth. This paper is an attempt to critically examine some of the key issues pertaining to the Tourism in India in light anthro-historical perspective. Economic, sociological and environment implications of tourism in India has also been discussed in this paper. This paper also provides opportunities for knowing what economic resources are and how these resources are being utilised in different sectors keeping in view of sustainable tourism and hospitality marketing in India. A small attempt has also been tried to look school education in India and tourism through National Curriculum Framework (NCF) -2005 (which is still base of school education in the country) and NCERT textbooks, since school education is base of higher education.

CUSTOMERS' PERCEPTION ON GREEN PRACTICES: AN ACCOUNT FROM GREATER HYDERABAD MUNICIPAL CORPORATION'S STAR HOTELS

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Hotels around the world are trying their best to be green. Similarly tourists are also becoming increasingly concerned about the environment of their destinations (Moffitt and Engeldrum, 1997). The aim of this study is to investigate customers' perception and attitude in influencing customers' willingness to pay for green practices in star hotels in Greater Hyderabad Municipal Corporation (GHMC). This study analyses data collected from 147 star hotel customers to gain insight into customers' perception and attitudes towards green practices and their willingness to pay. An Ordered Logit regression model is applied to obtain the value of willingness to pay (WTP) and determine the factors influencing it. The findings demonstrate that there is an unfilled market niche for star hotels in terms of green practices in GHMC, as customers care about star hotels that protecting the environment and would be willing to pay more to offset any additional costs associated with 'green' practices.

Keywords: *Green Practices, Customers' Perception, Star Hotels, Willingness to Pay, Ordered-Logit model*

FLUVIAL STRESS ON THE GEOTOURISM OF MAJULI RIVER ISLAND, ASSAM

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Tourism is one of the fastest growing and important civil industries in present times. The concept, scope, type and nature of tourism is also changing rapidly with times. Geotourism is comparatively a new concept of tourism, which sustain or enhances the geographical character of a place, its environment, culture, aesthetics, heritage, and the well being of its residents. It incorporates the concept of sustainable tourism. Majuli district in Assam is one of the largest fresh water and denizen river island in the world and the hubs of vaishnavite culture and diverse geotourism sites. It is located on the midst of the mighty river Brahmaputra which is situated in the upper reaches at 630 km of the upstream of Indo-Bangladesh border. It has enough potentialities for the geotourism development but yet to develop. Besides, Majuli has been suffering from fluvial stresses mainly flood and erosion of the mighty Brahmaputra river and its tributaries.

As a result, many important geotourism sites of the island have already disappearing from the map of Majuli. The present paper will highlight the potentialities of geotourism of Majuli and also examines the fluvial stress on it.

Keywords: *Geotourism, Potentiality, Enhance, Satra, Erosion.*

MODELING THE RELATIONSHIPS BETWEEN TOURISM SUSTAINABLE FACTOR IN THE TRIBAL VILLAGE OF TAMIA, PATALKOT

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Tourism is addicted to growth, which is incompatible with sustainability goals. Despite three decades discussing pathways to sustainable tourism, tourism authorities continue to promote tourism growth despite the ecological and social limits of living on a finite planet. This research paper aims to highlight that tourism must be understood and managed with a wider context of sustainability keeping its factors in mind. Taking the special reference of a small, beautiful magnificent tribal village:Tamia, Patalkot which is Rich with mythical stories and historical tales, the tribal community of the region has lived in quite solitude with the forest , rivers, valleys and mountains since centuries, Tamia is being developed as the finest example of sustainable eco tourism in parternership with the Local community. Tribal and village tours are being organized in Madhya pradesh based on principles of Responsible or Sustainable tourism. The packages are with the very basic amenities but close to culture and tradition of rural India which clarifies Tamia modelling the relationship between tourism sustainable factors to tourism strategies for development and regulating and managing tourism for a better balanced accounting for fairness, ecological limits, human benefit and sustainable futures. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leaderships to ensure wide participation and consensus building. This research paper objective is to present that modelling the relationships between tourism and the sustainable factors taking the case study of Tamia, patalkot of Madhya pradesh Tourism.

Keywords: *Sustainability, Sustainable Tourism, Tamia, Village Tourism, Tribal*

ENTREPRENEURSHIP "A BOON OR BANE" IN TOURISM INDUSTRY

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Tourism industry play the vital role for the nation building and economic stability of the nation so the entrepreneurship became a gift in tourism industry with the cause of environmentally preserved, economically beneficial and sustainable development for the localities and their development. In the contemporary scenario, industrialized countries and in emerging countries the prime concerns are individual rational and creativeness of entrepreneurial business. Entrepreneurial concerns ultimately reduces unemployment rate, particularly educated youth. Examining tourists industry and tourism industry processes are the principal phase to empowering the educated youth to undertake tourism entrepreneurship business. The tourism industry is viewed as the agent of change in economic and social changes. Tourism entrepreneurship eliminates societal problems, but surge the fiscal growth and development of a country, resulting to rise in country GDP. Entrepreneurship in tourism related with all spheres of industry as tour operations, handicrafts, hotel industry, and supplementary accommodation so on entrepreneurs in tourism industry are more concern with economically, socially and environmentally process in an ethical manner.

Keywords: *Entrepreneurship, Tourism industry, Local development, Economy, Environmentally, Sustainable development.*

MULTICRITERIA DECISION BASED TOURISM FOR SMART CITY GUWAHATI - A GIS BASED STUDY

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Guwahati is a largest city located near river Brahmaputra in northeast state Assam. Better known as the gateway of seven sister lands, it has been designated as smart city. The city rapidly becoming tourism hotspot because of its rich cultural heritage, wildlife destinations as well as key urban centres in entire Northeast India. The present study focuses on tourism management and planning based on multicriteria decisions. Multicriteria decision making (MCDM) tool uses spatial information for strategic planning, management, development research and marketing. Such environment assessment criterions are based on land use planning and management. The study includes series of spatial situations and comparisons based analysis. GIS technology is effective in proper planning of tourism as well as helping tourists for planning their activities more efficiently. Such study will help not only in city planning and development but also helps us to achieve sustainable development of our environment. The study also focuses on GIS based approach and its importance in tourism development.

Analysis using GIS spatial applications tools offers decision as well as opportunities for development of modern tourism. Also the ecological and influential factors of Guwahati city were identified.

Keywords: *Tourism, Multi criteria decision, Environment assessment, GIS, Ecology*

SYNERGIZING TOURISM AND MARKETING THROUGH ENTREPRENEURSHIP IN VARANASI

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Tourism development depends on several factors like location of a place, its origin, resources, government, infrastructure, planning etc. And in all aspect people are the major role player, from government officials to laborers, from tourists to travel agent, from transporters to the hoteliers and from foreigners to the local entrepreneurs. Still a developing country like India is blessed to have such working groups whose efforts are easily described through their outputs. People in Varanasi of Uttar Pradesh is likely to have been practising lots of skills, effectively utilizing their raw materials and innovating ideas for marketing their products within limited resources and facilities, which in return has got a chance for further development of the region and the state as a whole. Especially entrepreneurs from poor background in and around the religious sites, having being playing a responsible role in every aspects of life and are acting as an icon in front of the society. These people through their sincere efforts are helping the destination in getting socially, economically and culturally rich and indirectly helping in tourism promotion which in turn provides satisfaction to the tourists in every nook and corner.

The objective of the study is to highlight some of the major initiatives taken by these skilled and semi-skilled entrepreneurs of Varanasi who are trying their level best to come forward with their innovative goods, handicraft materials and services, marketing their products efficiently, also trying to cope up with the present scenario and technology. This is further helping to market the destination as a whole. Across 20 entrepreneurs were interviewed of several location in and around the city. Mainly the entrepreneurs from economically weak background were targeted. Various strategies, procedures and implementations adopted by them are being highlighted in the study. There are many political and social interventions which sometimes prohibit their day to day schedules and are needed to be overcome by the government. The paper will be divided into three parts; the first part will introduce the topic defining its objectives and importance.

The second part will detail the case studies of these entrepreneurs-their life's challenges, working habits and initiatives that have added to the growth of Varanasi tourism. The final part will be concluded with essential finding and suggestions.

Keyword: *Entrepreneurship, Varanasi, strategy, marketing skills, poor background*

EDIBLE INSECTS AND ITS ROLE IN LIVELIHOOD SUSTAINABILITY AMONG THE DIMASA KACHARIS OF DIMA HASAO DISTRICT, ASSAM

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Edible insects are natural renewable resources which serve as an important source of edible proteins and other uses to human beings. The present study describes the traditional culture and practices of consuming different insects as food and its role in livelihood among the Dimasa Kacharis of Dima Hasao district, Assam, the earliest inhabitants of the Brahmaputra valley. The field study was conducted from March 2015-April 2017 by performing interviews through structured questionnaires with the villagers. Insect consumption is traditional alimentary habit among the Dimasa Kacharis. The study documented 25 edible insects belonging to 22 genera, 18 families and 7 orders namely Hymenoptera, Orthoptera, Hemiptera, Lepidoptera, Coleoptera, Isoptera, and Odonata. Out of this, species such as Philosamia ricini, Bombyx mori, Apis cerana indica, Vespa tropica leefmansi and Ochrophora montana are recorded to play a great role in livelihood among the ethic tribe in addition to food security. Study recorded many families engaged in the rearing of some of the edible insects. Insects and insect products are commercially traded for economic gain by the villagers. The present study underlines the scope of investigating the culture and tradition relating to entomophagous habit and the need to enhance the commercialization of edible insects and insect products for potential human exploitation in the district.

Keywords: *Edible insects, Dimasa Kacharis, Dima Hasao, Livelihood, Commercial, Economic.*

HOMESTAYS IN KERALA - AN INNOVATIVE TOOL FOR SUSTAINABLE TOURISM

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This paper introduces home stay as an innovative approach to managing sustainable tourism objectives. The home stay adds authentic socio-cultural richness to the tourists' experience. Economic growth with protection of the environment is a challenge, which compelled to achieve development with focusing on the sustainable tourism. In Kerala, tourists mainly come to enjoy the exotic beaches, breathtaking hill stations, enchanting waterfalls, lagoons, houseboats, traditional festivals and feasts etc. These natural and cultural attributes can be showcased best through home stays.

This paper explores the concept of sustainable tourism development through home stays in Alappuzza, Kerala using a thorough literature review and primary data on first hand experiences generated through observations and semi-structured interviews. Home stays are an attractive tourism product. The Home stay management and sustainable tourism development considers various aspects like economic growth balanced with various ecological parameters, the interaction between tourism and other sectors, life quality improvement, environment deterioration, deforestation, soil erosion, water pollution, and interruption to quiet life. Thus, this research paper aims at the importance of the sustainable tourism development through home stays. It addresses the potentiality, scope and future trends of home stay tourism in Kerala. This study also examines the income generated from Tourism Industry in the State.

Keywords: *Home stay, Sustainable Tourism, Environment, Development, Kerala*

A STUDY ON FACTORS INFLUENCING YOUNG CONSUMERS INTENTION TO PURCHASE GREEN PRODUCTS

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The increasing population demands excessive use of the limited resources available. Not only there is increase in the use of resources but also in the attitude of people towards using those resources. This has been causing adverse impact on the environment. Hence, it is very much important in this scenario to encourage the judicial use of efficient products. Green products are very appropriate for consumption in these adverse environmental conditions. Green product can be defined as those which have lesser or no adverse environmental impacts throughout the life cycle, as compared to any other product performing. The encouragement from the regulatory bodies and the environmental consciousness of people has been a driving force for the use of green products. Promoting the green products consumption will portray a positive image of the corporates as well. Though the environmental concern is increasing, managers are still ambiguous of the factors that influence consumers' intention of green product purchase.

Literature (Gupta and Ogden, 2009; Mostafa, 2007; Wong, Lee, Lin,& Low, 2012) reveals that social influence, attitude towards green products and attitude towards environment have been the key factors in influencing the consumers' intention to purchase green products. Hence the present study was designed with the objective to analyze the positive impact of these factors on intention to purchase green products. The results would enable proper designing of communication strategies to increase the consumption of green products. The increased awareness and usage of green products would help in building a sustainable future.

Keywords: *Green Products, Attitude, Environmental Concern, Sustainability*

THE INFLUENCE OF GREEN INNOVATION AND ENVIRONMENTAL PERFORMANCE ON GREEN BRAND EQUITY TO ATTAIN SUSTAINABLE COMPETITIVE ADVANTAGE

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With the increasing concern about environmental issues from the point of view of customers, public, the governments and companies have been developing a number of environmentally friendly programs. The main purpose of these entities is to promote green products, green brands, green technologies, and eco-design (Hoffmann, 2007; Zhu et al., 2008; Yung et al., 2011). It is becoming increasingly important for companies to raise their environmental awareness because more and more number of customers are now requiring their suppliers to produce and sell products that do not contain hazardous and toxic substances. Chen et al. (2006) found that green product and green manufacturing process innovations are positively associated with corporate competitive advantage.

The importance of green innovation management is growing both in practice and in academia. Concerning about the environmental aspect, many cited definitions agree that the innovation should have a reduced negative impact on environment. Because of more popular environmentalism in the world, the sales of green products have dramatically been increased day by day, and therefore, more customers are willing to pay higher price for green products (Chen, 2008). So, there might be a possibility that the purchasing behavior of customers is greatly influenced by the environmental friendly nature of products. Irrespective of the nature of influence (whether positive or negative), we will be able to build a relationship between environmental performance of the product and the green brand image. From green products manufacturers or suppliers perspective, we say that it enhance green brand equity which might lead to attain corporate sustainable competitive advantage. Hence, it develops curiosity to empirically test these relationships.

This paper aims to find out the relationship between green innovation and green brand equity by providing empirical evidence to encourage the entities to implement green innovation in order to improve their environmental performance, and to attain sustainable competitive advantage.

Keywords*: Green innovation, Environmental performance, Green brand equity, Sustainability competitive advantage.*

HONEY DON'T GO!

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Häagen-Dazs is an American ice cream brand, established by Reuben and Rose Mattus in Bronx, New York, in 1961. Starting with only three flavors- vanilla, chocolate, and coffee, the company opened its first retail store in Brooklyn, New York, on November 15, 1976. The business now has franchises throughout the United States and many other countries around the world including the United Kingdom, India, China, Lebanon and Brazil. Reuben dedicated himself in creating ice creams that are silky, smooth and creamy in texture; yet do not use stabilizers such as guar gum, xanthan gum, or carrageenan. The ingredients used in more than 40% of the company's ice cream require honey bee pollination. When most people think of honey bees they think of pests that can cause someone a lot of pain if they are bitten. Lately, the world has become much more aware of what the honey bees do, and if they were to disappear what it would do to our world. There are a lot of fruits, vegetables, nuts and seeds that rely on work of bees to survive, such as apples, berries, coffee, cucumbers, kiwi, peaches, and tomatoes. The honey bee crisis that began in 2006 witnessed a massive amount of honey bees' disappearance across the United States. Since then the rate of the decline has increased up to 36 percent until the winter of 2007. Not only will the world see a shortage or a disappearance of the nutrients, but this will also affect the livelihoods of people around the world. The people who farm all of these crops and foods will struggle, and livestock farmers will struggle with a shortage of feed to take care of their animals. One of the main advocates for supporting the honey bee crisis called as Colony Collapse Disorder or CCD is the Häagen-Dazs ice cream company. "Häagen-Dazs loves Honey Bees" campaign in 2008 was initiated by the company to not only raise awareness of the honey bee disappearance, but also spread the Häagen-Dazs name in a proactive and positive way. Häagen-Dazs implemented innovative marketing strategies such as virtual reality experience, digital marketing, invertebrate conservation, sustainable agriculture program, new product flavor and donation towards honey bee research to bring sensitivity towards honey bee crisis. The case is intended for classroom discussion on concepts like stakeholder theory, corporate social responsibility (CSR) and sustainability.

Keywords: *Häagen-Dazs, Honey Bees, CSR, Innovative Marketing Strategy, Bee Sustainability*

SUSTAINABILITY AND CUSTOMER RELATIONSHIP MANAGEMENT STRATEGIES FOR TOURISM IN KAMRUP DISTRICT OF ASSAM

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The World Tourism Organization defines tourism more generally, in terms which go" beyond the common perception of tourism as being limited to holiday activity only, "as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

In the recent years the tourism industry has emerged as one of the booming industry with a greater contribution for the economic development. The World Travel and Tourism Council reported India to be the 7th largest tourism economy in terms of GDP and calculated that tourism generated Rs 14.02 lakh crore (US

$220 billion) or 9.6% of the nations GDP in 2016 and supported 40.343 million jobs, 9.3% of its total employment.

The eastern state of country, Assam looks to double its tourist arrivals (The Hindu: Business Line).Our study area, Kamrup district is the western part of Assam which is a promising tourist destination that has many tourist attractions of temples, pilgrimage, wildlife sanctuaries, memorial parks, freshwater lakes and other idyllic places. In today's modern marketing era, managing customer relationship has become one of the important strategies for sustainable growth and development. Customer Relationship Management (CRM) involves the business strategies designed to optimize profitability and revenue, customer retention and satisfaction. CRM is a proactive strategy that helps to maintain a strong bond with the customers.

Despite the potential of tourism sector of Kamrup district the tourism activities have developed in an unplanned manner. Therefore the study has been undertaken to study the scope as well as the challenges afflicting tourism sector in Kamrup district of Assam. Later the study explores the CRM strategies that can be adopted by tourism agencies for the growth and development of tourism in Kamrup district. To meet these objectives, the study has included both primary and secondary sources of data. Different statistical techniques like frequency distribution table, bar diagram, pie diagram, correlation, regression analysis etc were used to analyse the data. Individuals who are involved with tourism sector have been taken as the respondents for the study. The study revealed that despite of rich in flora and fauna the district does not receive expected tourist arrivals. The tourism sector faces a lot of challenges for growing up as a booming industry. The reasons are many. Few such reasons to cite are lack of systematic planning, negative publicity and sustainability considerations. Also in our findings, it has been witnessed that CRM strategies with sustainability element is not only imperative but a winning approach for promoting tourism sector in Kamrup district.

Keywords: *Tourism Sector, Challenges, Sustainability, Customer Relationship Management, CRM Strategies.*

DEVELOPMENT OF ECOTOURISM THROUGH COLLABORATIVE MARKETING: PROSPECTS AND CHALLENGES IN ODISHA

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Ecotourism, the nature-based responsible form of tourism, not only helps in the conservation of the natural environment, but also supports the socio-cultural and economic welfare of the host community of a destination in particular and all other associated stakeholders in general. It promotes the conscientious use of available natural resources at the destination and encourages the long term conservation of the same. This makes the ecotourism as an emerging reliable tool for the sustainable development. Especially for a state like Odisha having wide scale lush green forest covering about 31% of its total land area, widespread beaches, lakes, wetlands and picturesque landscapes, etc. providing shelter to hundreds of animals and plant species, ecotourism can be considered as a boon for its sustainable development. In spite of the presence of such rich biodiversity and natural resources, Odisha is still far away from realising its true potential of ecotourism development. It needs the support of proper marketing strategy to prosper. This paper identifies the potential and prospects of ecotourism development in Odisha. The important aspect of this exploratory study is to find out the roles of various stakeholders such as the government, tourism service providers (travel agents and tour operators), NGOs, host communities and tourists etc. in the collaborative marketing of ecotourism destinations of the state. The major portion of data collected from secondary resources such as research papers, documents, records, internet databases and reports of government and private organisations, news articles, etc. are reviewed thoroughly and some primary data collected from key informants through semi structured interviews are analysed to meet the objectives of this paper. Major challenges for the sustainable development of ecotourism in Odisha through collaborative marketing have been figured out and suggestions are provided for its impactful implementation.

Keywords: *Eco-Tourism, Sustainable Development, Collaborative Marketing, Stakeholders, Odisha*

TOURISTS' MOTIVES, EXPECTATION AND SATISFACTION- EMPIRICAL EVIDENCE FROM WAYANAD, KERALA

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Wayanad, being a backward district with high concentration of minority population, the tourism sector plays an important role in the economy as an additional livelihood source along with agriculture sector. The increasing popularity of the location as a tourist destination among domestic and international tourists develops a sense of misgivings on the quality of services and overall satisfaction this destination can provide to the visitors. The satisfaction of the tourists plays a pivotal role in influencing the future development of the destination as well as the economy depends on it. The level of satisfaction of tourists depends upon evaluation of overall experience from the destination with expected experience. The expectation, perception and subsequently the total satisfaction of tourists is in fact the result of Push-Pull Factors of Motivation. Present study conducted among 250 travellers in the tourism destinations of Wayanad district, tries to investigate the push-pull factors that motivate the tourists and their expectation on the destination and finally the overall satisfaction they had received.

Keywords: *Tourist Satisfaction, Tourist Motives, Destination Image, Wayanad Tourism*

FORMULATION OF FLEXIBLE STRATEGY FOR SUSTAINABLE SPIRITUAL TOURISM IN REASI DISTRICT OF JAMMU AND KASHMIR IN INDIA

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Jammu & Kashmir (J&K) is a predominantly Himalayan state in the north-western part of India. It has three geographically distinct divisions viz., Jammu, Kashmir and Ladakh, which are immensely rich in their biological and cultural diversity. It is an important tourist destination of the country and has been a place of attraction for tourists since centuries. The lush green forests, sweet springs, perennial rivers, pictures que, alpines scenery and pleasant climate of Kashmir valley has remained an internationally acclaimed tourist destination, whereas Jammu region- the land of temples is attracting a large number of pilgrim. The objective of this research article is to study the satisfaction level of tourist and determinants of spiritual tourism and problems faced by tourist in Reasi District. Reasi is one of the oldest towns of Jammu and Kashmir State. Major Hindu Pilgrimage Sites are situated there such as, Vaishno Devi, Shiv Khori, Dhansar Baba and Baba Siyad. To understand the problems and challenges related to this district's tourism industry we categorized these forces into two categories one in continuous and another in change forces. After categorization of factors we will analyze their importance then divide continuous forces in to vital, desirable and burden category and divide change forces into high, medium and low impact forces. After doing VDB and Impact analysis we will map these force into C-C Matrix (Change and continuity Matrix) to form strategic crystal. This strategic crystal help us to draw strategic landscape where we can understand the current situation in Matrix and from here we can draw "to be" strategy to improve the level of spiritual tourism in this district by keeping tourism arrival as our main focus. Therefore in this paper we will be discuss about the determinants, Challenges and problems faced by Tourism Industry, which led to the change in their strategy time to time but there is a need to form an detailed strategy to work on problems along with exact solution. Hence to frame flexible strategy requires emphasis on the continuity as well as on change forces which will give us a picture of Spiritual tourism industry and help us to frame strategy by aligning the change and continuity forces in strategic landscape.

STUDENTS' MOTIVATION TO JOIN HOSPITALITY AND TOURISM MANAGEMENT PROGRAMME: A STUDY OF MASTER'S STUDENTS IN CENTRAL UNIVERSITIES IN INDIA

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World Travel and Tourism Council reports that tourism created 40,343,000 jobs in India in 2016 (WTTC, 2017). Recently Union Grant Commission has added tourism to its list of career oriented courses. Tourism programmes at various levels have been introduced in central universities and number of private institutions offering such programme is on the rise. The growth in number of institutions offering tourism related programmes has led to an increasing competition among the institutions to attract more students. Understanding student's motivation to join a tourism programme is very important for both academia and industry but there has been limited research done to find out the reasons why students join hotel and tourism management programme. This study aims to identify the reasons why students join Hospitality and Tourism Management programmes in central universities in India. Primary data for the study was collected by using self administered, structured questionnaire comprised of motivational items based on past research done by other researchers understand the students motivations and secondary data was collected using various online and offline sources. The present study is expected to help in determining the behavior of tourism students by understanding their motivations to choose hospitality and tourism management programme, this will enable practitioners such as education authorities and universities to make better decisions and to attract more students. The study also expected to minimise the research gap by contributing to the body of knowledge.

INDIA-VIETNAM CONNECTIVITY: A REGIONAL FRAMEWORK FOR TOURISM DEVELOPMENT IN INDIAN AND ASEAN REGION

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Asian economies have been moving towards deeper regional integration to enjoy growth together and to share prosperity. Although size of the economy and level of development in the region are quite diverse, it does not matter to such integration. This integration will not only expand the production possibility frontiers but also promote the flow of tourist, ideas and cultural exchanges within the region. Southeast Asia and India have become two of the fastest growing and most dynamic regions in the world. As Asia becomes the engine of growth for the global economy, the ASEAN and India must capitalize on their partnership through enhanced connectivity to reap the benefits most. Vietnam places strong importance on its relationship with India. This growth is coupled with the increase in the number of visitors from both countries. The purpose of this chapter is to provide an understanding of the role that can be played by Vietnam and India in enhancing ASEAN-India connectivity. This Paper provides a regional framework for tourism development considering the issue of ASEAN-India connectivity and discusses the current status, opportunities, and challenges of key infrastructure projects for that purpose. The main routes are proposed, namely, is a land route along the Trilateral Highway, or Asian Highway No.1, connecting Thailand, Myanmar, and India which can be extended to Vietnam. Here in the paper first we will discuss about the tourism inflow in Vietnam and India in last decade. The connectivity places an important role in development of tourism and tourism places an important role in development of relation among the countries in the region. In the next session we will utilize the Sap-Lap framework for understanding the Situations, Actors, process engaged in Indian and

Vietnam Tourism Relation followed by SWOT analysis and development of Strategic Regional Framework. The last section of the chapter will focus on a proposed connectivity framework and the findings derived.

Keywords: *Vietnam-India Relation, ASEAN, SAP-LAP Framework*

ZARDOZI WORK OF BHOPAL (MADHYA PRADESH): AN ATTRACTION FOR DOMESTIC AND INTERNATIONAL TOURISTS

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A country which has lot of diversity but the harmony in their heart you can see only in India. Most of the foreigners visit India to explore the diversity in cultures of the country. Due to these different cultures in India, makes it as matchless tourism attraction around the world. India is a multi-destination country with a variety of tourist attractions and facilities. The Travel & Tourism Competitiveness Report 2017 ranks India 40th out of 136 countries overall, with 29 states, a rich history and remarkable diversity of culture. Recently there has been a boost to tourism in India after the Modi government made some changes in the visa regime. There is also a rise in the number of travel related e-portals also which is helping expand tourism. Madhya Pradesh is called the Heart of India because of its location in the centre of the country. It has been home to the cultural heritage of Hinduism, Buddhism, Jainism etc. Innumerable monuments, but exquisitely carved temples, stupas, forts & palaces are dotted all over the state. Madhya Pradesh has won Best Tourism State National award for 3 consecutive Year i.e. 2017, 2016 and 2015. Several cities in Madhya Pradesh are extraordinary for their architecture and or scenic beauty. Three sites in Madhya Pradesh have been declared World Heritage Sites by UNESCO:The Khajuraho Group of Monuments (1986), Buddhist Monuments at Sanchi (1989), The Rock Shelters of Bhimbetka (2003). As per the report of "Nav Duniya (10 December, 2017)" Madhya Pradesh were get best state award continiouly from last three years, 10% increase in numbers of tourists. In the year 2016 more than 15 crore tourists visit Madhya Pradesh out of them 360195 were foreign tourists.

The most opulent form of Indian embroidery is the zardozi work, known since the late 16th century, brought in India by the mighty moughals. Varanasi, Lucknow, Surat, Ajmer, Bhopal, and Hyderabad are important centers for zardozi work. The main zardozi production city in Madhya Pradesh is Bhopal known as "The City of Lakes". Zardozi work is a type of metal embroidery, which was once used to embellish the attire of Kings and royals in Persia and later introduced to India. Zardozi comes from 2 Persian words, "Zar" means gold and "dozi" means work. Zardozi is believed to be one of the oldest and most lavish embroidery styles in India. This work involves making elaborate designs, using gold, silver and metallic threads alongwith studded pearls, precious and semi precious stones. Initially, the embroidery was done with pure silver wires and real gold leaves. However, today, craftsmen make use of a combination of copper wire, with a golden or silver polish, and a silk thread. The famous products are like: Batua, Mozdi (Juti), Cushion Covers, Coaster, Dress Material, Mobile Covers, Sherwani etc.

The present research paper is an effort to know the popularity and awareness of tourists (Domestic & International) towards Zardozi work. The findings will help in promoting this art of Zardozi, an attraction of tourists all over world, which would also have a positive reflection on tourism of Madhya Pradesh.

Keywords: *Zardozi Work, Embroidery, Tourists, Precious and Semi-precious Stones, Artisans.*

USING SOCIAL MEDIA FOR BRANDING: A COMPARATIVE ANALYSIS BETWEEN THE INDIAN STATES OF KERALA AND ODISHA

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Tourism, globally, is experiencing a paradigm shift in terms of the experiential dynamics, quality management, distribution channels, promotional intricacies, and facets of service delivery mechanisms with destinations are subscribing to novel concepts and attributes as regards strategic positioning of the tourism products and locales. Further, social media has turned out to be one of the most sought after and innovative channels for promotion by the contemporary marketers. In this back drop, the state of Kerala in India has bagged many accolades for its idiosyncratic methods of promotion especially in the social media domain. Its brand campaign "God's Own Country" has become the benchmark for many other states to follow. On the other hand, the state of Odisha in eastern India is gearing up to brand it as one of the most diverse international tourism destinations and social media promotion will play a major role in shaping its image. The current analytical study makes a comparative analysis of the social media marketing strategies adopted by both the states and aims to come up with suggestive mechanisms for Odisha in particular. The work is based on both primary and secondary data and triangulation method has been used for data analysis and verification. The stark aspects that need to be considered while designing social media based marketing are highlighted in the article.

Keywords: *Social Media Marketing, Odisha Tourism, Kerala Tourism, Branding, Destination Image.*

THE PROS IN CULMINATION OF STAKE HOLDERS – A CASE OF BYLAKUPPE VILLAGE KARNATAKA STATE – A TREND SETTER FOR THOSE SEEKING TO REVIVE RELIGIOUS BASED TOURIST DESTINATIONS

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It has been a considerable amount of time ever since the Tibetan community and its members are seeking refuge in India. The people of Tibet may not be at home but are certainly striving to find a home away from home through various settlements in India since 1960s. One such place is the Lugsung Samdupling Tibetan Settlement, which is the first Tibetan settlement in India. It was started in 1960 with the help of Indian Government for initial population of 3000 settlers. The cumulative efforts of the stakeholders thrives this settlement to progress though sustainable means setting this as a role model to be understood in those seeking to revive the religious centers of the country. It is located at Bylakuppe village in Periyapatna Taluk of Karnataka State, south of India at about 52 miles west of Mysore City. Even though not promoted as a tourist destination, the settlement gracefully accepts large chunks of tourist who mainly flock in on their way to the Scotland of India and the Heritage city of Mysore. The multiplier effect of the tourism can be witnessed here where in the spending's of the tourist on the destination are retained as earnings of the host community and in turn helping the Tibetan settlers in obtaining supply of raw materials and labor from the locals for their day to day activities in harmony. The settlement now is home to a Co-operative Society, School & Universities for Education, and Hospitals for healthcare, and Monastery. The hospitality of the host and the pre-planned infrastructure designed by the Government of Karnataka required to meet the carrying capacity sets this destination as trend setter for transit destinations across. The interaction between the local host and the tourist is smooth, what fascinates the most is the ease with which the local host have accepted the Tibetan as an integral part of their lives and wish to share moments of joys and sorrows with one another which is highly noticeable. Here is a destination that receives tourist not merely as its one the path in between major attractions of state but due to the efficient management of the various stake holders who are content in believing tourism can indeed help revive the sorrows of the Tibetan refugees but also

improve the lively hood of the host and uphold the image of the state of Karnataka. This Study aims to find out the significance in culmination of various stake holders in helping a tourist destination to progress and function smoothly keeping by analyzing the model being operated in Bylakuppe village in Periyapatna Taluk of Karnataka State.

Keywords: *Tibetan Settlement, Host Community, Revive, Trend Setter*

DOES HOTEL ATTRIBUTES IMPACT CUSTOMER SATISFACTION: A SENTIMENT ANALYSIS OF ONLINE REVIEWS

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User generated content are today considered a major source of information (Mudambi and Schuff, 2010). This is more so in industries like tourism where consumers need information that is unbiased and unregulated. The online text reviews of hotels are one such source of information that tourists find reliable (Berezina et al, 2016) and trustworthy (Xiang and Gretzel, 2010). These travel websites like TripAdvisor give information on customer satisfaction (rating of the hotel), along with providing types of hotel choice, amenities provided and things to do in that location. Several studies in the literature have focused on using the user generated content and social media to understand the various key attributes that might impact customer satisfaction (Liu et. al, 2017). While studies have shown the usefulness of the text reviews in understanding the customer satisfaction (Guo et.al, 2017), they have also pointed out that the key attributes of customers vary across hotel types (Banerjee and Chua, 2016; Rhee and Yang 2015), customer profile (Liu et.al, 2017) and travel destination (Banerjee and Chua 2016). India is growing as a tourist destination. As per the Travel & Tourism Competitive Index 2017, India is one among the 15 countries that showed the most improvement in the index over the years.

While studies have been done for tourist destinations across nations including advanced economies like US, Europe (Xiang et.al,2015;Roig and Clave 2015) and emerging economies like China (Liu et.al, 2017) studies specifically focused on India are sparse (one such study is by Geetha et.al, 2017). Given India to be the fastest growing tourist destination for leisure-travel spending in this year as predicted by WTTC (2017), it is important to understand the key attributes that impact the customer satisfaction in India. The present study attempts to contribute towards this gap in the literature.

The present study for Andaman & Nicobar Island, analyses over 10,716 user generated text reviews written by customers across the time period of Jul 2005 to Nov 2017. The reviews are taken from Trip Advisor, a popular web site for travel booking. The reviews cover all the 56 hotels of Andaman & Nicobar Island listed on Trip Advisor.

A web scraping program using Rvest and Stringr packages in R – an open source language, was developed to scrape the reviews from the website. Text Analysis was performed on the Review Text. Following this 2000 individual words were grouped into key attributes such as Food, Location, Cleanliness, Room, Service, Safety, Facilities and Value for Money. We also polarized the review text as positive and negative based on sentiment analysis packages in R. The study using ordered logistic regression analysis found that while attributes like location, safety and service were seen to have higher impact on customer's positive sentiment, attributes like location, food and facilities were seen to have higher impact on the negative sentiments of the customers. By understanding the customer's choice better, the hospitality and the hotel industry can make decisions regarding their existing services and provide better services to customers leading to a higher customer satisfaction and in turn the industry growth.

Keywords: *Sentiment Analysis, Customer Satisfaction, Hotel Attributes, Online Reviews, Text Mining.*

TOURISM AND HOSPITALITY HIGHER EDUCATION IN INDIA: AN OVERVIEW

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This study provides an overview of tourism and hospitality higher education in India and also elucidates that growth of tourism and hospitality education is related to the development of tourism and hospitality sector. This extensive practice of growth has given Indian tourism and hospitality education a comprehensive stance. The education system of India is the largest and complex one. India has many Universities, Colleges, Institutes, Organizations which provide higher education in tourism and hospitality. In the past several years, higher education in tourism and hospitality has noted rapid growth in figures, private colleges and government institutes including universities in this area. This paper has examined the present condition of tourism and hospitality higher education in India; it also shows the current structure of tourism and hospitality education in India. This study has an extensive importance for government and private sector regarding education policies in tourism and hospitality.

Keywords: *Higher Education, Tourism and Hospitality*

EVENT AS AN IMPORTANT CONTRIBUTOR FOR DESTINATION BRANDING

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Tourism is the capricious word which is unstable when it comes to the time of visit but stable in terms of types of people. This era of the 21st century is a phase of indefinite segmentation on the basis of events. There are a couple of times when we had disruptions in the marketplace. Events have turned into an undeniably huge part of destination branding. Despite the fact that events are believed to be critical supporters of their host destination brand, the best means by which to use them with a specific end goal to construct that brands are ineffectively caught on. Be that as it may, the part of events in a destination tourist offer is likewise huge because of their tourist, social and cultural functions, as well as their role in the local and regional development. Traveller event capacities are shown through the widening of the traveller destination market, an increase of tourists remains at a destination and assistance of better advancement of a destination place, the enchantment of the venture to a destination, as a component of fascination and activity in a destination, and additionally the working of a destination branding. The purpose of this study is to examine which factors are the top priorities when using events as a marketing approach.

Keywords: *Tourism, Events, Occasion, Cultural, Traveller, Destination*

PURCHASE AND CONSUMPTION OF MILK IN HOTEL INDUSTRY: A COMPARATIVE STUDY OF PASTEURIZED AND FRESH MILK IN ROHTAK CITY

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Since primitive time milk has always been a basic element of human's food. It is simple, complete and natural food because of its ingredients like fat and lactose, which give energy, proteins and minerals to the human body and contribute to its construction and growth. According to Indian Dairy Industry Analysis, India is the world's largest milk producer, accounting around 17% of the global milk production. In India, rural household consumes almost 50 percent of total milk production and the remaining 50 percent is sold in the domestic market as well as it is a major product which is served in hotel industry directly or used as a

raw product for the supply of many necessary food items. The main objective of the study was to check the purchase and consumption of pasteurized milk and fresh milk in hotel industry. This paper also aimed to find out the factors of the purchase intention of both the forms of milk. A total of 18 hotels from Rohtak city were selected for collecting the primary data, and responses were collected through a self-structured questionnaire. Simple statistical analysis such as descriptive statistical analysis, frequency distribution, cross tabulation, analysis of variance, and factor analysis have been used for analysis. The study revealed that the consumption of fresh milk is higher as compared to pasteurized milk in hotel industry, and different factors were also drawn effecting the purchase or milk.

Keywords: *Consumer, Fresh Milk, Pasteurized Milk, Purchase Behavior, Consumption*

THE IMPACT OF AGE IN THE SELECTION OF LUXURY HOTELS OF JAIPUR: AN EVALUATIVE STUDY

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A plethora of research studies pertaining to the consumer's decision making styles in selection of luxury hotels have been made by scholars in the domain of hotel industry. For instance, Kotler, Bowen and Makens (2006) pointed out that a young unmarried person usually has less financial burdens than those with family members. Their study not only shows that young and unmarried persons feel more liberated than the mature and married people but it also reveals that they differ in their decisions as well. It means people under the age of 25 or 30 years, like to be on leisure. The least popular age group which patronises hotel services falls within 48 and above age group. An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing behaviour and brand selection. In order to fix these issues and find out satisfactory solution for such issues, a total of 150 guests were selected from five luxury hotels of Jaipur during the visit last one month. The purpose of the visit was also to assess the consumer decision making style of the guests as per their gender. For the factual analysis of the study, a self-constructed questionnaire was used for collecting data for information based on consumer's individual and independent decision making style in luxury hotels of Jaipur. To analyse the data Independent t-test was employed. Results revealed that there was a significant impact of age in selection of luxury hotels in Jaipur. The outcomes of the study indicate that there are chances and possibilities which affect consumers' decision making styles. Age and gender are two of them which are the most influential factors impacting on consumers' decision making styles in the luxury hotels of Jaipur. However, this research paper is an attempt to focus on the service industry; specifically luxury hotels in Jaipur. The research paper explores the role of age on the selection of luxury hotels in Jaipur. It points out the impact of age in selection of luxury hotels of Jaipur. It is divided into three sections. The first sections deals with the analysis and discussion on the impact of age and gender in decision making styles of consumers in luxury hotels of Jaipur. The second section details the research based on the questionnaires. The final and the third section is the conclusion of the research study.

Keywords: *Tourism, Age, Luxury Hotel, Jaipur, Consumer Decision*

ECO/SUSTAINABLE/RESPONSIBLE TOURISM PRACTICES BY RESORTS OF RAJASTHAN: A CONTENT ANALYSIS OF WEBSITES

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One of the fastest growing trends in the worldwide tourism industry is ecotourism. The intrinsic value that environment possesses always outweighs its value as a tourism asset. The three elements , namely political

acceptability , social responsibility and sound environment along with a perfectly balanced quality and quantity in regards to the development and promotion of tourism can ensure the quality tourism as agreed upon by environmental experts. Though tourism and environment has garnered support to develop symbiotically, yet most of the planning models lay greater stress on development of tourism, leaving behind concerns towards environmental protection. In this context, 'eco tourism' is being promoted as a means of 'giving nature value' and hence of achieving sustainable tourism. The term 'eco tourism' has been defined in many ways and is usually used to describe tourism activities which are conducted in harmony with nature. It is a form of tourism which fosters environmental principles with an emphasis and visiting and observing natural areas; the emphasis on tourism as much as this can be separated from recreation is deliberate. In this paper an effort is made to assess whether or not the resorts of an Eco Tourism destination, Rajasthan, in India are taking responsibilities in terms of conservation and sustainability. A content analysis of the resorts' websites has been undertaken for this study. Both the quality and quantity of the content of resorts website were examined in order to determine how resorts are using their websites to communicate eco and sustainable tourism practices to guests. Websites play an important role in providing information required by the customer. Present days customers are also more responsible towards environment and they look for those resorts which have minimal impact on the surrounding environment. It will also help the resorts to distinguish their products from their competitors and to effectively market their products.

Keywords: *Responsible tourism practices by resorts of Rajasthan, Rajasthan resorts and sustainable tourism practices, responsible tourism in Rajasthan, sustainable tourism in Rajasthan, eco tourism in Rajasthan.*

TOURING FOR EDUCATION- AN ASSESSMENT OF ADJUSTMENT EXPERIENCES OF INTERNATIONAL STUDENTS IN HYDERABAD

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International students are important to higher education institutions and to host and home countries. In 2014, over four million students left their home countries to study overseas, and it is predicted that this figure will double by 2024 (British Council, 2014; OECD, 2014). As the numbers of international students grow, their impact on the social and economic well-being of home and host countries and higher education systems and institutions also grows. According to the Ministry of Human Resource Development-India, in the year 2014-15, the number of international students studying in India was 42293 (27889 male and 14404 female). The current trend is for the mobility of international students to exceed that of general migration, with China and India being the leading source countries for international students (King, Findlay, & Ahrens, 2010; Verbik & Lasanowski, 2007). In this paper, the authors attempt to understand and analyse the adjustment experiences of international students studying in the city of Hyderabad. Hyderabad is one of the emerging cities in India, holding the recent GES summit in 2017 and is a ground for business incubation with IT hub. Companies like Apple have chosen Hyderabad as a destination for basing their business development centers. This paper highlights the education and adjustment experiences of international students who choose Hyderabad as a destination for education. Their tour for purpose of education brings varied experiences to them and authors in this paper try to document those experiences. Data has been collected from 210 respondents by administering questionnaire and data so gathered is analysed using factor analysis and Anova. The paper tries to document the factors that affect the i) learning experiences ii) living experiences and iii) satisfaction with support services. The study throws light on kind of visas used by the international students for their study purpose, use of education agents in the home and host country, factors considered by them while choosing an educational institution, perception about their treatment in the host country, the extent to which they are able to make friends and their future plans after completion of their current study programme. The experiences of the international students are presented in the form of i) arrival experiences ii) study experiences iii) stay experiences and iv) support services experiences.

Keywords: *Learning, Culture, Accommodation, Higher Education, Social life*

CSR INITIATIVES TAKEN BY TOURISM PLAYERS IN ASSAM FOR RURAL DEVELOPMENT

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With increasing efforts towards identification of rural tourism spots and development of rural tourism opportunities in India, ample success stories have been created in states like Rajasthan, Gujrat, Kerela and Karnataka. Assam, too, holds immense potential for making a strong foothold in Rural Tourism as most of the spots identified as potential tourist destinations in the state belong in the rural backdrop of Assam; be it for development of a eco-tourist centre or historical tourist destination or wild life sanctuary or rainforest or river tourism or a cultural hub. All that is required is carefully designed strategies to make the most of this potential. Though only a handful, as of now, there are destinations like Kaziranga, Sivasagar, Nameri and others which have come to enjoy the spotlight with the able contributions of various key players in the field of tourism. And as a result of such growing popularity and preference of these locations, a noticeable change in the status of the neighbouring rural society and rural infrastructure has also been evidenced. However, when compared to the top tourist destinations of India, at large, the contributions of the tourism industry in Assam, holds ample scope for improvement. More CSR initiatives are foreseen by the existing players in tourism along with the need to identify more players who can contribute towards Assam tourism in general and more specifically, rural development of the state through development of Rural Tourism opportunities. The paper is, thus, an attempt to identify the various possibilities of rural development by way of a special focus on rural tourism initiatives, practices and players in the state....both existing as well as prospective. The primary sources of data collection considered to achieve the pre-set objectives of the study comprises of the various tourism providers (like resorts, restaurants, retailers of local products, etc.) in different tourist spots of the state as well as the local rural residents of the respective spots.

Keywords: *CSR, Tourism Players, Rural Tourism.*

A STUDY ON TOURISM ENTREPRENEURSHIP AND COMMUNITY DEVELOPMENT: WITH FOCUS ON NORTHEAST INDIA

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The tourism industry is one of the largest industries in the world in terms of its growth potential, generating revenue for countries all over the world. It is a known fact that all the revenue generating enterprises were born from the undying spirit of Entrepreneurship. This has been noted globally that business start-ups have revolutionized the employment opportunities for local communities. Tourism being a service oriented industry, embraced the advancements in Information Technology and paved way for digitization of planning as well as execution of travel.

Northeastern states of India, also known as the seven sisters are an amalgamation of diverse geographical features, pristine natural locales and vibrant cultures. It is this plurality and beauty that has made Northeast India a much sought after location by tourists locally as well internationally.

Being in remote rugged terrains, the northeast India has limited accessibility options compared to the rest of the country. This has been one of the reasons for slow economic development across the northeast peninsula. Thus, tourism became one of the major sources of income for most states with accessible tourist destinations. The boom in information technology and growth in the number educated local youths have led to a huge rise in startups in travel and tourism industry. They cater to areas of Adventure tourism, Ecotourism, Cultural tourism and other special interest tours like Tea tourism. Entrepreneurial initiations by the youth have created a good amount of employment opportunities for their local community.

There are a few travel related startups in various northeastern states that can be considered as success stories and samples for understanding this phenomenon. Such tourism enterprises have created a sustainable tourism model for both revenue generation as well as community participation/development in Northeast India.

Keywords: *Entrepreneurship, Local Community development, Northeast India, Startup, Sustainable Tourism.*

SUSTAINABLE MARKETING OF TOURISM AND HOSPITALITY: A BLUEPRINT FOR NONGTRAW VILLAGE, MEGHALAYA

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Nestled among the beautiful hills and gorges of Meghalaya is the Nongtraw Village which is located in Khatarshnong Laitkroh Block of East Khasi Hills District of Meghalaya, India. The tedious journey of going down and up 2,323 steps to and from this village was soon forgotten as the prospect of developing tourism and hospitality in this village would be an eyeball for sustainable marketing. The village is yet to be in the tourist map of Meghalaya because of its interior and uncommon location. However, this beautiful village demands the kind of tourist and hospitality attention which will leave the tourists with unforgettable experience and memories. It is the community participation of this village that is taking the village to the next level in tourism and hospitality because each village resident is given a chance to participate for both economic and overall gains. For this study, a focused group interview was conducted with some of the members of the Nongtraw Multipurpose Marketing Co-operative Society and they shared their views on how to promote tourism and hospitality in their village in a sustainable manner. A Mei-Ramew Café which will serve the guests with only local/indigenous food and drinks will soon be established in the coming months. Therefore, this study is a descriptive and predictive narrative of the village's blueprint and model of marketing tourism and hospitality with sustainable concepts and practices for both hosts and tourists in the near future.

Keywords: *Blueprint, Sustainable, Tourism, Hospitality, Nongtraw, Meghalaya*

UNDERLYING INDICATORS OF JOB SATISFACTION IN HOTEL: AN OVERVIEW

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Being a human centric industry, employees play an important role in the success or failure of a hospitality organization (Santa & Cañizares, 2014). They are always considered as instrumental, not only for the profitability of the organization but also to improve service quality and guest satisfaction (Augustyn & Ho, 1998). For ensuring guest satisfaction, it is imperative for each and every organization to have a dedicated and committed team of employees (Cruz & Guzman, 2014). However, in today's competitive marketing situation it is becoming a challenge for the organizations to retain their employees. The situation is more critical in hospitality industry as many cases have reported in the studies regarding high employee turnover. Many researchers have tried to find out the reasons for the same and it is revealed that lot of factors contribute apart from the various factors, job satisfaction is the prime aspect which is responsible for positive organizational outcomes such as increased employee productivity, higher innovation and reduced turnover, all of which are linked to improved firm performance (Sledge, Miles & Coppage, 2008). Therefore, present paper aims at identifying the various dimensions affecting job satisfaction especially in hotel organizations. For the purpose researcher tried to explore the extensive literature available on the burgeoning issue. Though a number of researches have been conducted in other industries but a few are specifically on

hospitality organisation. The present paper is a conceptual framework which will provide a conceptual foundation to the further researchers in the hospitality area.

Keywords: *Job Satisfaction, Hospitality, Employees*

SOCIAL ENTREPRENEURSHIP VIS-À-VIS SUSTAINABLE TOURISM: THE INDIAN CONTEXT

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Social Entrepreneurship is a nascent area of interest among the academician, researcher and practitioner in present management and social science research. Social entrepreneurs are different from the business entrepreneurs as their main objective is to create explicit social value at large through their enterprises. The extant literature in the field of tourism reveals that sustainably managed tourism can generate employment opportunities, contribute towards infrastructure development, and provide financial gains to marginalized rural people in developing countries. In the Indian context, sustainable tourism is essential and social entrepreneurs are imperative.

This study seeks to examine how social entrepreneurship in tourism sector can contribute towards sustainable tourism. Further attempt has been made to identify the ways through social entrepreneurship can be promoted in the Indian tourism sector. Finally, a conceptual model depicting the relationship between social entrepreneurship and sustainable tourism has been proposed. The study has been carried in the state of West Bengal. A structured questionnaire entitled "Social Entrepreneurship in Tourism Sector" has been designed to elicit requisite information from the concerned stakeholders. The entrepreneurs in the small and medium enterprises in the tourism sector have been surveyed. Necessary information have also been received from the academicians and researchers in the field of tourism. Appropriate statistical tools have been used to draw proper inferences from the data collected. Based on the gap between "what is being done" and "what needs to be done" appropriate strategies have been proposed. The limitations of the study along with the future research areas have been discussed in the study. The implications of the study for the entrepreneurs and policymakers have also been talked over.

Keywords: *Social entrepreneurship, Sustainable Tourism, India*

SUSTAINABLE TOURISM DEVELOPMENT THROUGH DESTINATION MANAGEMENT: AN INVESTIGATION OF LOCAL RESIDENTS ATTITUDE IN VARANASI

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The sustainable development as a strategic tool requires a process of planning and management that brings together a series of interests and stakeholder's concerns in the form of planning and development. The impacts of pilgrimage tourism on local community involve social, cultural, political and economic issues. Therefore, keeping in view the importance and relevance of the stakeholder cooperation for sustainable tourism development, and the local community/residents being the key stakeholders, the objective of this quantitative research is to study the local Residents' Attitude in Pilgrimage tourism

Varanasi, India- towards the impacts of pilgrimage tourism as also to suggest the strategic interventions for current problems and future needs. In this process the researcher collected primary data from 200 respondents in the study area by survey method and further analysis done through Mini Tab & SPSS using different statistical tools & techniques like- simple statistical calculations, co-relation, regression to come to the conclusion. The study finding suggests that the residents' participation and co-operation is necessary to make the development more sustainable.

Keywords: *Sustainable Tourism, Pilgrimage Tourism, Destination Management, Environment, Local Community, Residents' Attitude*

ANALYSIS OF LONG-TERM SPATIO-TEMPORAL TRENDS IN LAND USE/LAND COVER IN DEVIKULAM TALUK, KERALA USING GEOSPATIAL TECHNIQUES

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The Western Ghats, one of the global biodiversity hotspots, are internationally recognized as a region of immense global importance for the conservation of biological diversity, besides containing areas of high geological, cultural and aesthetic values. The Western Ghats have exceptionally high level of biodiversity and endemism, as at least 325 globally threatened (IUCN Red Data List) species of flora and fauna occur in the Western Ghats. The forests of the Western Ghats include some of the best representatives of non-equatorial tropical evergreen forests. Devikulam taluk, kerala, the area selected for carrying out the current study is also part of the Western Ghats and a good representative of its biological and geological diversity, as its positioning makes the area biologically rich and biogeographically unique. Many species found in this area are endemic, such as Neelakurinji (Strobilanthes kunthianus), the Nilgiri tahr (Hemitragus hylocrius) and the lion-tailed macaque (Macaca silenus). Devikulam harbors many protected areas, which includes Chinnar Wildlife Sanctuary, Eravikulam National Park, Kurinjimala Sanctuary, Mathikettan Shola National Park, Pampadum Shola National Park and many more. Devikulam is one of the major tourist destinations preferred by travelers. Lately, the actions of the real estate personnel and property promoters are bringing serious adversities to forest and agricultural land to meet the accommodation demands of the tourists. This is an unhealthy and unsustainable approach to land management. In this context, studies on land use land cover change detection aid in understanding the current situation and also in future planning. This study was undertaken to assess the effects of increasing anthropogenic pressure on the fragile ecosystem of Devikulam and to evaluate the spatial as well as the temporal changes in land use/ land cover in Devikulam Taluk, Idukki district, Kerala. For analysis, land use/ land cover (LULC) maps of different time period were generated using LANDSAT TM, ETM+ and OLI/TIRS satellite imagery to detect the temporal changes occurring in the study area. Vegetation Indices were also used to support the changing trend. The assessment of the changes over a period of three decades (1987-2017) has given a clear predictive picture of how things have been changing around this area. Major issues concerned with conservation of this biodiversity-rich system includes habitat loss and fragmentation due to unplanned infrastructure development, forest degradation, unplanned tourism and land use change. This will cause not just the loss of species and the degradation of unique biodiversity hotspot but will also affect rainfall patterns, river flow, water supply and climate across the whole region. It is the presence of the important horticultural, agricultural species and rich biodiversity that aids in climate-proofing the region. Therefore, conservation of this unique habitat has to be taken up strictly as a movement at regional, district, state, national and global levels for the welfare of present and future generations. Proper land use planning is essential for a sustainable development of tourism in Devikulam Taluk. Further, the results from this analysis shall be used in landscape fragmentation analysis.

Keywords: *Devikulam, Biological Diversity, Landsat Imagery, Land Use/ Land Cover, Tourism.*

REGIONAL IDENTITY, TOURISM DESTINATION IMAGE AND INVESTMENT ATTRACTIVENESS: A STUDY ON THE STATE OF WEST BENGAL

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Twenty first century heralds a new form of competition in the market place. The traditional battel for the customers' valets amongst business entities has got amplified and even geographies have started competing with each other for trade, investments and businesses. Today, nations and regions are competing for tourists (domestic and international), investments (FDIs and domestic), students and exports. Various place brand reports and indices indicate that countries and/or cities and/or regions with highest brand ratings attract highest share of investments, tourists and students. This kind of rivalry among regional entities has resulted in gradual development of a new stream of marketing in the form of place branding.

Tourism marketing, since the last decade has attracted considerable attention among practitioners as well as theorists, as tourist destinations act as brands by themselves which in turn generates investment potential for the region and the local economy thereof. It is this focus towards tourism marketing that led to the development of the concept of destination branding and destination brand equity thereof.

Regional identity is conceptualized as, the way the people identify themselves with that region, as a result of structured institutionalised processes, symbols and discourses. These are developed through practices that generate and institutionalise hegemonic narratives. Regional identity comprises of cultural, physical and historical entities that distinguish one particular region form the other. Interestingly, these unique cultural, physical and historical entities serve as major reasons for tourism to thrive. Therefore, it is a testimony to this fact that extant literature on tourism marketing has found strong and significant relationship between unique regional identity and tourism destination image for a particular place.

Investment attractiveness has been conceptualised in the place branding literature, as a region's ability to attract or at least generate positive vibes about the investment potentials in the context of both foreign investments and domestic inward investments. Literature since the last decade has suggested that a region's brand equity as a tourism destination has a significant impact on that region's brand equity when considered as an investment destination. Therefore, it may be summarily stated that for a region positive destination brand equity will emanate higher place brand equity from the perspective of investment attractiveness.

The proposed study ventures to check for the impact of regional identity of a particular region on the various dimensions of its destination brand equity and the region's image as an investment destination thereof. We intent to use the existing customer based place brand equity (CBPBE) measures for operationalising this study. The place considered for this study is the region of West Bengal. Findings, discussion and implications of the study would be presented subsequently.

Keywords: *Regional Identity, Tourism Destination Image, Investment Attractiveness and Customer Based Place Brand Equity (CBPBE)*

ENTREPRENEURSHIP SCHEMES FOR TOURISM ENTERPRISES: STUDY OF SCHEMES BY DIFFERENT INDIAN STATES

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The concept of entrepreneurship is not new to India. Indians are practicing entrepreneurship since times immemorial. Tourism is a most desirable human activity which is able to change the economic, socio-cultural and environmental face of India. Tourism is one of the largest and fastest growing industries in the world. The tourism industry of India provides 25,394,500 jobs directly which is 5.8% of total employment in India (WTTC, 2017). The tourism industry of India is also a strong contributor for the GDP, this industry accounts for 9.6% of the GDP and it is the third largest foreign exchange earner for the country. Major entrepreneurship schemes are launched by both central government in their tourism policy and state governments in their state tourism policy. India is set to become youngest average age nation by 2020.Most of the young generation is unaware of tourism specific schemes of respective government. Entrepreneurs of tourism industry play a very crucial role in shaping the economy of the India. Entrepreneurs of tourism work as an agent of change as they provide employment to many and uplift the social status of people in the society. Entrepreneurs of tourism help in eradicating poverty and develop the standard of living of people

associated with the enterprise. Government has started many schemes for tourism purpose such as home stays, restaurants, camping sites, souvenir shops, local interpreters and many more. This paper intends to put limelight on the different schemes for entrepreneurs in tourism policies of respective governments. It also intends to identify the hurdles faced by entrepreneurs for starting a tourism enterprise and running the enterprise. This paper deals with the entrepreneurship schemes of India. This paper is a theoretical review. The approach of investigation is secondary data based analysis.

Keywords: *Entrepreneurship, Tourism Industry, Schemes, Entrepreneurship Hurdles, Tourism Policies*

DESTINATION BRANDING – A SUSTAINABLE APPROACH

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Destination branding is a perennial process to create authentic tourist experiences and build a sustained image that emotionally bonds with the host community and resonates with its targeted marketsDestination offers are inherently experiential. The 'commitment' as a pre-visit stimulation, the 'scope-of-action' as on-visit phenomena and 'cultivation' as post-visit analysis combine to frame the destination image, which, eventually creates the brand. The concept of sustainability is based on the premise that the inhabitants of adestination are the ones that should be involved in the way this destination is being managed and promoted. At the same time, the literature of destination branding emphasizes the important role of local stakeholders in the creation of a true and reliable destination brand. In fact, the process of developing a destination brand begins with the aim of shaping the identity of a destination and what the destination stands for. This paper explores the sustainable dimensions of destination branding process, while focus groups and structured questionnaires are used to evaluate the usefulness of projection techniques in the process of building a brand identity. It seems that the use of the personification technique could work as an effective destination positioning exercise and as an alternative proposal to the outdated clichés used in tourism promotion.

Keywords: *Destination Branding, Sustainable, Experience, Personification Technique, Residents*

ROLE OF WINE FESTIVALS FOR PROMOTION OF FRUITS WINE TOURISM IN MEGHALAYA

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Wine tourism has emerged as the latest trend as in gaining significant momentum in creating economic opportunities among rural communities and the government should provide favourable policies to promote it. The fortune of Indian wine market has changed since last few years and has witnessed a tremendous growth. Present consumption of wine in India is very low with the average per capital consumption at 4.6 ml. According to the reports of All India Wine Associations, Indian wine consumption is expected to rise at a CAGR of around 18% during 2014-15. However, considering the fact that about a decade earlier markets for wines did not exist at all, the present developments are positive. Fruit wines in Meghalaya will have a niche market at its best, where the excess quantity of fruit abundant in the areas can be processed. Meghalaya has plenty of fruits such as pineapple, banana, strawberry, Jackfruit, star fruit, peach, plum, passion fruit and sohiong etc that would make decent wines once the proper focus and commercial exploitation is made feasible. All this is possible only if and when the government of takes some positive steps to allow harnessing of the fermentation potential of its abundant fresh fruits. Wine making is a result of hobby among the locals and they use these homemade brews as a part of their culture and traditions. The fruit wines and other indigenous beverages are prepared, served and consumed in their traditional way. The traditional knowledge and skill of wine making is transformed from one generation to another. Among beverages, the alcoholic and non-alcoholic drinks occupy an important position and play a major role in social life of

tribal's. Almost all tribes are fond of drinks and consume during every ceremony, festivals, marriages, funeral feasts and offer it to their Gods and deities (Singh, P.K. and Singh, K. I., 2006).These indigenous beverages acts as binding agent among the tribal communities and play an important part in their day-to-day meal and in different socio- cultural occurrences like festivals and religious ceremonies. There are so many events and festivities organised by Government agencies, NGO's and local bodies showcasing these indigenous beverages.

The synergy of food and wine has proved to be a strong attraction and force in regional tourism and, as a consequence, promoting wine festivals to encourage tourist visitation has become an increasingly used strategy. Some of the reasons for such growth are favourable and promotional government policies, higher disposable incomes and growth in foreign tourist's arrivals (FTA). The modern fruit wine may be considered parallel to grape wine and can be used more widely as an aperitif, an accompaniment to meals or used in cooking food. This wider use and the basic idea of fruit wine as an alternative to grape wine is a new concept. The use of grape wine and wine tourism has been investigated extensively but not the use of fruits wine and its relation to tourism. Thus wine festivals are organised with the intention that they will lead to cellar door sales, brand awareness and loyalty. Hence, wine festivals have become an integral and vital part of an overall wine marketing strategy (Houghton, Meg, 2001). The festivals and wine producers visits are results of entrepreneurial activities. The main focus of this study is to analyse how some fruit wine producers in Meghalaya attempt to use festivals and producer visits to create an interest sphere and promote tourism, and to see how effective the fruit wine festivals in raising awareness about wine tourism are.

Keywords: *Fruit Wines, Wine Festival, Market, Consumerism, Meghalaya.*

DIFFERENT ASPECTS OF SUSTAINABLE DEVELOPMENT- A REVIEW

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Since the 1980s *sustainability* has been used more in the sense of human sustainability on planet Earth and this has resulted in the most widely quoted definition of sustainability as a part of the concept sustainable development. According to the Brundtland Commission of the United Nations on March 20, 1987: "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The UN has shifted to the idea of sustainable development in part because of climate change. According to the Inter governmental Panel on Climate Change, if climate change is left unchecked, it will increase the likelihood of severe, irreversible changes to our ecosystems. Sustainable development will also help the development needs of the poor and most vulnerable, who have contributed the least to the climate change problem. The economic growth has many benefits to the society but these are for short terms. In the long term, the world actually needs sustainable development. All the countries should understand that when a country is in its initial stage of economic development, economic growth is necessary. But, when the country's basic needs are fulfilled then it is moral duty of that country to switch on to the policy of sustainable development for long term objectives of future needs of the world. If all the countries will not recognize this then we will force to live in a deteriorating environment. Among the most difficult problems which sustainable development has to solve is poverty and ensuring food for everyone on the planet. There are in fact three basic aspects of sustainable development namely Economic (system must able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sectoral imbalances which damage agricultural or industrial production), Environmental (system must maintain a stable resource base, avoiding over exploitation of renewable resource systems and depleting non-renewable resources only to the extent that investment is made in adequate substitutes) and Social (system must achieve distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation). Sustainable development requires the elimination of fragmentation; that is, environmental, social, and economic concerns must be integrated throughout decision making processes in

order to move towards development that is truly sustainable. Sustainability is the action oriented variant of Sustainable Development. In a broader manner the principles of sustainability includes protecting nature, thinking long-term, understanding systems within which we live, recognizing limits, practicing fairness and embracing creativity. This paper is based on qualitative research techniques where an exploratory research approach has been applied. The available literature supports the observation that there is an important relationship between development and sustainability. The main focus of this paper is to review and highlight the different aspects of sustainable development.

Keywords: *Sustainable Development, Economic Development, Economic Growth, Environment.*

INDIGENOUS PREPARATION AND MARKETING TECHNIQUES OF *TUNGRYMBAI*- A RELISH OF MEGHALAYA

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The tourism industry has shown remarkable growth in the last few years especially in the economic sector pertaining to local development and employment opportunities. There is increased tourism demand and competition between destinations which are the results of globalisation. As a result of this increasing competition, destinations have to come up with unique and distinctive attributes so as to sell more to the tourists. This can be in the form of the promotion of local attributes in the launching of innovative, new products and brands, which can help establish a more unique selling proposition. Food is one of the local attributes which is unique in every destination. Being unique to a destination's culture and heritage, food also becomes a form of unique attraction for tourists, wherein it is tasted and consumed for both survival and experience at the destination. There are many benefits to be had in linking food and tourism for all stakeholders concerned. A fundamental component of the tourist experience is food. Food plays an effective role in tourism by promoting and positioning a destination. One of the major elements of this important relationship between food and tourism is the development and promotion of local food. Local food can also play an important role as an innovative tourism marketing strategy, and as a tool through which to create economic linkages and development.

Each destination of Meghalaya has different levels of attractiveness that can attract tourist from different parts of the globe and thus the delicious food of Meghalaya can be used as the main attraction and promotional tool for the development of tourism in the state of Meghalaya. Cuisine has a great impact on traveller's decisions while choosing their destination. A varied range of businesses including farms, speciality restaurants, or specialty food marts, cooking and baking schools, travel and tour operators, local breweries, wineries, natural and historical attractions and many other business forms across the country have capitalized on their regions culturally unique cuisines to attract tourists. Gastronomic importance of a destination is also categorized as a part of cultural tourism. It is not only a basic need for tourist but also a cultural element that can positively highlight a destination. Food preparation and consumption can be attributed in the development of a destination image. Culinary tourism is not only attracting the tourists, but also contributes to the socio-cultural, economic and environmental development of a tourist destination. Tungrymbai is a fermented indigenous soyabean food, common to the ethnic tribes of Meghalaya. Tungrymbai is a wholesome dish flavoured by delicious ingredients and serve with love. It is made from fermented soya beans, boiled and chopped pork, black sesame seeds, ginger, onion and other spices. All these are fried and sauté together, and the delicious mixture is left simmering for some time to deepen the flavour and taste. This paper will highlight the indigenous preparation and marketing techniques of Tungrymbai.

Keywords: *Cuisines, Gastronomy, Tungrymbai, Meghalaya.*

THE ROLE OF SOCIAL MEDIA IN TOURISM MARKETING

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Social Media has revolutionized the lives of people within a decade of its introduction. It has gradually inculcated into our daily routine as a real time source of information related to every ongoing activity, including business, technology, current affairs, social life, travel, and more. Social Media has also expanded the reach of industries as now they can target consumers sitting miles away without even meeting them. Focussing on this evident nature of Social Media, this working paper is aimed at studying its relative effectson one such industry – tourism. This paper conducts a systematic and structural literature review on the history of Social Media and its relationship with the tourism industry to understand how researchers have adopted theories, used research theories, and developed conceptual frameworks in their studiesacross many countries including Turkey, China, India, Istanbul, Sweden, Britain, Spain, Germany, France, Malaysia, Australia, Sri Lanka, Kuala Lumpur, France, etc. The main objective of this paper is to establish a working relationship between Social Media and its role in Tourism Marketing. The conclusions drawn from the literature state that Social Media is fundamentally changing the way travellers and tourists search, find, read, trust, and justify information related to tourism suppliers and destinations. However, since the use of Social Media is constantly evolving, the literature review may not be exhaustive. Therefore, there is a proposal for future researchers to focus on developing working Social Media marketing models that determine its influence on the various tourism marketing strategies.

THE IMPORTANCE OF MOBILE TECHNOLOGIES AND ICT'S USAGE IN TOURISM

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Travel today is an activity for millions of people around the world, not only directly related to tourism purposes, but for many other reasons. The past 20 years, the transport sector was significantly upgraded by providing convenience, speed and more facilities, in most cases with relatively low cost. Also, the tourism sector is heavily influenced by information technology and communication (ICT-s) as one of the tools that providers of tourism services are mainly used for marketing and sales purposes. One of the very important effects of tourism is to bring positive results in the social cohesion of the countries where is developed. But the phenomenon that is noticed nowadays is that people from different social groups like young people, elderly and people with disabilities are using ICT massively for planning their holidays, for being informed about the destination where they want to go, for bookings, reservations, payments etc. This article aims to show that the mobile technology and innovations in ICT-s in the tourism sector have positive effects on the social cohesion and the industry itself. Application producers for mobile equipment's are providing innovative and practical services which have often very logical prices, attracting millions of users.

Keywords: *ICT, Mobile Technology, Marketing, Tourism, Innovations*

ASSESSMENT OF THE SOCIAL IMPACTS OF TOURISM DEVELOPMENT OVER THE RESIDENT POPULATION IN EAST KHASI HILLS DISTRICT OF MEGHALAYA

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Tourism is one of the fastest growing industries of the globe and has potential to deal with the key challenges faced by the world. In recent years the study of social impacts of tourism has received substantial attention from researchers, particularly in the academic research arena. The emphasis in this body of research has been

on explaining why certain groups of residents perceive the impacts of tourism differently than others, and quite complex scales and models have been developed to measure and understand the phenomenon. However, the complex methods used by academic researchers are less suitable for assessing the social impacts of tourism for the purposes of practical tourism management. This is primarily because the long questionnaires used in academic studies have a negative impact on response rates, thus introducing the potential for non-response bias. For this reason the scholar has developed a much shorter instrument aimed at addressing the needs of destination managers to understand and manage the social impacts of tourism.

The purpose of this study is to investigate the social impacts and consequences of tourism on the residents in the East Khasi Hills District of Meghalaya. Tourism's social impacts are often difficult to measure, as, to a large extent, they are indirect. Consequently, the study is one of residents' perceptions of the effects of tourism upon their region rather than an attempt to measure the actual effects. In order to assess the same the case study of East Khasi Hills District of Meghalaya is proposed to be undertaken under this study to investigate the perceptions of local residents of the area as to the impacts of tourism on their quality of life.

Keywords: *Society, Tourism Development, Resident, Destination, Awareness*

DIGITAL MEDIA AS A DESTINATION MARKETING TOOL: IT'S USE BY TOURISM ORGANISATION IN LAHAUL-SPITI VALLEY

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The hilly terrains of India especially in the northern states of Himachal Pradesh, Uttarakhand and North-Eastern states of Arunachal, Meghalaya, Sikkim etc., are gaining lot of importance for young travelers and adventure seekers. There is a new found interest and passion towards sightseeing and trekking in the Himalayas by both foreign as well as Indian tourists. They prefer doing solo trips and staying in homestays or in natural habitats. The state governments run tourism organisations of thesestates are continuously promoting and advertising to promote destination tourism in these areas. They use multiple media platforms like print, television commercials and promoting through websites etc. to communicate and promote to the travelers. As far as offerings are considered, these organisations by and large provide common packages to all age groups irrespective of the different consumer profiles. However, apparently, to the new age adventure seeking tourist, it doesn't suffice at the need and behavioural level. Being a service industry, there is an immense scope of providing customised packages to these travelers. The new age tour operators, DMOs, virtual tourism organisations seem to have understood this gap well and are providing individualised solutions to these travelers. And, there is an urgent need to communicate about these new types of offerings and reach out to the travelers. We are living in a time when the netizens do major shopping and consumption of all types of product/service categories through digital and social media. The new age tourism marketing organisations therefore have diverted their major promotional focus through digital and social media. This is a phenomenon that can be observed across globe, specifically in destination marketing organisations of Europe and US.

In order to understand the new age practices in Indian domain, this is an exploratory study with an inductive approach. This study tries to identify and learn what are the different modes of social media, its nature, purpose and the degree of its usage among destination marketing organisations operating in Lahaul-Spiti and Kinnaur Valleys of Himachal Pradesh. A comparison between different tourism organisations shall give the similarities and differences that will help analyse and interpret the data collected from content analysis and semi structured online in-depth surveys with DMOs (Destination Marketing Organisations). Based on the usage pattern of Indian netizens in the age bracket for tourism organisation and through observation it can be safely concluded that Facebook, Instagram, DMO websites, tour booking agency websites and blogging sites are being mostly referred by travelers for information and finalisation of destination. Accordingly, these social media platforms are chosen for this study.

This is an empirical study based on observation and exploratory research using qualitative data analysis and content analysis method to generate the research results. Convenience sampling, a non-probability sampling

method will be used to conduct an in- depth survey of around 20 tourism operators from Lahaul – Spiti and Kinnaur Valleys of Himachal Pradesh, India along with observational research for the time period of December 2017 to February 2018.

Keywords: *DMOs, Digital Media, Lahaul Spiti Valley, Tourism in India*

MULTIDIMENSIONAL FOCUS OF LINGUISTIC LANDSCAPE IN TOURIST PLACES: A CASE STUDY OF MUMBAI

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Tourism and language are closely related. A Language not only serves as a Communication Tool (CT) between hosts and guests but also can be developed into tourist attractions. Tourism Development (TD) has proved to have important impacts on languages. This study attempts to fill this gap by investing the impacts of tourism on the Hindi, English and Marathi language in Mumbai, one of the most famous tourism destinations in India. Hindi seems to be widely used in public spaces. Linguistic Landscape (LL) refers to the written languages used in public spaces, such as road signs, warning signs, private business signs, etc. Linguistic Landscape (LL) analysis was used in this study. Quantitative Research (QR) method was adopted and the field work was carried out. The research is mainly based on first hand data which were collected through participant observations and interviews with various stakeholders. Secondary Data (SD) were also collected from relevant agencies and research institutes to supplement the research findings. By comparing the use of Hindi language in three historical towns that are at different Tourism Developmental (TD) stages, the study finds that the use of Hindi, English and Marathi languages in the public and private signs are closely related to the process of Tourism Development. Government and small business entrepreneurs are the major drivers to use many scripts. The wide use of Devanagari and roman scripts in the public signs is due to the government's regulations to enhance the ethnic cultural atmosphere of the destination. Business people tend to use Hindi language to add an "exotic" flavor to the business attractiveness.

Keywords: *Communication Tool (CT), Tourism Development (TD), Linguistic Landscape (LL), Quantitative Research (QR), Secondary Data (SD).*

MOTIVATING FACTORS AMONG SOCIAL MEDIA USERS TO JOIN HOTELS WEB PAGES AND ITS MARKETING EFFECTIVENESS BY THREE COMPETING MODELS

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Social media marketing is of importance and useful in the hotel industry. This study had been developed and tested three competing popular models of social media marketing which was derived from technology, communication, and social psychology theories.

The three popular models were analysed and evaluated using structural equation modelling and compared for overall model fit, path significance, and explanatory power. The results obtained explains the social psychology model, based on social identity theory and social influence model, provided the best explanation of Facebook fans' intentions to "like" (join) hotel pages. Three different social influence factors, namely, compliance, internalization, and identification, had different effects on fans' attitudes toward hotel Face book pages and behavioural intentions to like hotel Facebook pages.

These findings have theoretical implications by demonstrating that classical theories of social psychology are applicable in the social media environment. The findings have practical implications on today's hotel industry by providing guidance for effective use of social media as a marketing tool in the hotel industry.

RURAL TOURISM AN OPPORTUNITY FOR NEW TOURISM MARKET IN INDIA: A CASE STUDY OF ORCHHA DISTRICT

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Rural tourism has generated considerable interest as niche tourism for its business opportunities and spin off effects. It is being presented world over as a vehicle to drive and give additional impetus to rural economies where inherent rural appeal of villages is used as a resource. Intuitively it is assumed that countries with dominant rural population offer greater opportunities but management of rurality for tourism demands, meeting umpteen challenges.

The study of MoT, Government of India found that unsuccessful projects have incomplete hardware and software components and get little tourists. A few of these are located at difficult to reach places. The study stressed upon location of such projects near famous tourist spots and diligent implementation and maintenance of hardware and software components.

The objective of the proposed study is to report how the project has fared till now in terms of development of hardware-software components, participation of stakeholders, to assess how the socio-economic standard of people involved in the project been altered by the project. Moreover, the study also entails to make recommendations for improvement of the specific project studied.

The important observation of study is that the design, implementation and promotion of the rural tourism projects should encourage potential tourists to "see" more than just the product or the wonderful view but actually be willing to experience, be impacted, and even a little changed by the experience of engaging with the rural community. Rural tourism projects need to be redesigned so that the communities participate in the entire process from the very outset.

Keywords: *Stake Holders, Community Participation, Sustainable Tourism Development, Infrastructure*

CURRENT AND FUTURE TRENDS IN THE HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT

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A Summary of the Research Aims: This paper identifies some of the current and future trends affecting the tourism and hospitality industry, including globalization, guest's safety and security, the importance of offering outstanding services, the new technologies that enhance competitiveness, the population ageing that impacts directly on tourist demand and the correlation between price and value.

Approach: Reference is also made to the trends in the development of tourism lodgings. Furthermore, the paper attempts to analyze the Indian tourism performance indicators for the last 10 years and suggest ways out of the recession for the tourism entrepreneurs. Hospitality industry in India has generated tremendous employment opportunities and is a big source of foreign exchange for India. As per the planning commission the hospitality sector is responsible for more jobs per million rupee of investment than any other sector. This sector provided varieties of jobs which satisfies unskilled people to specialized one. The govt. of India and the ministry of tourism have contributed significantly to the development and growth of the industry by providing various tax incentives, policy measures and other various supports.

Findings: The suggestions to the hoteliers include careful analysis of the current and future trends and application of the proper adaptations, investing in exceptional services and sustainability of their lodging, as well as utilizing the new technologies, the social networks and they must seek ways to retain effective,

diverse and competent staff. The hospitality industry includes the sectors like Hotels, Hostels, Motels, Restaurants, Bars, Cafés, Nightclubs, Flight attendant etc.

Keywords: *Employment, India, Services, Tourism and Hospitality,Trends.*

COMMUNITY EMPOWERMENT THROUGH RESPONSIBLE SLUM TOURISM: A CASE STUDY OF REALITY TOURS AND TRAVEL

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While sustainable tourism is a long-term goal, responsible tourism is more action oriented and aims to achieve sustainability. This study focuses on the activities of Reality Tours and Travel, an organization founded in 2005 by Krishna Pujari (India) and Chris Way (UK). Moved by the extreme poverty yet industrious attitude of the slum dwellers in Dharavi, India (Asia's largest slum) Krishna and Kris came up with a unique business model that operate and offer tours of this slum thereby giving 80% of the profits back to the slum community while also changing the visitor's perceptions about slums and/or underprivileged communities. Winner of WTTC (World Travel and Tourism Council) Tourism for Tomorrow, Community Award 2015; Reality Tours and Travel have contributed immensely towards empowering the host community. Furthermore, this study aims to examine the socio-economic benefits post implementation of such tours in Dharavi. In-depth interview method was adopted to analyze the activities and the business model of Reality Tours and Travel.

Keywords: *Slum, Responsible Tourism, Slum Tourism, Community, Empowerment, Dharavi*

SUSTAINABLE TOURISM AND SOCIAL ENTREPRENEURSHIP: DEVELOPING A CONCEPTUAL MODEL AND INSTRUMENT FOR MEASURING SOCIAL ENTREPRENEURSHIP TRAITS

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In the present economic scenario, entrepreneurship has assumed certain significance in providing a leeway for the job seekers as well as job providers' .Government and the administrative machinery is making an all-out effort to make people entrepreneur. But, in some way it is important to understand that people cannot be made entrepreneur, unless and until there are certain characteristic features innate within a personality which differentiate people from being an entrepreneur and a job seeker. Social entrepreneurship as an offshoot of economic entrepreneurship is somewhat different in its conceptual understanding and appeal. As it is understood from several literature, that, disequilibrium in the social environment motivates an entrepreneur. It helps them to identify opportunity in such a way so as to create a social value in the economic system. Social entrepreneurship is seen as an eclectic mix of charity, social movement and business as well. Sustainable Tourism has not made impact and is not progressing worldwide (Buckley 2012). However, Sustainable Tourism should not be considered as a niche area because the global mandate states that sustainable tourism or rather sustainability should be intact in the models of tourism (Lansing and De Vries, 2007; UNWTO 2014).Northeast India has unique characteristics in terms of its geographical location, ethnic diversity, cultural context and rich history. It is a hotspot of tourism. However, economic development is not seen to be picking up in this part of the country. Policy initiatives are failing to generate intended results. The reasons may highlight some innate problems, which may be classified under the dimensions of political, ethnic and cultural disparities. But, it is true that whatever development has taken place in this part of the country is highly skewed favoring mostly the political class and the superior. The fruits of development failed to percolate and reach the local people resulting in much discontent and revolt. Sustainable Tourism can be of great help to the local people and this can be taken care by new breeds of

social entrepreneur. In order to identify the traits of entrepreneurship prevalent within the young educated generation, it is important to identify the characteristics required for social entrepreneurship spirit and design some measurement instrument. The present study aims at developing a conceptual framework based on identification of personality traits required for social entrepreneurship ventures. The focus of the study will be the young minds having a background of business education along with an inclination towards entrepreneurship. The present study will try to address the issue of Social entrepreneurship as may be identified with the measurement scale developed for the purpose so as to motivate the right people for the right purpose. Sustainable Tourism clubbed with Social entrepreneurship venture can be one of the probable solutions towards economic and social development of Northeast India.

Keywords: *Sustainable Tourism, Social Entrepreneurship, Social Entrepreneurship Traits*

ANALYZING SEMI STRONG FORM OF EFFICIENT MARKET HYPOTHESIS IN INDIAN HOTELS SECTOR

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Purpose- The main purpose of this research study is to investigate semi strong form of efficient market hypothesis of the Hotel sector firms listed on NSE selected on the basis of market capitalization.

Design/ Methodology- Prior to the testing of semi strong form of efficiency, weak form of efficiency have been tested by using Serial Correlation (parametric) test (Reilly and Brown, 2012). Then, Event study methodology (Elton and Gruber, 2002) using daily returns and Ordinary Least Square (OLS) market model (Brown and Warner, 1985) have been used in the study to test the semi strong form of efficiency. The event taken in the study is dividend announcement made in 2017. Parametric t test has been used to test the significance of the average abnormal returns and cumulative average abnormal returns around the dividend announcement date (Das et.al. 2014)**.**

Findings- The market is found to be efficient in its weak form but not in semi strong form.

Research Limitations- The study has been undertaken using the firms in the Hotels sectors. The study with reference to firms listed in other indices may provide different sets of results.

Keywords: *Dividend, Serial Correlation, Weak form, Semi strong form, Efficient Market Hypothesis.*

HOSPITALITY ENTREPRENEURSHIP EDUCATION AND TRAINING IN INDIA

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Hospitality industry has undergone transformation to emerge as one of the largest and fastest growing industry in the world (WTTC, 2016). India will follow the same trend to become a tourism hotspot from 2009 to 2018, having the highest 10-year growth potential. This industry is known for its service quality and delivery standards. This sector is not only a growth engine but also an employment generator. As per Ministry of Tourism, Government of India (2016), there has been increased growth in number of international as well as domestic hotel chains have forayed into Indian subcontinent. Because of the complexity and diversity of the sector, it has been recognized that education, vocational training, training upgrades and HRD are key requisites for the operational effectiveness of the sector. There are increasing requirement of skilled manpower for satisfying the emerging gaps in Hospitality industry along with the fact that costs also has to be kept low. Due to these emerging gaps, the opportunity which lies idle with Hospitality Industry and new entrepreneurs is to innovate and take calculated risks to undertake new ventures in Hospitality education. According to the economic survey 2015-16, this sector has the capacity to create large scale employment both direct and indirect, for diverse section in society, from most specialized

to unskilled workforce. The Indian hospitality industry is booming with major Hotel brands knocking the doors of India. Indian Hospitality industry today appears to be full of opportunities. Hence, there are need to target the opportunities available around globally and emerge as a trend maker on one side and on the other side add gains to economy. The researchers conducted various researches on the current industrial scenario focus on the need of inculcating entrepreneurship in the course curriculum to capture the possibilities of entering the new venture related to Hospitality education (Thadani, 2007, Jogaratnam,2006), (Teare and Olsen, 1999). The study would be analyzing the possibility of inculcating entrepreneurship education in Hospitality management courses to generate candidates who can use their entrepreneurial skills to take forward the Indian Hospitality Industry in coming years.

Keywords: *Entrepreneurship, Opportunity, Hospitality Management Education, Skilled manpower.*

MOBILE THEATRE ESTABLISHMENT OF ASSAM, A CULTURAL BY PRODUCT OF JATRA PARTIES OF BANGLADESH

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Mobile theatre establishment , the unique cultural enterprises of Assam has evolved from Jatra Parties of Bengal. It is a professionally managed cultural product that possess characteristics similar to Jatra parties of Bengal(West Bengal and East Pakistan before Partition).The common characteristics is basically its moving nature, drama / plays as its prime product, performance technique, dance drama etc. The mobile theatre also has similarities with that of theatre activities of Myanmar. As India(State of Assam), Bangladesh and Myanmar has similarities in its topography and demography, the art and culture of the neighboring countries also influence one another. The paper shall try to explore the work and activities of Mobile theatre establishments of Assam and cultural exchange among the people of the nations to develop the said cultural products for better understanding and co-operation among the people's of the nations.

Keywords: *Mobile Theatre Establishment, Cultural Product, Cultural Enterprise, Art and Culture.*

DIGITAL SENTIMENT ANALYSIS IN YOUTUBE: WHERE INDIA STANDS?

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Purpose– *Digital Footprint*, data is being collected on every second, everything about tourists and their preferences, shopping habits, financial status, etc., is being tracked and often, it is invisible. Especially with smart phones, we can track every single person and serve and target them on almost individual basis. Food, retail, luxury, media and entertainment are the most followed sectors in Social Media because of the attractiveness of the content and a user's repeated exposure to the brands. If you are engaging in brand advertising in Social Media channels, then the 3 metrics are conversation, amplification and applause. Ability to reach the right tourists at the right time with the right message is turbocharged by a combination of digital channels. The objective of this paper is an exploratory study of analysing how Digital Sentiments of world popular destinations such as Switzerland, France, Italy, United States, Spain and United Kingdom and others are reflected in YouTube and analysing where Indian destinations are stands among these world destinations.

Design/Methodology/Approach – Tourists are sharing their experiences, moods, emotions and other sentiments in digital channels such as FaceBook, YouTube, Twitter, Flickr, Google+, TripAdvisior, MouthShut and others are analysed in this paper. YouTube is one of the popular video sharing social media channel, where plenty of positive and negative sentiments are recorded and shared by the Tourists. In this paper these sentiments (positive, negative and neutral) are analysed and ranked to find the status of INDIAN destinations comparing to the popular world destinations. The assumption of this study is, more positive

sentiments of destinations in YouTube channel means more tourists are visiting and high growth in business. The Figure 1 depicts the conceptual framework of our proposed study.

| Digital Sentiments in YouTube Channel (Positive, Negative, Neutral) | → | Is Positive Sentiments of Indian Destinations are better than World destinations ? |
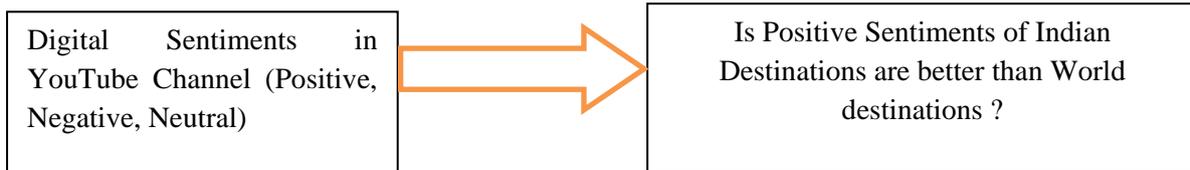
Figure: 1 Conceptual Framework

Findings – The detailed research analysis in Indian tourism context using digital sentiments are not evident in the literature. Comparing to European countries the Indian Destination Marketing Organizations (DMOs) are slower to adapt the social media strategies. Since the social media is low cost medium of marketing channel and popular among the youths, the Indian DMOs should use this opportunity to develop their business.

Research limitations / Implications – Secondary data are used in this research and are mostly collected from the YouTube channel and other online resources. The regular marketing channels are not analysed in this study and further study is required over the DMOs budget, Return On Investments (ROI) and others.

Originality / Value – This study offers valuable insights of digital sentiments in YouTube channel to the researchers and interactions within them are helpful to the tourists to select their destinations. The sentiment analysis of User Generated Content will be helpful to administrator and to DMOs to keep their destinations tourist friendly.

Keywords : *Digital Innovation, Social Media, e-Tourism.*

SUSTAINABLE ECO-TOURISM DESTINATION WITH SPECIAL REFERENCE TO SUR SAROVAR BIRD SANCTUARY

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Sustainable Development Initiatives have been taken throughout the world to revive the tourism practices towards natural tourism exposure and experience as well as to protect and conserve the nature, including rich eco bio-diversity. In this context, it is worthwhile to know that Uttar Pradesh in northern states of our country is blessed with plenty of natural treasure trove. It is also abode of stunning landscapes, forests, snaking rivers, rich flora and fauna. The rich bio-diversity of flora and fauna in the state is spread 16620 sq km forest terrain; the form of tropical moist deciduous forests, tropical dry deciduous forests and tropical thorny forests, dense green forest, rivers, hills, rocks, tributaries, different weather and climatic conditions. All species of wildlife depends on forest, for their food and habitation. The Uttar Pradesh Government has taken many initiatives to promote eco-tourism practices among all tourism stakeholders working in the state. There are many national parks and bird sanctuaries in the state. These bird sanctuaries become roaming destination of migratory birds arrive during the every winter season in Uttar Pradesh. The Ministry of Tourism is focusing on sustainable tourism development in responsible manner in all dimensions of tourism. According to guidelines of Ministry of Tourism Govt. of India, ecotourism is considered to be most essential recommended tourism practices. Sur Sarovar Bird Sanctuary is a unique scenic eco destination in the state and is situated around 21 Km from Agra on National Highway-No-2. This is also famous as *Keetham Jheel* (Lake). It has its significance as in a form of fresh water wetland bird sanctuary under the Forest Department of Uttar Pradesh. Due to increasing number of migratory birds in this lake, it also attracts mass number of nature lover tourists in this area. Due to this reason the forest department of Uttar Pradesh had to declare it as Bird Sanctuary in the year of 1991. It is an important bird watching spot for ornithologists. In this research article, our efforts will be focused on the study of sustainable eco- tourism practices in Sur Sarovar Bird sanctuary, role of forest and tourism department, community involvement and to set guidelines within specified framework of sustainable tourism practices.

Keywords: *Eco-Tourism Destination, Sustainable Tourism Practices, Sur Sarovar Bird Sanctuary.*

LEARNING STYLES OF CULTURALLY DIVERSE STUDENTS: A STUDY OF INTERNATIONAL HOSPITALITY STUDENTS

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The concept of learning styles is based on the theory that an individual responds to educational experiences with consistent behavior and performance patterns. The complexity of the construct, the psychometric problems related to its measurement, and the enigmatic relationship between culture and the teaching and learning process means that the body of research on learning styles must be interpreted and applied carefully.

Analyses presented in this paper suggest that the widespread conclusions in the literature that International and Indian students are field-dependent learners who prosper academically when taught with field-dependent teaching strategies are premature and conjectural. Research does not support the supposition that members of a particular ethnic group have the same learning style. The analysis, whether gender and academic performance play a role in student learning style preferences. The learning style preferences of 105 hospitality students (47 males and 58 females) were measured using a modified version of the Kolb Learning Style Inventory IIa (Kolb, 1995), which was aimed at determining learning mode orientations: concrete experience, reflective observation, abstract conceptualization, and active experimentation. The results revealed significant differences in students' learning styles preferences across disciplines, but not for gender. In addition, student learning style preferences varied by academic performance. These findings have important implications for international teaching and research.

The body of research does have implications for enhancing the academic achievement of culturally diverse students by reminding teachers to be alert to individual students' learning styles as well as their own actions and methods in reference to their students' cultural experiences and preferred learning environments.

Keywords: *Academic Achievement, Cognitive Style, Cultural Background, Cultural Differences, Educational Research, Ethnic Groups, Learning Modalities, Personality Traits.*

TOURISM REVOLUTION IN UTTARAKHAND

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Since time immemorial Uttarakhand has been the abode of gods and goddesses which attracts pilgrims from across the world. The doon valley which is a structural valley on the outer Himalayas passess through shiwaliks has been known for many hill stations such as Mussorrie, Lansdowne and Nainital in Kumaon Himalayas. Tourists visits uttarakhand all round the year and is in the bucketlist of many people across the globe not just for its aesthetic beauty but also because of the air which is devoid of pollution and provides self healing therapeutic effect, scholars and medical tourists also gets fascinated by it. Tourism in the state can be classified into spiritual and adventure tourism. The spiritual tourism involves sacred places of the Hindus and Sikhs. The four dhams attracts tourists seasonally and the yatras like nanda devi and kailash mansarovar marks congregation of lakhs of devotees. On the other hand adventure tourism which involves skiing,rafting,bungee jumping attracts sports enthusiasts. Auli has become the major hub because of its snow in winter season.

Role of tourism has been instrumental in the economy of Uttarakhand which has generated employment across the state and has contributed in the state gross domestic product having said that the state has not been successful in leveraging this boon of the state to its full potential. Given that the substantial hill stations national parks and biodiversity hotspots we have not witnessed the exponential growth in tourist what it should have been. Initiatives undertaken by the government needs to be strengthened by inviting private investment in this sector.

To address these concern government has to walk an extra mile in promoting state tourism. Lack of infrastructure is subverting tourism and is not enough to subsume the burgeoning population. Necessary measures needs to be undertaken by the government to boost the growth in the state. To address these concern government has to walk an extra mile in promoting state tourism. In past decade Uttarakhand has achieved success in providing quality education and has attracted scholars from across the nations which again has scaled employment and increased revenue for the government however government can promote it further by holistic marketing of the key hotspots of the state . After witnessing the green revolution and the industrial revolution the state beckons the tourism revolution in this service sector industry.

Keywords: *Tourism, Pilgrimage, Marketing, Revolution*

PONDICHERRY: THE FRENCH RIVERA OF THE EAST

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The basic materials for tourism industry are culture, heritages, natural vegetation, beaches, parks, monuments and sculptures, etc. which Pondicherry possesses abundantly. Pondicherry has a special ambience, not felt anywhere else in India. It is a blend of spiritual aura, French colonial heritage, Tamil culture and the cosmopolitan flair of many nationalities in a small town. Though French had left Pondicherry, French flavor, as one could witness by the grand colonial mansions, beautiful boulevards, names of roads and public places. So that, Pondicherry is often referred by names such as 'Quintessence of French Culture', 'India's Little France' and 'The French Riviera of the East'. The nostalgic visit by French nationals to Pondicherry is a trend that has far reaching impact on tourism and overall economy. Pondicherry government has taken the initiative to identify and develop new tourism projects and to aggressively promote Pondicherry tourism in the domestic and international markets. Declare the entire French quarter of the boulevard town area as Heritage Town with very strict enforcement of the rule banning demolition of these buildings.

Keywords: *Pondicherry, Heritage, French, Tourism*

COORDINATION BETWEEN ADMINISTRATIVE ANNOUNCEMENT AND GROUND LEVEL MANAGEMENT IN TOURISM DEVELOPMENT: EVIDENCE FROM ODISHA

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All over the world tourism and hospitality become one of the fastest growing sector by contributing to economy as well as employment. All most 10 percent contribution to global GDP and one job opportunity in every ten jobs shows the effectiveness of tourism around the globe. Following the global trend tourism in India contributes 9.6 percent to the country's GDP, which makes India as world's 7th largest tourism economy in terms of GDP. In the tourism the administrator or Government and local community plays equal role in development of destinations, tourism services. This paper focuses on the development aspects of tourism and the parties involved in the process. Government as the top level or administrator contributes in policy formation, fund grant and monitoring the whole process where as the ground level players gives their effort in implementation of policies, better use of the funds and smooth management of tourism services. The socio-economic factor, remains as domain in tourism policy for the Government and in recent times sustainability also emerged as an important aspect. Hence better coordination between the top level and the ground level can achieve the goal and direct the development in a succeeding direction. The present conceptual study is to present the status of coordination between the different level and their involvement in tourism development. The assignment is based on both primary and secondary data carried out through qualitative analysis and personal observations.

The study is supported by a case study of 'First Chilika bird festival' organised at Mangalajodi ecotourism destination of Chilika lake region in Odisha.

Key words: *Tourism development, Government, Local community, Tourism policy, Public Administration*

MEASURING TOURIST SATISFACTION OF THE SERVICES AND FACILITIES AT DESTINATION: A CASE STUDY OF ZIRO VALLEY IN ARUNACHAL PRADESH

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From simple travel of yesteryears, tourism has emerged in many new forms, depending on the specific demands of the tourist who is more sophisticated, well-informed and looking after new experiences different from the traditional mass markets. The growth in the industry and the global competitiveness has led the destination marketers to adopt a creative approach to marketing whereby they focus on differentiating their products and attracting special interest visitors. Sustainable tourism is based on the new paradigms of development that involves the community as one of the major stakeholders that can reap the benefits of the industry and in return contribute in maintaining the natural and cultural elements as tourist attractions. In terms of sustainable development, satisfaction emphasizes on the quality of the experiences which is determined by the overall facilities and services rendered by the host community to the tourists. The present study has made an analysis of tourist satisfaction with the overall tour experience in Ziro valley of Arunachal Pradesh. The study adopts questionnaire survey where tourist satisfaction level have been measured using a five point Likert-scale against fourteen selected variables. The finding of the study suggests that tourists were mostly satisfied with the warm hospitality of the local people and the traditional lifestyle in the villages. However, they would like to see improvement in accessibility, cleanliness, climate, the display of souvenirs and shopping places and the presentation of traditional festivals and local dance and music. The outcome of the study would help the destination marketers to consider the factors that have high effect on the satisfaction of tour experience and use it as Unique Selling Preposition.

Keywords: *Sustainable Tourism, Tourist Satisfaction, Destination Marketing*

CUISINE: A PROSPECTIVE SOURCE OF ECONOMIC DEVELOPMENT IN SMART CITIES

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Tourist travelling throughout the world spends thirty to forty percent of their budget on food and beverage. Food cannot be neglected when travelling to distances away from home as it plays a major role in enhancing experiences. Travelers looking forward for new taste, new food and customs related with food directly or indirectly. The Relationship between Food and Tourism Recent research has shown that tourists spend almost 40% of their budget on food when travelling. Cuisine is a valuable resource for destination promotion and improves competitiveness among catering establishment. It plays an important role in developing brand image at regional, national and international level. Smart cities should have provision to attract visitors towards them to grab the major share of the travel budget. It will not improve the dreams of smart cities but also bring economic growth in all stake holders. The current study focuses the role of cuisine in bringing economic developments I smart cities.

Key Word: Cuisine, Destination Attraction, Brand Image

SECTION - B

FULL LENGTH PAPERS

SUSTAINABLE MARKETING FOR HERITAGE SITES DEVELOPMENT

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ABSTRACT

Marketing sustainability can also be achieved by looking at traditional conservation practices. Some of the traditional methods of conservation provide additional ways for sites to integrate sustainable practices into their conservation plans. Simple marketing strategies can involve increasing awareness of the visiting public. Public awareness through items such as brochures, websites and media coverage can also support conservation needs and increase sustainable practice. General education provided to tourists can increase the appreciation for conservation needs and lead to a rewarding experience. This study provides some strategies about implementing marketing practices to support the sustainable tourism needs. Strategies include de-marketing, promotion, developing brand awareness, collaboration between agencies, and cooperation between benefiting parties, pricing strategies. The marketing perspective provides one way to view sites and inform of measures to support sustainable tourism. Increasing tourism sustainability will increase global preservation of mankind's development across time.

Keywords: *Sustainable, Tourism, Marketing, Heritage, Conservation*

INTRODUCTION: World Heritage sites bring a certain level of prestige and international recognition, but they also have an impact on the local communities as they impact day to day life and rituals of the residents. Several paradigms exist in evaluating the success of a UNESCO World Heritage site. This paper specifically examines how marketing strategies bolster sustainable tourism efforts. Designation as a World Heritage site brings increased tourist flow generating income through ticket sales, concessions and associated tourism amenities such as restaurants and hotels. As a particular World Heritage site gains attention, positive benefits increase in the areas of publicity, government support and donations. However, simultaneously growing concerns may also arise about the impact of tourist levels on the overall sustainability of the site for future generations. Ironically the growth in tourists may adversely affect sustainability efforts. So, positive effects of designation can frequently result in a negative impact upon these treasured sites. The success of a site must balance its visitation and preservation. Marketing strategies can affect both the popularity of a World Heritage site as well as create an expectation of the tourist experience. The marketing segment of this tourist field is interesting to explore from both the tourist perspective and the impact on preservation efforts. Marketing recommendation will provide steps a UNESCO World Heritage site can follow to create a balance between use and sustainability.

Tourism sustainability is important to understand in order to address short term goals of competeveness in the tourism market and achieving long term success in maintenance and preservation of the heritage sites. It is as important to understand the historical and cultural significance of sites as it is to understand the economic and social influences at the locations. An additional constraint is related to the type of sites available; natural, cultural or mixed designation.

Sustainable Tourism Marketing - A strategy whereby the objectives are to understand the interaction between the organization managing a site and surrounding natural forces, on approach to create a social, economic and environmentally balanced forum (Gilmore et al., 2007).

Visitor Management - Are techniques that aim to reduce the visitors' physical impact on a heritage site. Visitors impact the sites by their sheer number, length of visit and visitor behaviors such as flash photography, parking cars and walking patterns (Shackley, 1998).

World Heritage site list status was more important in tourism marketing than conservation efforts. Heritage preservation has a tentative relationship with tourism because World Heritage sites seem to be deteriorating. Professionals were also concerned with the indefinite expansion of the World Heritage brand. This was more important to the professionals than worrying about the lack of representation in different member countries.

The credibility of the listing is linked to the amount of expansion. Future debates and research seem to fall on the issue of unbalanced representation by regions.

Relationship between Visitor Management and Marketing: A relationship exists between marketing and visitor management at World Heritage sites. Tourism viewed as successful only on the merits of increase visitors numbers can in fact prove detrimental to the sites if increased visitor numbers puts a strain on site preservation. Ideally marketing efforts should satisfy visitor needs at the same time as preserving the sites for future generations. Mr.Fullerton, et al., 2010 proposed demarketing, in essence discouraging a certain class of visitor from site visitation; as a means for increasing preservation. Demarketing is considered as an important branch of marketing and should not be considered the opposite of marketing (Beeton & Benfield, 2010).

Brand Equity: Brand awareness provides an identity to the user and can evoke a sense of trust and loyalty (Misiura, 2006). Brand awareness relies on several factors based on loyalty, perceived quality, associations and awareness (Portia, Reichel, & Cohen, 2011). The World Heritage site name can be regarded as a brand. The branding of UNESCO World Heritage sites allows for a set of associations and expectations to be created. The UNESCO brand also evoked certain feelings or perceptions by customers. Brand awareness is a marketing tool for UNESCO World Heritage sites.

Sustainable Tourism Practices: Marketing of tourism in a sustainable manner can be viewed as a paradigm shift (Jamrozy, 2007.) It was not until the mid-1980's that sustainable marketing theory and concern for green practices arose. The author argues that tourism marketing can be integrated in such a manner as to not disrupt the natural sustainability of the surroundings. Managing tourism sustainability becomes a macro function where interactions and independent roles play into the larger tourism system. Sustainable tourism by definition addresses the needs of present visitors at the same time as preserving destinations for future generations (Hawkins, 1998). The sustainable marketing model takes into consideration three categories: Society, the environment and the economy; combining green and economical marketing as well as considering the societal influences. Three factors comprised the sustainable tourism marketing. First an understanding that tourism is a phenomenon of sustainable living practices. Second connecting stakeholders to the tourism system. Third, and last, achieving sustainable marketing goals through both profit and non-profit institutions.

Challenges to Sustainability: Tourists who are attracted to the center of the city and being around the buzz of action yet abstaining from contributing to the city in the form of money paid for amenities or attractions. Many of these tourists stay at hotels outside the city and eat at outlying areas, therefore contributing to the rural communities as opposed to the city itself. This trend threatens the sustainability of the city. Signs of oversaturation include strains on resources such as roads, buildings and parking areas. In addition the annual viability of attractions is affected because tourist patterns are unpredictable based on day trippers.

Sustainable Tourism Plan: The World Heritage name has become a top brand for tourism. The growth in tourists leads to the importance of developing a sustainable marketing strategy. Sustainable tourism marketing addresses the dichotomy between social and economic needs and the environmental perspective. For the World Heritage site to be viable it should incorporate a well-managed plan to account for financial needs of sustaining the site and environmental needs have doing no harm for future site existence. World Heritage sites are supported by tourism entities such as transportation, accommodations, facilities and other managed attractions. The amount of service provided is directly linked to the site sustainability. Three perspectives evolved: focus on conservation, focus on increasing tourist levels and focus on developing visitor facilities. The study indicated the need for the implementation of a plan for strategic sustainable tourism marketing management taking into consideration the needs of each of the three perspectives. Collaboration between local and government entities as well as a stronger marketing plan could contribute to improved sustainability.

Admission Prices as a Strategy for Sustainability: Pricing and admissions rates were both illustrated as means for achieving sustainable tourism. A challenge facing many World Heritage sites is a lack of funding to keep up with conservation and restoration needs. As a result many sites have introduced aggressive marketing strategies to increase visitation thereby increasing revenue from admission prices. This strategy puts a strain on the sites because overcrowding can cause faster deterioration to the sites. Increasing fees

provides for an increase in revenue at the same time as placing a value on the visitation process. Increased fees can discourage casual tourists who may contribute to damaging the site. In addition the increased fees can be used to better educate visitors about conservation needs.

MARKETING RECOMMENDATIONS: Marketing strategies can address the dual need for promotion of World Heritage sites in conjunction with preservation of the sites. A balance is necessary between sustainability and visitor demand. A marketing plan that takes into consideration sustainability efforts can be beneficial for World Heritage site preservation.

Based on the study the following are recommended strategies for sustainable tourism marketing:

- Demarketing
- Promotion
- Developing Brand Awareness
- Agency Collaboration
- Cooperation between Benefiting Parties
- Price Strategy
- Marketing Sustainability

By implementing one or more of these strategies UNESCO World Heritage sites can simultaneously contribute to the short term success and increase long term sustainability of their sites.

Demarketing: Demarketing is an effective mechanism for controlling the number and quality of visitors at World Heritage sites. Demarketing, discourages a certain class of visitor from site visitation. Demarketing by definition is not the opposite of marketing which deals with an ever expanding market with an unlimited supply of product; instead demarketing is an intrinsic aspect of marketing management.

General demarketing occurs when total demand is decreased. From a marketing perspective this can occur when advertising costs are decreased; leading to a reduction in promotion and distribution of information. In addition messages can be created within existing brochures to discourage tourists from visiting or not to visit during certain peak times (Leask & Fyall, 2006). Selective demarketing occurs when certain market segments are discouraged. By selectively decreasing the number of tourists the site can be more easily preserved for future generations. Cyprus has used selective demarketing to discourage young, rowdy tourists from visiting its historic countries sites (Beeton & Benfield, 2010). Promotion was the first step by marketing to certain types of tourists. Next marketing focused on deliberate sites and experiences and did not promote nightclubs, shopping or other amenities which attract younger crowds. In addition pricing became a factor with wholesalers being discouraged to discount prices. Ostensible demarketing refers to creating a scarcity of product and therefore promotes greater demand. Ostensible demarketing offers the appearance of asking for a reduction in demand at the same time stimulating a greater desire for the product (Fullerton et al., 2010). This method of demarketing can allow an alternate site to promote itself while allowing the primary site a reduction in tourist impacts. By tourists visiting an alternate but comparable site they can satisfy their needs for a cultural experience while allowing the primary site a period of rest from tourist demands.

Five strategies are recommended to utilize demarketing (Fullerton, McGettigan, & Stephen, 2010). The first is educating potential visitors; this can be done through educational material, or by experiences, or through specific instructions at the site entrance. Educating visitors allows for information about the sites preservation needs to be passed on as well as reinforcing sustainable practices. Second, marketing to desirable markets, this strategy allows sites to attract conscientious visitors. The goal of demarketing is not always to discourage and decrease the number of tourists, but to increase the number of conscientious tourists treating the site with respect. The third demarketing method is to publicize other sites as alternative destinations; this would spread the number of tourists over a broader area decreasing environmental impact on one particular site. This method requires cooperation with other World Heritage sites, and is particularly effective in condensed areas such as in England or France where several sites are found in close proximity. The fourth initiative is to utilize a seasonal schedule for access. This allows tourists to visit during certain parts of the year, while also allowing the site "off season" time for preservation efforts to take place. Fifth, and last, sites can choose to make access to fragile areas difficult or restricted. Caple (2000) informed of

specific preservation needs based on site specific locations. For example, a castle may have certain areas that are well maintained and capable of supporting heavy traffic, while others may be fragile and will have limited access to decrease risk.

Promotion: Promotion is typically used to increase demand, but it is also a tool to control accessibility (Beeton & Benfield, 2010). Accessibility in this case means the delivery of information surrounding a site such as advertising material and media promotions. Promotional materials can be used to not only inform and advertise, but also to persuade the tourist population. Persuasion can use the tactics of demarketing before mentioned to discourage tourists from certain areas or to encourage visitation in the off season. Selective messages can be used as a marketing tool for UNESCO World Heritage sites to promote their sites in certain manners. While this strategy may not be effective in keeping tourists away, it may distract some visitors or encourage more conscientious tourists.

Develop Brand Awareness: Brand awareness relies on several factors based on loyalty, perceived quality, associations and awareness (Portia, Reichel, & Cohen, 2011). The UNESCO World Heritage site title and logo bring a certain level of prestige to sites. A marketing strategy to encourage sustainability can be supported simply through promotion of the UNESCO World Heritage brand. Displaying the logo demonstrates the particular site is concerned with the principles of conservation and preservation that the UNESCO Organization put forth. In order for sites to use this strategy they should prominently display the UNESCO logo in addition to providing specific education about the goals of the organization. This strategy will be reinforced if all UNESCO World Heritage sites follow the same promotion thereby increasing brand power, awareness and association.

Agency Collaboration: Another important recommendation for UNESCO World Heritage sites looking to increase their sustainability through their marketing plan is to work in tandem with tourism and government agencies (Fullerton, McGettigan, & Stephens, 2010). Often UNESCO sites may share affiliation with both local and national entities; if multiple organizations pool their resources and marketing efforts they can better educate visitors and provide an experience which maximizes sustainability efforts.

Cooperation between Benefiting Parties: In a similar regard to governing agencies working together, various tourist amenities can work together to encourage sustainability; cooperation from benefiting parties can contribute to overall sustainable tourism initiatives (Chen, & Chen, 2010). UNESCO World Heritage sites are not sustained solely by their establishment. Their continued success relies on ancillary services such as transportation, accommodations, food and beverage and retail services. When these various tourist amenities work together to market their products and services, they can promote mutually beneficial practices and will support the overall efforts of the sites.

Price Strategy: Increasing admission prices can have a double benefit by increasing revenue for preservation efforts and discouraging casual tourist traffic that might put a strain on the site and increase the rate of deterioration (Fyall & Garrod, 1998). Increasing fees provides for an increase in revenue at the same time as placing a higher value on the visitation process. Ultimately increasing admission prices increases value to visitors because it contributes to preservation of sites for future generations. Regulation and permits are two formal ways to control tourist impacts at UNESCO World Heritage sites (Beeton & Banfield, 2010). Regulation allows sites to manage their locations more responsibly by assuming management of their land space. When sites move to self-regulation as opposed to control from local or national government entities they can more easily control the land use and marketing of the space. Permits are a form of regulation that provides restrictions or limitations to guests. For example there may be a limited number of permits distributed per season thereby allowing sites to anticipate needs based on a controlled number of tourists. Permits may be used for the purpose of restricting certain activities such as the amount of hunting or fishing allowed in an area. The use of permits and reservation systems has become successful in Italy and England where they have been used as a tourism management tool. Yosemite National Park in California utilizes a system of restricted space to decrease the number of tourists in flooded areas. This has allowed for restricted areas to regenerate at the same time as creating publicity for areas that are accessible by tourists.

Marketing Sustainability: Marketing sustainability can also be achieved by looking at traditional conservation practices. Conservation efforts extend beyond UNESCO World Heritage sites to protect many historical artifacts and locations. A look at some of the traditional methods of conservation provides

additional ways for sites to integrate sustainable practices into their conservation plans. One example of preventative conservation is the storage of artifacts for preservation (Caple, 2000). By correctly storing artifacts they can be visited at the same time as preserved for future visitors such as with the items buried in the Egyptian pyramids. Understanding environmental effects on artifacts and sites can contribute to attaining long term conservation practices. One such example is the effect of oxygen on the natural deterioration of sites. By understanding the effects of oxidation, the natural settings can be better preserved.

Other traditional methods stem from awareness and education (Aplin, 2002). Public awareness through items such as brochures, websites and media coverage can support conservation needs and increase sustainable practiced. General education provided to tourists can increase the appreciation for conservation needs and lead to a rewarding experience. Simple marketing strategies can involve increasing awareness of the visiting public. Natural sites can also implement education about conserving the eco systems. Wetlands for example absorb pollutants; by providing education about this fact visitors can be mindful of their actions at the site.

CONCLUSION: The challenges and opportunities that the UNESCO World Heritage sites present are vast. One important benchmark for sites is how the marketing plans reflect the need for continued sustainable tourism. Balancing marketing needs with sustainable tourism practices can prove to be a challenge to UNESCO World Heritage sites that already face threats from deterioration and other conservation challenges. The marketing strategy of World Heritage sites has a substantial contribution to the sustainable practices of the sites. This study provided some strategies, implementing marketing practices to support the sustainable tourism needs. Strategies include demarketing, promotion, developing brand awareness, collaboration between agencies, cooperation between benefiting parties, pricing strategies. In order to balance the conservation and preservation needs of the sites, the recommendations should be incorporated into the marketing plan. By considering the spectrum of needs, sites can be respectfully visited in the present and protected for future generations.

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EMERGENCE OF INDIA AS A WEDDING DESTINATION: AN INVESTIGATION OF THE "PUSH AND PULL" MOTIVATIONAL FACTORS

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ABSTRACT

Wedding tourism or destination wedding is a term related to niche market which has gained quite a boost over the past decade. India is also one of the recipients of this contemporary trend. Destination wedding locations in India to say "I Do" in style has garnered a trending demand. This study concerns the growth and development of India as a destination for wedding tourism and also analyzes the "push" and "pull" motivational factors responsible for choosing India as "the" wedding destination from the demand-side perspective. Wedding tourism motivational factors are significant in understanding tourists' behavior for the choice of the wedding destination. Indian couples are looking for some exotic destinations to exchange vows and make it a unique ceremony. Weddings form part of event tourism as weddings involve travelling, guests' accommodation, catering and entertainment. According to a daily newspaper business line – "The rise in affluence has transformed the Indian wedding into a lavish affair. Every little thing from the venue, to the decorations, to the food, has to be the best. And this has created a $40 billion industry".

Keywords: *Wedding Tourism, Niche Market, Event Tourism, Destination Branding*

INTRODUCTION: Wedding tourism is a booming concept which is helping numerous destinations like India to position them in this profitable market. In simple words' wedding-based tourism can be defined as tourists' flows happening from participation in weddings. India can augment tourist footfalls by promoting new trends like 'wedding tourism'. Wedding tourism or wedding-based tourism is defined as international travel to get married or to celebrate the wedding (Durinec, 2013).

India defines diversity – one country with one billion people, 29 culturally different states, over 9 religions and more than 1600 spoken languages. India is a land of myths and customs, of mysteries and love stories. Getting married in India is very much part of an exotic and lavish affair. Marriages are a much bigger concern in India as compared to some other regions of the globe, where events tend to be smaller and more conventional. India is a land of love and celebration, where couples can make their most coveted moment of their life happen. A wedding is one of the most significant occasions in a couple's life. Indian marriages are full of life, vibrancy and unity amidst diversity. It can add a touch of uniqueness in a couple's life by giving a pleasant experience through a lavish choice of rituals from different religions. Indian wedding entails a long and elaborate affair, with every step rooted in religious traditions, signifying various aspects of the life that are to follow after the marriage.

In terms of business, Indian weddings are a billion-dollar industry. The matrimonial business appears recession-proof, and is estimated to be worth $40 billion a year, and growing at about 20 per cent annually. Indians see it as an indicator of social status, so spare no expense.

There's nothing quite like the Big Fat Indian Wedding. We know it, the world knows it. For cultural experiences, nothing equals a wedding, more so in India. There's food, music, dance, costume, rituals — it offers you a truly immersive experience. Since the number of the century, wedding tourism has earned recognition as a niche concept of tourism. It has beefed up its position in the niche tourism product category.

Destination weddings are becoming a lucrative business opportunity. According to a report by by New World Wealth, India was home to around 2,36,000 High Net Worth individuals (HNWIs) in 2015 and this number is set to grow by 135 per cent to reach around 5,54,000 by 2025. It is no marvel then that National Tourist Offices (NTOs) have been promoting themselves for destination weddings bearing in mind that the market is one that can afford the extravaganza.

RESEARCH METHODOLOGY: The data are collected through extensive desk research and analysis of scientific literature. Secondary data has been collected through journals, newspapers, magazines, e-articles, websites, etc.

LITERATURE REVIEW:

Wedding-Based Tourism: According to UNWTO (2018), tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Thus, this definition has no specifications regarding only the International travel. So eventually it means that tourism can happen in the home-country also as long as the tourist is travelling away from his regular environment. In terms of wedding-based tourism, the definition given by Del Chiappa & Fortezza (2013), states that wedding tourism is "tourist flows that arise from the participation to a destination wedding that is held in a place that is different from the bride and groom's, or just one of them, live.

Weddings are special events that mark an important moment in people's lives which gathers family members to celebrate this special occasion of the "to be married" couple (Dwyer et. al, 2005). Wedding tourism, as the name suggests, is a plan of travelling to another place, preferably abroad, in order to get married (Suklabaidya, 2008).

According to Major, Bridget, McLeay, Fraser and Waine, Danny (2010); Seebaluck, et al., (2015), today wedding tourism is a booming sector within the tourism industry increasingly attracting more couples to celebrate their weddings in new places. In the words of Rogerson & Wolfaardt (2014), a destination wedding is not the only component of wedding tourism. Honeymoon travel is recognized as an important part as well. Comparatively, a destination wedding is a novel concept while honeymoons have been well-known since decades.

Wedding-based tourism can produce several social, environmental, economic (direct, indirect and induced) and marketing effects (showcasing, boosting the local authenticity and destination brand) for the hosting destination (Del Chiappa and Fortezza, 2015).

Tourist's Travel Motivators: Motivations can be seen as 'forces', 'needs' or 'states' that push people adopt certain behaviors, and thus they are a relevant variable for segmenting the market and for developing more effective marketing strategies that suit the need of the identified segments better (Correia et al., 2007). According to Getz (2008), recently, ideas for weddings, acting as a motivator of tourism flows is generating a new strand of research in the context of event management and event tourism. In words of Goldbatt (2002), referring to this strand of research, weddings can be considered as belonging to the category of religious and/or civil and private events.

People travel for the reason that they are pushed by psychological and pulled by external forces of the destination attributes (Dann, 1977; Crompton, 1979; March & Woodside, 2005). Travel Motivations, are those intrinsic and extrinsic factors that create a desire in an individual to travel and choose a particular exotic destination (Yoon & Uysal, 2005; Swanson & Horridge, 2006; Correia, Oom do Valle & Moço; 2007).

Destination Wedding: It's a new era when it comes to weddings! Gone are the days where the basic outline of a wedding was to spend a wealth and have a prolific ritual. In this new age, couples have started to prefer to opt for destination weddings. Nowadays traditional Indian weddings have been given a western twist with the emergence of destination weddings, theme-based weddings, exotic weddings, celebrity weddings, Bollywood-style weddings, etc. The ritual of getting married in a temple/church or marriage hall is gradually going out of trend with the arrival of newer trends such as resort weddings and destination weddings, making the wedding more than just a celebration. Indian couples majorly prefer heritage properties for their wedding to add a pinch of rich Indian cultural heritage on their special day. With a historical background for the D-day, the Indian couples are following the footsteps of the celebrities who are endorsing wedding destinations. Beach weddings have also turned into an aspiration for several youngsters.

Destination weddings in exotic locations allow couples to have a small and intimate affair with a gathering of not more than 80-100 guests. While these kinds of weddings allow the couples to spend more time with their loved ones, they also tend to cut back on the large-scale festivities that are generally connected with traditional, local weddings. High end destination weddings set in stunning locales around the country are the stuff of fairytale beginnings.

There are several reasons for choosing a destination wedding in India such as – reduced cost, spending quality time with near and dear ones, uncomplicated, stress free, trimming the colossal guest list and creating a memorable wedding in true sense.

Emerging Scenario: As the Indian economy intensifies, the demand of people to experience novel extravagances also intensifies. According to a joint study by FICCI (Federation of Indian Chambers of Commerce & Industry) and MRSS (Majestic Research Services and Solutions Limited) India (2017), wedding tourism destination market in India is expected to grow to Rs. 45,000 crore by the end of 2020. The current wedding destination market is estimated at Rs. 23,438 crore out of the overall Indian wedding market of Rs. 110,000 crore.

Federation of Indian Chambers of Commerce and Industry (FICCI) in association with Ministry of Tourism, Government of India has organized the 1st edition of the FICCI Wedding Tourism Summit (FWTS) the only branded EXCLUSIVE Wedding Tourism Platform in India, on May 25 & 26, 2017, at The Lalit, New Delhi. Mr. Suman Billa, Joint Secretary, Ministry of Tourism (MoT) lamented, "The high tax burden has come up as a big blow to the wedding business where from hotels to wedding planners every vendor will levy taxes on customers, thus making the event expense costlier. This will not only make the destination wedding business more expensive but also less attractive in the country. For India to retain the business of big fat weddings, it is vital for the tax to be competitive as compared to the neighboring destinations. India has a lot to offer and keeping in mind the target we have set for the tourist arrival by 2020, we need to boost all other prominent segments simultaneously. Wedding travelers stay longer and spend more, thus it is essential to tap this segment. The idea is to connect all the stakeholders in the wedding tourism sector, identify the challenges and work on it thereafter." At the same time, he also asserted to cash in on the rich base of Non-Resident Indians (NRIs) and Persons of Indian Origin (PIO) to boost the wedding tourism business in the country. He added that social media can play a vital role in influencing and spreading awareness about new wedding locations, thematic experiences and on ground facilities.

Globally, wedding tourism has garnered strength in terms of revenue generation also. India also has the potential to be a global wedding destination because of its hospitable people, varied landscape, trailing coastline, countless heritage attractions, distinctive culture and ethnicity. Apart from this, India also fulfills various parameters required for a wedding destination such as connectivity, good transport facility, excellent accommodation & banquet facilities, professional wedding planners & photographers, picturesque locations, numerous themes, and prospects to view world heritage sites, elaborate choice of cuisines, resorts with exquisite facilities, affordable offer rates and suitable climate.

The Omaxe Wedding Mall is India's first wedding mall in Gurugram is cashing in on the retail boom, real estate developer Omaxe has set up India's first mall on the wedding theme in Gurugram (Haryana) in the year 2010. The Rs 70-crore mall is a one-stop wedding shop to cater to all wedding needs of people, from designing and printing of invitation cards to buying honeymoon packages.

Wedding tourism in India is becoming widespread as more and more foreigners, NRI's and Indians are taking interest in the 'Big Fat Traditional Indian Wedding'. The magnificence and splendor of the destination, as well as the vibrant Indian traditions, induce interest among the foreign nationals. The majority of the international couples who are making their way to India are choosing two styles of Indian weddings, the 'Maharaja or Royal Indian wedding' (rich in heritage and exoticism) and the 'Brahmin wedding' (rich in spiritualism and Vedic rites).

Some factors responsible for emergence of wedding tourism in India are as follows:
- Celebrity endorsements of destination marriages. Some of the high profile celebrities such as the famous newlywed Indian cricket team captain Virat Kohli and actress Anushka Sharma's Tuscany wedding

encourage the couples to make goals for a destination wedding. Bollywood actor, Neil Nitin Mukesh had bespoke destination wedding in Udaipur. The Radisson Blu Hotel saw a royal wedding in true Rajasthani culture. Actress Lara Dutta married Tennis ace Mahesh Bhupathi in exotic Goa. They took vows in Taj Aguada Hotel. Actor Salman Khan's sister Arpita Khan chose Taj Falaknuma Palace in Hyderabad as the impressive host.

- Shortage of manpower and paucity of time for organizing such an extravagant affair.
- The NRI connections (when either bride or groom is an NRI). The attachment to one's roots (own culture and traditions) and the royal heritage of India are attracting more and more NRI's.
- The high level of personalization offered to guests by the hosts.
- Emergence of wedding ecosystem players like wedding planners, professional photographers for pre-wedding and wedding shoots and spruced up infrastructural support facilities.
- Rise of the middle class and escalation of disposable income.
- Changing the joint family system to a firm nuclear family system.

The main reason for such flared-up wedding tourism market can be attributed to the rich Indian heritage and the NRI attachment to their roots. Another reason for the increase in the wedding tourism is the word-of-mouth (when NRI's return after the marriage ceremony celebrations) which brings many tourists to India.

The wedding industry in India is gigantic with abundant opportunities for caterers, wedding planners, bakers, make-up artists, florists, designers, décor managers and other professionals, who contribute to the USD 50 billion worth market. The trends in the Indian wedding industry are shifting from simple to fancy and lavishly elaborated weddings, which bring more and more lucrative business options with them. Wedding tourism also leverages businesses of hotels and tour operators. Food & beverage, banquet and hotel room sales also shoot up during wedding adding to the hotel revenue. Wedding tourism also boosts the fortunes of wedding planners, marriage halls and caterers. To augment the sales various resorts are offering robust and attractively priced packages, particularly designed for wedding parties.

Destination Branding Through Wedding Tourism: Destination marketing organizations progressively apply wedding tourism concept. The extravaganza of Indian weddings, perhaps makes them one of the most magnificent of nuptial ceremonies anywhere; and of course the fancy show comes with some good business options. Weddings have developed into a product which provides lucrative options and prospects to the hosting destination to promote itself as a place where a unique unforgettable life occasion is celebrated in remarkable ways. It generates potential for destinations acknowledge their USP (Unique Selling Product) and to advertise it to pioneering wedding tourists who are keen to pay. Novelty of wedding tourism concept can open new market avenues while producing a place of destination of differing and natural backdrops to gain from this market segment.

What makes a destination wedding so great is the destination! It's not just a fabulous evening celebrating two people, but rather a long weekend at the very least of celebrating, exploring, touring, experiencing, and having fun.

In case of destination weddings, destination is just as significant as the ritual of becoming hooked up with. Destination Weddings are wow. India has pretty venues for destination weddings. From the Palaces to the Seaside to the Jungle, India boasts of versatile venues. Perks of a destination wedding in India include the ample choice of locations available for destination wedding such as hill wedding, sunny beach wedding, jungle wedding or a Maharani wedding. Each and every place comes with typical features. According to an Indian national newspaper Business Standard (New Delhi edition, January, 6, 2017), Indian railways will allow the public to hold wedding receptions on its platforms soon. This will allow the exotic & unique wedding enthusiasts to opt for a railway platform for experiencing a unique wedding destination.

Rajasthan & Goa are the preferred Indian wedding destinations. Rajasthan, known for its royal weddings at heritage properties, tops the list of wedding destinations in India. Popularity in Rajasthan as a wedding destination is constantly enhancing. On special occasions, royal wedding parties can be hosted on the two luxury trains namely, 'Palace on Wheels' and 'Royal Rajasthan on Wheels'. Newer destinations such as

Kerala, Mahabaleshwar, Aambey Valley City and religious places like Pushkar and Varanasi are also gaining popularity. Bollywood theme has also paved its way into the wedding destination market.

Figure 1: Bride & Groom at a beach wedding ceremony (Source: Traveltriangle.com & Location: Havelock Island, Andaman & Nicobar)

Ramoji Film City in the South has made its name as a prime wedding destination in India. Intense activity and sports-themed weddings are also regarded as destination weddings, and couples can take their vows while skydiving or scuba diving in the tranquil Andaman & Nicobar Islands. Places best considered for destination weddings in India are Jaipur, Udaipur, Jodhpur, Bikaner, Jaisalmer, Pushkar, Banks of Ganga (Rishikesh, Haridwar & Varanasi), Agra, Hyderabad, Kerala (Kumarakom, Munnar, Kovalam & Kochi), Goa, Jim Corbett and Andaman & Nicobar Islands.

Figure 2: Palace wedding (Source: Traveltriangle.com & Location Jai Mahal Palace, Jaipur)

Motivational Factors for Wedding Tourism: Tourism is an extremely important contributor to the nation's riches. The successful combination of the push and pull factors is crucial when marketing destinations, particularly when it comes to the understanding and investigating the motives behind the market segments, the designing of promotions and development of a destination. It is significant for the destination, to discover

out what stimulates the potential tourist to travel to a particular location, in order to be able to foresee future results.

Push and pull factors of tourists' behavior for choosing wedding destination are two sides of the same coin. Push factors force tourists to travel and the pull factors attract them to particular destinations. An external motive involves intellectual representations such as beliefs or knowledge. An internal motive is related to feelings, drives, and instincts. Motivation is known as the primary force that stimulates such behavior (Iso-Ahola, 1990). According to Iso-Ahola (1990, p. 249), "psychologists generally agree that a search for some optimum level of arousal or general stimulation underlies most psychological motives". Motive refers to internal forces and external goals and incentives that direct, express, and integrate a person's behavior, for future possible satisfaction (ISO-Ahola, 1982). Therefore, motivation is an interpersonal phenomenon.

Pull Factors: Pull factors are likewise recognized as extrinsic motivations. Characteristics of pull factors refer to "place" as a tourism product that defines a destination. Pull factors have become apparent as a consequence of the attractiveness of the destination arising from mass publicity, promotion or whatever other way, thereby giving an image to that destination. Pull factors have turned out to be noteworthy and require contemplation in regards to sustainably attracting new and repeat tourists. Pull factors can be classified into tangible and intangible cues of a specific destination that attract individuals to realize their needs of a particular travel experience (A. Plangmarn et al., 2012).

Push Factors: Push factors are likewise recognized as intrinsic motivations. Iso-Ahola (1990) explained push factors as the mental preparation for human activities and linked to an individual level of optimal arousal. Some common push factors in traveling found in many studies include escape from routine everyday life, relaxation, exploration, social interaction, relationship enhancement and prestige (Jensen, 2011). Crompton (1979) identified fulfilling prestige as one of the primary push motives and defined it as the symbol of an elite lifestyle.

MOTIVATIONAL FACTORS FOR WEDDING TOURISM	
PULL FACTORS (Extrinsic)	**PUSH FACTORS (Intrinsic)**
1. Accessibility 2. Expenditure 3. Attractiveness of a wedding destination 4. Attributes of the wedding destination	1. Need for escape 2. Need for novelty 3. Need for self-esteem 4. Fulfiling prestige 5. Social interaction 6. Exploration 7. Relationship enhancement
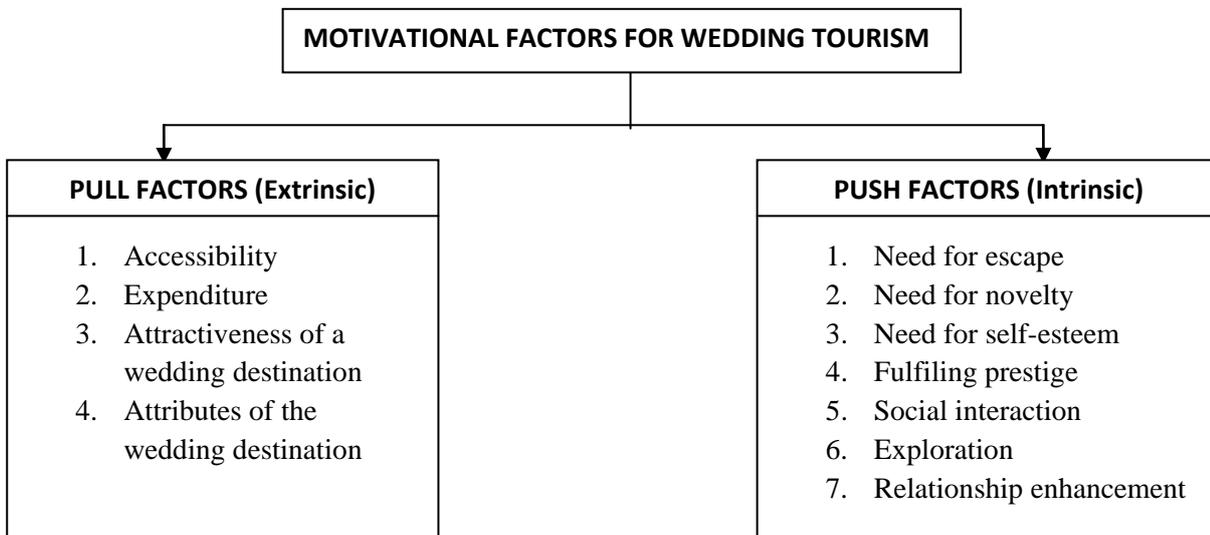
Figure 3: Chart representing "Push & Pull" motivational factors
Source: Author's creation

CONCLUSION & SUGGESTIONS: This study was conducted to deepen the understanding of the topic and explore the motivational drives required for couples to get married outside their hometown i.e. so-called destination weddings in India. Destination weddings comprise approximately ten percent of all Indian weddings. As far as the wedding-based tourism is concerned, there is a very limited existence of research despite its growing importance in many destinations. Although there is some research available on honeymoon-based tourism. An amplifying number of couples are opting for destination weddings over traditional weddings. Destination wedding or exotic weddings offer a fun chance to reunite family, relatives and friends in a truly marvelous location or to rejoice a private ceremony in an unforgettable setting.

The need of the hour is to build improved connections between the wedding industry and travel & tourism industry. There is a need of aggressive marketing of different picturesque and grand locales of India along with the rituals of a marriage ceremony. Apart from this, there is also a necessity for the tourism industry to attend upon the legal issues connected to the foreigner's wedding in India. There is a demand to cater more resorts specifically designed for destination weddings.

In India destination weddings is becoming fashionable now. From foreigners to rich Indian businessmen to erstwhile royals - everybody wants to be a constituent of these destinations wedding in India. What is the charm that makes India a hot destination for a wedding? Perhaps the marathon Indian wedding celebrations or it may be the thought of marrying in a palace just like the erstwhile Royals used to.

India enjoys a considerable advantage when put head to steer with the prime global destinations of wedding tourism. But lamentably, the absolute lack of promotion and marketing of India as an experienced wedding destination coupled with the highest tax burden has dampened the feeling of even Indian nationals to hold luxury thematic destination weddings in the state. The competitively priced destinations such as Thailand, Dubai, Mauritius, Maldives, Sri Lanka, and so on, have moved faster into the space and brought in the immense potential thereby targeting and attracting the wedding business from India. On the long-haul front, destinations in the United States, United Kingdom, Germany, Italy, France and Scandinavia have also upped their ante in grabbing a pie of the wedding business.

Indian youngsters' & couples perspective towards destination weddings

- *"When Ram and I set out to plan our wedding it was a no-brainer that we would have our wedding in Kerala India. It is the most incredible wedding destination."*
- *"I want the works. It is not a 'status' thing. I want to do this because weddings are a once-in-a-lifetime affair."*
- *"People should talk about my wedding."*
- *"I am working very hard with the single aim of having enough money to have a dream wedding."*
- *"For 11 days I was made to feel like a princess."*
- *"Youths now quickly respond to consumerism and a lavish lifestyle, an assertion of the successful self in an era of globalization. So a wedding is more like a demonstration event, a marker of success and social status."*
- *"I work hard and I party hard. And I want my wedding to be one, big party too,"*
- *"The idea is to make others envy them. It is a social signature that they make with big fat weddings."*
- *"People want to imitate actors on the silver screen for the most special occasion of their life. There is an aspiration value attached to it."*

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INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN HOTEL INDUSTRY: AN INVESTIGATION IN TURA, MEGHALAYA

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ABSTRACT

Despite the wide use of internet in the hotel industry and the extensive growth of ICT, little is still known on how the new medium is transforming marketing practices and concepts. This situation prevails in North-Eastern Region of India where the region has a lot of tourism potentials. The purpose of this empirical study is to acclimatise this situation in the area of study. Specifically, the study tries to determine the application of ICT as well as to explore the attitude of management in adopting ICT in hotels in Tura, Meghalaya. The hotel owners or managers were taken as the respondents for the purpose of the study. The relevant data were collected through a well structured schedule and it was analysed to draw meaningful results.

Keywords: *E-marketing, ICT, Internet and Marketing*

INTRODUCTION: In this era of 21st century, Information and Communication Technology (ICT) is one of the most important part of modern business concerns. There is an expanding rising understanding that ICT can provide businesses with a competitive advantage, to the extent of restructuring entire industries (Reino, 2009). ICT can be explained as the integration of telecommunications (e.g. telephone lines and wireless signals), hardware (e.g. computers) and the required software, middleware, storage media, and audio visual systems, which enable users to access, store, transmit, and manipulate information (Murray, 2011). ICT is an extended synonym for information technology as it emphases the role of the unified communication

technologies including the Internet, wireless networks and cell phones.

Modern ICT has created a "global village" in which society and establishments can use a vast range of new communication capabilities to communicate across the world in real-time (Abdullah Al-Adamat, 2015). For this reason, ICT is regularly examined in the context of its implementation and implication in modern societies and business. According to Ham et al. (2005), improving performance is the first motive for using ICT in the hotel industry and thus the use of ICT in the hotel business has expanded rapidly.

Tura is one of the most advance town in the West Garo Hills District which is situated in the Western most part of Meghalaya State. The district lies between 25° 13' and 26° 1' of North Latitude and 89° 50' and 90° 27' of East Longitude. It is bounded by part of the Mymensing and part of the Rongpur Districts of Bangladesh on the South & the West. Goalpara District of Assam on the North & West and East Garo Hills & South Garo Hills Districts on the East. The total area of the district is 3677 square kilometres and it occupies 16.39 % of the total area of the State. It ranks 3rd among the districts of the state in terms of area.

ICT IN HOTEL INDUSTRY: The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time. Tourism enterprises can also reach the targeted customers across the globe in a single click on the keypad after emergence of mobile computers, web technologies etc. ICTs have penetrated hospitality management at a fast pace, integrating the hotel operations, reshaping the marketing function, improving total efficiency, providing tools for marketing research and partnership building, and enhancing customer services, while also providing strategic opportunities. In addition, consumers increasingly expect ICT facilities in their rooms; internet access via the television set and data ports have become standard for higher hotel categories. The Internet has improved the hotel representation and reservation processes dramatically. Bookings through the web is particularly convenient for customers who frequent the hotel as that provides an efficient and effective communication mechanism. The greater the capacity, number of departments, transactions, arrivals, departures and reservations, the greater the need for technologies to facilitate the processes. Further integration between PMSs and Hotel CRSs can improve efficiency, facilitate control, reduce personnel and minimize the response time to both customers and management requests.

REVIEW OF LITERATURE: As per the various available literatures, there are different ICT terminologies and understandings. Orlikowski and Gash (1992) stated that ICT is any form of computer-based information system, while Kudyba and Romesh (2002) explained ICT as a set of technology (hardware, software, and telecommunications) with the potential to create, save, acquire, transmit, analyse, and communicate data and information. Buhalis (2003) also considered ICT to be the hardware and software, groupware, and netware, as well as the human capability to develop, programme, and maintain related equipment. Therefore, hotels have adopted different kinds of the above-mentioned 'wares', such as computers, office applications, Internet, intranet, central reservation systems (CRS), satellite and mobile communications, interactive television, and self-service terminals in order to improve their operational efficiency and competitiveness in the hotel industry (Avcikurt, Altay, and Ilban, 2011; Buhalis and Law, 2008; Musante, Bojanic, and Zhang, 2009). According to Kim et al. (2008), hospitality industries have identified effective implementation of ICT as a vital component to promote and achieve successful planning, business processes and decision-making. In response to the increasing demand for online services, many hotels have established websites to promote their services and products, and to strengthen their relationship with customers (Law, Qi, and Buhalis, 2010;O 'Connor and Frew, 2002; Šerić and Gil-Saura, 2012). Fountoulaki et al. (2015) identified an increased importance of modern ICT systems; such as, social media and mobile for contemporary distribution market.

Improving performance is the main reason for using ICT in the hospitality industry (Ham et al. 2005). Many researchers discussed how hotel establishments have widely adopted ICT to increase operational efficiency and productivity, support employees, improve service quality, gaining time, replace the existing paper systems, reduce costs and improve long-term profitability (Siguaw and Enz 1999; Armijos et al. 2002; Gilbert and Powell-Perry 2002; Lee et al. 2003; Ham et al. 2005; Law and Jogaratnam 2005; Sahadev and Islam 2005; Chathoth 2007; Kim et al. 2008b; Karadag and Dumanoglu 2009; Karadag et al. 2009; Law et

al. 2009; Reino 2009; Bilgihan et al. 2011; Šerić and Gil-Saura 2011; Sirirak et al. 2011; Aziz et al. 2012; Verma et al. 2012; Kucukusta et al. 2014; Kapiki and Fu 2015).

Research Gap: After reviewing the relevant literatures, it has found that various studies have been done on Information and Communication Technology in Hotel Industry. When we look into the scenario in Tura, Meghalaya, research on ICT in hotel industry is very scanty and even negligible. Considering these facts, the research problem entitled, "Information and Communication Technology in Hotel Industry Tura, Meghalaya" has been selected as an academic exercise.

OBJECTIVES:

I. To find out which ICT is used in communication with the target market
II. Explore the attitudes of management on the application of ICT in the hotels

METHODOLOGY:

Sampling Design: Based on the objectives of the study, the respondents were asked to choose those technologies that are applied in their hotels, as well as in communication with the target market. The components offered were taken from previous research (Seric et al., 2011; Ruiz et al., 2010; Šerić, Gil Saura, 2012). The managers' attitudes on the application of e-marketing in the hotel industry were examined by a third set of questions. The respondents were offered 15 items measured on a scale of 1 (completely disagree) to 5 (completely agree). The scale was designed in accordance with previous studies of Peštek and Čičić (2010) and Primorac et al. (2012).

For the purpose of study six hotels where selected out of 7 (seven) hotels in the study area. Table 1 highlights the name of the selected hotels with the year of establishment.

Table 1: Name of the Hotels, Year of Establishment and Number of Employees

Sl. No.	Name of the Hotel	Year of Estd.
1	Hotel Sundare	2007
2	Hotel Polo Orchid	2015
3	Rajkamal Hotel	1967
4	Hotel Rikman Continental	1997
5	Hotel Paramount	1998
6	Hotel Nataraj	1995

Sources: Field survey

The sampling frame which is the source or device, from which a sample is drawn, of this study, consists of all the owners or managers in the hotels as on 30th April, 2017.
The sample design of the study is presented below:

Table 2: Sample Design

Coverage	Tura, West Garo Hills District, Meghalaya
Sample Unit	Registered hotels in Tura
Sample Element	Enterprise Owners
Sampling Technique	Simple Random Sampling
Population	7 Hotels
Sample Size	6 hotels (85.71% of 7 Hotels)

Data Collection: The study is exploratory in nature. The primary data was collected from the sampled respondents through a well-designed schedule. The respondents were assured that the data would be kept confidential and anonymous. Personal interview method of data collection was also adopted.

Data Analysis: After the data have been collected, it was properly tabulated and presented. Descriptive Statistics through SPSS and Microsoft Excel Software was used to analyse data to draw meaningful result.

ANALYSIS AND DISCUSSION: The various technologies which are used to communicate with target market are listed in Table 3.

Table 3: Technologies that are used in communication with the market (N = 6)

		Numbers of Hotel	**Percentage**
1	Promotional CD/DVD	2	33.33
2	Own website	4	66.67
3	Promotional films on internet e.g. Youtube	1	16.67
4	Hotel booking system without payment facilities	3	50
5	Hotel booking system with payment facilities	3	50
6	Computer reservations system (CRS)	3	50
7	Booking system of tourist destination	4	66.67
8	M-commerce	5	83.33
9	Call centre	5	83.33
10	E-mail marketing/direct marketing	4	66.67
11	Loyalty program	5	83.33
12	Price comparison / predictor	4	66.67
13	Online order remittance / reception	3	50
14	Social networks e.g. Facebook	2	33.33
15	Video conference	2	33.33

Source: Research results

Most respondents (83.33 %) answered that the company uses its loyalty program, M commerce and call centre. This suggests that they recognize the importance of being in contact with their old customers and maintaining the importance of customers through loyalty programmes. In addition, 66.66 % of the surveyed companies use Booking system of tourist destination, -mail marketing/direct marketing and, and Price comparison / predictor. 50 % of the respondents used Hotel booking system without payment facilities and Online order remittance / reception Hotel booking system with payment facilities , Computer reservations system (CRS), and is followed by Promotional CD/DVD , Social networks e.g. Facebook , Video conference.

To explore their attitudes on the application of e-marketing in the hotel industry, respondents were offered 15 items and asked to rate their agreement with the statements on a scale from 1 (completely disagree) to 5 (completely agree). The results are shown in Table 4.

Table 4: Approach to e-marketing

	ITEMS	**MEAN**	**SD**
1	The Internet is part of our marketing strategy	4.00	.89

2	Having a website is a must in our business	4.00	.89
3	When hiring new staff, we take into account the knowledge necessary for Internet use.	3.16	1.47
4	Links to our website can be found in well-known directories or on other websites.	3.83	1.16
5	Our website directs the client to other websites	3.16	1.47
6	We have a database of users' e-mail addresses	3.00	1.89
7	We permanently monitor results of our web page usage	3.00	1.67
8	On our website, we also provide useful information on the environment (city, country, other tourist offers, weather forecast, foreign exchange list, logistic information, etc.)	3.16	1.47
9	Marketing over the Internet significantly contributes to the overall success of our marketing efforts.	3.16	1.72
10	We are satisfied with the return on investment in Internet marketing	3.50	1.37
11	Internet marketing leads to boosting our image	3.00	1.54
12	Internet marketing leads to the internationalization of our business	3.00	1.54
13	Internet marketing provides my hotel with a competitive advantage	3.66	1.21
14	Investment in Internet marketing reduces our investment in other media	3.33	1.63
15	We plan to increase activities related to Internet marketing in the next year	3.66	1.21

Source: Research results

The results show that respondents agree with most of the statements. The attitude "Internet is part of our marketing strategy and Having a website is essential in our business" received the highest average rating from respondents of 4.00 (SD = 0.81). In addition, respondents are aware of the importance of Internet marketing for business, and they highly agree with the statement "Links to our website can be found in well-known directories or on other websites. ", with an average of 3.83. Respondents gave the lowest average rating (M = 3.00, SD = 54) to the statement "We have a database of users' e-mail addresses", indicating that there is room for improvement. The last statement referring to plans received a high average of 3.66, which means that hoteliers are aware of the advantages that Internet marketing brings and are planning to use it more.

Finding and Policy Implication: The study on ICT in the hotel industry of Tura confirms the assumption that they have accepted and implemented ICT in their businesses. The research results show that most of the hotel companies surveyed achieved a above average level of ICT. In their daily operations, the hotel companies use a range of different ICT in communication in the hotel or with the market. Most respondents (83.33 %) answered that the company uses its loyalty program, M commerce and call centre. This suggests that they recognize the importance of being in contact with their old customers and maintaining the importance of customers through loyalty programmes. The results show that respondents agree with most of the statements. The attitude "Internet is part of our marketing strategy and Having a website is essential in our business" received the highest average rating from respondents of 4.00 (SD = 0.81). In addition, respondents are aware of the importance of Internet marketing for business, and they highly agree with the statement "Links to our website can be found in well-known directories or on other websites. In general,

there is a positive attitude towards the use of ICT and the Internet in the hotel business. The respondents are aware of the importance of ICT for success in the highly competitive market. This finding is similar to that in Pitoska's study that has proved, by conducting research in the Greek tourist industry, that "e-marketing is absolutely necessary for the well-being of an enterprise" (Pitoska, 2013: 335). However, it is obvious that hotels in tura are not utilizing ICT to its full potential. There is room for improvement particularly in using more of social networking sites along with promotional CD/DVD and maintaining better database of the customers.

As the reasons for the inadequate application of ICT in business, respondents stated a lack of financial resources as well as a lack of knowledge about the importance of ICT, a lack of experts and the need for continuous updating of website content.

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DESTINATION DEVELOPMENT THROUGH SUSTAINABLE TOURISM APPROACH: A STUDY ON SOME HOLY PLACES IN WEST BENGAL ASSOCIATEDWITH SRI RAMAKRISHNA, MAASARADA AND SWAMI VIVEKANANDA

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ABSTRACT

Development of Tourism Destination is one of the major criteria to achieve maximum tourist footfall. Destination may be of any type or any purpose (natural, manmade or symbolic,and religious, historical or scenic beauty), it is the infrastructure which provides the basic facility and comfort to the tourists during their stay. Emphases always given on Tourism Destination Development, because it provides facilities to reach, stay and explore the destination at its best. But sometimes the development may give reverse effect to the host community and the people reside there. Thismighteffect on living environmental condition, economic stability and even socio-cultural integrity. Environment, economy, society, culture and tourism, individually or together, create impact on each other. Positive tourism practicesat any destination take the society from better to the bestcondition.

Sustainable Tourism creates the opportunity to minimise the negative impact of tourism towards the society. It gives the guideline of using resources for present and future. Restricted and optimal use of natural resources for tourism, conservation and preservation of natural and human heritage, culture and uniqueness of the locale, are equally important for the sustainable growth of tourism. Framing policies and strategies, involving locals and most importantly, the awareness on environmental, economic and socio-cultural development in tourism to both hosts community and tourists can give the desired outcome of tourism business.Creating environmental awareness for both host community and tourists, involving them into different tourism activities and cultural amalgamation are important areas for environmental, economic and socio-cultural development at the destination. The sustainable approach always helps to increase the positive and neutralise the negative.

Contributing to the tourism market, West Bengal is not only a tourist generating state, but also a leading destination for both domestic and international tourists. The state offers tourism products like snow clapped hills of Himalayas, lush green Dooars with wilds like Rhinoceros and Elephant, cultural heritage of Central and South Bengal, Colonial History, magnificent beauty of Mangrove with The Royal Bengal Tigerand more significantly the unique features of the city of joy, Kolkata. Apart from other attractions, there are many known and unknown places associated with life and journey of the social reformers and spiritual icons Sri Ramakrishna, MaaSarada and Swami Vivekananda. The identified destinations needed to be developed to cater maximum number of tourists and devotees. The policy planning and strategic execution must be done with sustainable approach to achieve its desire objective as a successful tourist destination to India and the World.

Keywords: *Destination Development, Tourism Infrastructure, Sustainable Tourism, Multiplier Effect, Community Development.*

INTRODUCTION: Tourism has been recognised as one of the fastest growing industries in the world because of its multi-dimensional and multi-disciplinary approach. Apart from exploring countries and destinations for leisure pleasure and recreations, it contributes directly in economic development of a country. The concept of *Sustainable Tourism* has become immense important as the resources, especially natural resources are very limited and sometimes is in crisis for excessive and repetitive use. The importance of *Tourism Destination Planning and Development* lies here to cater maximum number of tourist with best of their experience. A popular tourist destination not only counts tourist's footfall, but also enjoys it highest market share in both domestic and international market.

Sustainability gives tourism a new dimension for its continuous positive approach. Developing countries with tourism potentials must follow *Sustainable Tourism Approach* for its economic and socio-cultural contributions. Popular and potential destinations must be developed in such a way that tourist can experience the destination as they desire, and the locals enjoy continuous and stable economic and socio-cultural development.

West Bengal is one of the popular tourist destination recognised nationally and internationally for its versatile tourism products. It has also potentials for spiritual tourism practices covering the places associated with three legendary social reformers and spiritual icons *Sri Ramakrishna, Maa Sarada* and *Swami Vivekananda*. The places visited by thousands of devotees and followers every day from all over the world. The study focus on the sustainable tourism practices to these destinations so that the locals can enjoy optimal economic and socio-cultural benefit of tourism.

RESEARCH OBJECTIVES: Research programme is always associated with certain objectives which give a direction towards the conclusion or the research findings. It is always focused with either innovation or implementation which may lead to new findings and further scope of studies. Followings are the main objectives of this research programme:

i) Identifying the need and importance of Tourism Destination Development.
ii) Understanding the concept of Sustainability and its importance in Tourism Industry.
iii) Establish the inter relationship between Sustainability and Tourism Destination Development.
iv) Focusing on positive and negative impacts of Destination Development towards sustainability.
v) Preparing Sustainable Destination Development Model for a particular destination or circuit.
vi) Suggesting an appropriate policy for tourism destination development and sustainability for a potential tourism destination in West Bengal associated with Sri Ramakrishna, Maa Sarada and Swami Vivekananda.

METHODOLOGY USED FOR THE PRESENT STUDY:

The present study is based on the Qualitative Research Approach (Sayre Shay, 2001), where the research outcomes are important to know the depth of the study areas. Hence, important qualitative tools viz. **Observation, Interview** and **Case Study** have been extensively used for this present research work. Both primary and secondary data have been used for this study. Primary data sources are collected from interview and observation and secondary data sources are collected from books, journals, annual report etc.

REVIEW OF RELATED LITERATURE:

Tourism Industry an Overview: Considering one of the largest and fastest growing industry, tourism is not a single step movement, but a Global phenomenon (Roday, Biwal, Joshi 2009). According to World Travel and Tourism Council (WTTC), tourism generates more than 230 million jobs directly and indirectly and contributes 10% of total Gross Domestic products (GDP). According to United Nations World Tourism Organisation (UNWTO) forecast, international tourist arrival will exceed 1.6 million by the year 2020.

One of the prime characteristics of tourism industry is its constant changes and development whereas the others are innovative products, technological up-gradation, new destinations and creative services. The rapid development of tourism industry contributes on:

- Use of disposable income into tourism practices
- More women engagement in the industry
- Highlighting potential destinations
- Innovation and creativity to cater complex market demand
- Changing tourism pattern from mass to alternative practices.

As Globalisation and Modernisation increase the disposable income, it also changed the pattern of movement of the tourists. Technological advancement and creative marketing made everything within the reach. But the basic motivation behind tourism remains same, **Leisure, Pleasure** and **Recreation.** According to **McIntosh**

and **Goeldern**, there are four types of tourism motivators Physical, Cultural, Interpersonal and Status and Prestige. **Robinson** further classified these four factors into seven groups, Relaxation and Refreshment of body and mind, Health, Pleasure, Curiosity and Culture, Interpersonal reasons, spiritual Purpose and Professional or business reasons.

Tourism Infrastructure and Tourism Destination Planning: Tourism is not possible without the physical presence of the tourists to the destination. A destination must contains the following important features which is commonly known as **The Five 'A's.** These are **Accessibility, Accommodation, Amenities, Attractions** and **Activities**. It may be any type or form of destination, these basic features helps destination to cater tourist with their demand. Popularity of any destination depends on the infrastructure and facilities tourist avail at the destination. An integrated package of infrastructure and facilities like transportation, accommodation, attractions, guide services, public utility, communication etc. all equally contribute to boost the footfall of tourist.

There are basically two aspects of Tourism Infrastructure. First, is the accessibility to the destination which covers the physical accessibility or transportation to the destination and the attraction(s). In case of international travel accessibility also includes freedom to travel to the area for the foreigners (in terms of permissions like Passport, VISA and other permission). The Second aspect is the infrastructure available at the destination which cater temporary accommodation, food, safety, facilities like guide service, sight-seeing, service for activities and amenities etc. Apart from that, the facilities like water supply, energy supply, sewage disposal, communication, parking area, play-ground, park, street light are also plays a leading role in destination development. The greatest contribution of tourism is that, all the infrastructure and facilities at the destination not only being used by the tourist. It also gives the economic and socio-cultural benefits to the host or locals. Tourism Infrastructure can be classified as follows:

Figure 1: Tourism Infrastructure (Source: Authors)

Tourism Destination Planning: Tourism destination planning must be done on creating positive impact, and to minimize and avoid adverse impact. At the time of tourism planning active participation of all the stakeholders can lead the plan to a successful one. Stakeholders must be aware of their responsibilities regarding tourism development and the threats they are creating also. It is important to have an **'Action Oriented Tourism Planning'** where continuous monitoring and evaluation process will be done. An Action Oriented Tourism Planning approach is essential for all type of tourism practices especially Sustainable Tourism. It should be consist of following characteristics like:

- Community participation and support in all level of tourism practices, direct and indirect tourism activities.

- Coordination and cooperation between all stakeholders, verious departments of Govt. and non Govt. Organisations, Policy making authorities and locals of the area.
- Clearly stated objective of the action plan and benefits of the host community people.
- Coordination with local and regional legislative and political structure.
- Special education and training programme focusing the maximum involvement of local people into tourism related activities, may be separate action plan for more employment generation through tourism practices.
- Application of principles of Sustainable Development for long term practices to ensure long term benefits of sustainable tourism in community economy, socio-cultural and environmental stability and development.

Tourism Destination Planning Process: Tourism planning for any destination must follow the stages which are inter-linked and creates impact on each other. The process can be given a shape like:
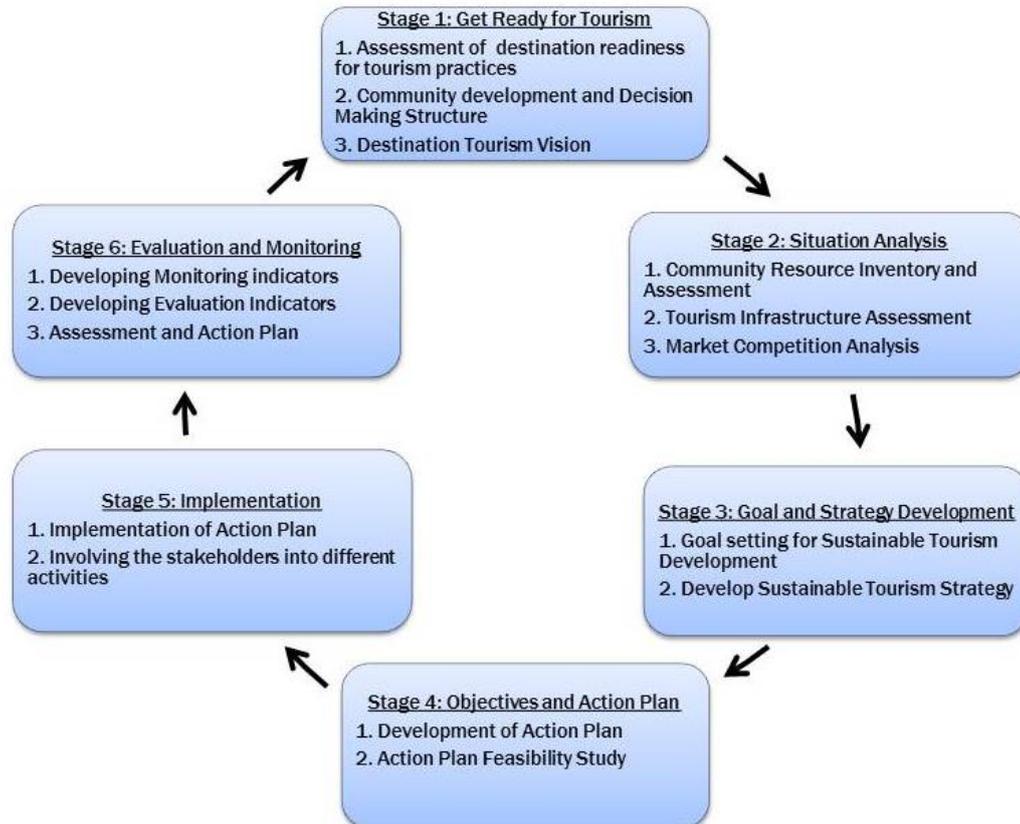
Figure 2: Tourism Destination Planning Process (Source: Authors)

1.Getting Ready for Tourism: In this stage the planner need to check that the community is ready to undertake tourism and related activities or not. The community must understand the short and long term benefits and threat of tourism practices. Community decision making process is another important issue in this regard as it should come from both top-down and bottom-up approach. A clearly stated tourism vision of a particular destination should be there which relates with the regional, state and central tourism policy.

2.Situation Analysis: Present situation analysis is required for getting the best result of destination planning. The inventory of resources (natural, man-made and socio-cultural) should be prepared and accordingly planned for its best utilisation. The assessment of present tourism infrastructure must be done to know the future infrastructure requirement. Apart from that, the potential market and demand of the tourist should be taken into consideration to get the advantages in competitive tourism market.

3.Goal and Strategy Development: In this stage, a realistic and achievable goal should be set for Sustainable Tourism. In order to develop goal strategy and action plan, SWOT analysis first done which give

a clear idea of both Strength - Opportunities (Internal Environment) and Weakness – Threat (External Environment).

4.Objectives and Action Plan: This stage involves setting of objective (which supports the goal) and the strategic action plan. Action plan always be specified with a time limit for its best implementation and result achievement.

5.Implementation: Implementation is the most important stage where the strategy takes into its practical application. At the time of implementation, the role and responsibilities of stakeholders must be positive for best outcome.

6.Evaluation and Monitoring: Last and another most important stage is evaluation and monitoring as it counts the feedback of the action plan implemented. Monitoring and evaluation should be unbiased, and the result must be accessible to all the stakeholders so the remedial process can be done effectively.

Destination Development and its Impact on Living Society: Establishment and development of tourism activities in any area or destination enjoys benefits and bare cost. Tourism destinations are different in terms of their characteristics and available attractions. Therefore, the benefits and cost varies from destination to destination. It also depends on the economic and socio-cultural fragility or integrity of the destination, the activities undertaken both by tourist and host community and policy-strategy adapted to minimise negativity and increase positivity. The impact can be classified into three major areas like:
- **Economic Impact**
- **Socio-Cultural Impact**
- **Physical Impact**

Table 1: Economic Impact
Benefits:
• Generation of local employment directly in tourism sector and indirectly in allied services.
• Stimulating domestic industries like hotels, restaurants, transportation, handicrafts, guide services etc.
• Generating more scope of earning foreign exchange.
• Improvement in other infrastructure like road transportation, rail transportation, flight connectivity, public health and sanitation, communication etc.
• Offering job opportunity for skilled, semi-skilled and un-skilled labour.
• Increase tax revenue.
Cost:
• Higher tourism demand may increase the price of land, housing and other necessary commodities.
• During high tourist season, demand on health service and administrative service provision may increase at the expenses of local tax.
Table 2: Socio-Cultural Impact
Benefits:
• Local community can enjoy the quality of life through economic diversification by tourism practices.
• Recreation and cultural facilities created for tourism can also be enjoyed by locals.
• Development of public places and public utility services for both tourism and locals.
• Tourism also enhances the esteem of locals, by showing their culture and hospitality to others
• Locals can be more aware regarding their own culture and tradition and can also actively participate in conservation and preservation.
• Despite of criticism on cultural alteration, tourism also helps in cultural exchange and amalgamation.
Cost:
• Rapid and unplanned growth of tourism can result in inability of locals, amenities and infrastructure to meet service demand.
• With excessive tourism practice and without proper planning and management, littering, vandalism and crime often comes with tourism development.
• It can bring overcrowding and traffic congestion.
• As visitors bring material wealth to the destination, the locals may feel socio-economic infirmity.
• The community bonding may hamper due to excessive tourism practices.

- Socio-cultural authenticity may damage.
- Youth of the society may emulate and imitate tourists and alien culture.
- Historical sites may damage.

Table 3: Physical Impact

Benefits:
- Natural resources like park, lake, valley etc. may be maintained and used as tourism attractions.
- Improves waste management system can be achieved at the destination.
- Increasing awareness and responsibility on tourism and environment can result for more nature based tourism activities.

Cost:
- There may be some negative change in physical integrity of the destination.
- Rapid development and sometime over development may permanently change the physical characteristic of the destination.
- Degradation of natural resources may take place due to unplanned development and poor management.

Sustainable Tourism and its Impact: The World Tourism Organisation defines **Sustainable Tourism** as, "Sustainable tourism development meets the need of present tourist and host region while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system."

The World Summit on Sustainable Development (2002) clearly identified that human are highly dependent on the limited and finite resources of the earth. That's why awareness, implementation and promotion of Sustainable tourism have become a challenging issue for all. Among the principles and imperatives that promote and enhance the vision of sustainable future are the following (Poverty Alleviation Through Sustainable Tourism Development, Economic and Social Commission for Asia and The Pacific, united Nations, 2003):

- Prudent use of earth's resources within the limits of the planet's carrying capacity.
- Devolution of top-down decision making responsibilities to a broader range of the destination's stakeholders.
- The abatement of poverty and gender inequality and respect for fundamental human rights.
- Enhancement of quality of life through improved health care, shelter, nutrition and access to education and income-generating skills.
- Preservation of biodiversity and life support systems for all natural habitats.
- Preservation of indigenous knowledge and ways of living, and respect for the spiritual and cultural traditions of different peoples.

Sustainable tourism is always welcome as it minimise the negative impact of mass tourism over the society and destination. It has become a universal application to almost all types of tourism practices. It encourages active participation of the host community towards any tourism decision and its implementation. The principles of Sustainable Tourism give the clear idea about its universal acceptance:

(a) Participation: Residents of host community must maintain the control of tourism development by being involved in setting vision, identifying the resources (physical, natural and cultural) and developing goal and strategies for tourism management and development. Residents must participate in policy formulation, strategy implementation and definitely operation of tourism services and facilities.

(b) Involvement of Stakeholders: Tourism initiatives should be developed focusing the community based activities. Participation must include local NGOs, institutions, volunteer service group, the poor, the women, Govt. agencies and all locals. Sustainable planning must be done consulting with all stakeholders to get the best result.

(c) Local Ownership: Sustainable tourism must ensure quality employment of community residents. The provision of fulfilling the job demand is an integral part of tourism development which can best be done with

the provision of local employment generation. The facilities like education and training must support this initiative.

(d) Sustainable resource base: Sustainable tourism must follow intergenerational equity. The distribution of cost and benefits of tourism development must take place for both present and future generation. To support the future generation, the present generation must be careful regarding the resource utilisation and preservation.

(e) Community Harmony: Harmony is required between host and guest community. The host must understand tourists need and requirements and the tourist also need to understand economic and socio-cultural stand of the host community.

(f) Cooperation: Cooperation between tourism attractions, tourism business and tourism development must be established. Partnership model must be developed and followed in this regard.

(g) Carrying Capacity: Sustainable Tourism also encourages the requirement of impact assessment of tourism development at any destination. The development must be compatible with all its resources and limitations. The Carrying capacity of the destination should be measured and take necessary action if it is near the deadline or beyond the capacity.

(h) Education and Training: Sustainable tourism requires education and training to get the best benefit out of it. Education and training programme to improve and enhance business, skills based training programme specially for youth and women must take into consideration. These include training on hotel management skills, guide training, small business establishment etc.

(i) Monitoring and Evaluation: Sustainable tourism guideline must include continuous monitoring and evaluation for its impact assessment. There should be a proper code of conduct for sustainable tourism practices. The responsible authorities must monitor and evaluate the impact of such practices and must take adequate step for violation of the code and principles.

The Sustainable Tourism Approach: UNWTO prescribed two different approaches for sustainable tourism planning;

1. A top down approach: plan prepare by the central authority (Central or Regional Govt.) and
2. A bottom up approach: driven by the community and locals.

The best result of Sustainable Development can be seen while mixing these two approaches. All the stakeholders like tourism planners, tourists, suppliers and host community, must realise that the environment is the most important and fundamental factor for tourism development, and any tourist activity can effect on that. Planning-implementation- management-control can reduce the negative impact and move towards sustainable development for future. Sustainable tourism development approach must include the following:

- Conservation, preservation, maintenance and optimal use of both natural and cultural resources by tourists and host, so that its use can be extended to future.
- Protection of natural environment for tourism activities.
- Bringing repeat tourists who are already aware of the destination and its features.
- Balancing demand-supply of the tourists, industry and environment.
- Preservation and promotion of local culture, heritage and traditions.
- Improvement of the quality of life of the local.
- Enriching visitors experience with SERVQUAL (service quality) model.
- Education and training programme on environmental awareness amongst tourists and hosts.
- Developing and undertaking projects which are compatible for sustainable tourism development.
- Approach towards alternative and eco-friendly community based tourism practices.
- Maximum use and consumption of indigenous products for tourism practices.

THE STUDY:

The Philosophy: India is a country blessed with number of philosophers, religious leaders, prophets and social reformers. Religious coexistence and socio-cultural integrity makes this country the largest democracy of the world. A strong religious background and rich cultural history makes India one of the popular tourist destinations in the World.

In the 19th century, a simple Brahmin priest in West Bengal had taken a revolutionary step in the field of religion and societal movement. **Sri Ramakrishna Paramhansa** (1836-1886) had shown the path to our own salvation by helping others and fulfilling duties and responsibilities towards the society. He himself, with the help of his consort Smt. Sarada Devi, popularly known as **Maa Sarada** (1853–1920), few disciples, prominently **Swami Vivekananda** (1863 –1902) had shown a new direction to spirituality which was based on the welfare towards the mankind (Vrajaprana Pravrajika, 1994). Inspired by Shri Ramakrishna Paramhansa, Swami Vivekananda re-established Hinduism (Chicago 1893) and gave directions to be followed which are based on four *"Veda"*. According to him *"Abhi"* or **fearlessness** helps us to conquer everything we want. Today, his words are equally significant in respective of the race, caste, religion, language, state and country. It is for all living beings in the universe. In simple words it is

Atmano mokshartham jagadhitayacha,
"For one's own salvation, and for the welfare of the world"

The philosophy of Sri Ramakrishna, Maa Sarada and Swami Vivekananda, not only contributes in one's spiritual development but also possess equal importance and influence in societal development and reformation. The path they have shown for **Anti-Caste Religious Revolution** is very much significant for modern society and universal brotherly hood too. Over 180 years old living culture of Sri Ramakrishna Paramhansa, Maa Sarada Devi and Swami Vivekananda is still being practiced for societal development, education, cultural enrichment and countless relief work worldwide.

The study is focused on the places associated with Sri Ramakrishna and Maa Sarada and Swami Vivekananda. The places related to Sri Ramakrishna and Maa Sarada are mainly restricted to their birth places and native villages Kamarpukur and surroundings, Jayrambati and surroundings, Kolkata (northern area) and some places of Hooghly and Howrah districts in West Bengal, though both of them visited Allahabad, Vrindaban and Kashi (Varanasi). Places related to Swami Vivekananda are speeded all over West Bengal, India and World. The places are classified as Urban and Rural destinations related to Sri Ramakrishna, Maa Sarada and Swami Vivekananda as these classifications are required for **Destination Planning, Development** and **Sustainability study.**

Places in Urban Area: **Sri Sri Dakshineswar Kali Temple** (founded by Rani Rashmani), where Sri Ramakrishna Paramhansa used to serve as a regular priest. He started his religious movement from the place itself. The main attractions of this temple complex are **The Bhabatarini Temple**, **Radhakanta Temple**, **12 Shiva Temple**, **Room of Ramakrishna Paramhansa**, **Nahabat** (living room of Sarada Maa) **Rani Rashmani Temple**, **Panchvati**, **Beltala**, **Chandni Ghat, Hanspukur** etc.

Belur Math was designed and founded by Swami Vivekananda in 1898 as the headquarter of Ramakrishna Math and Ramakrishna Mission. It is well known for its multi symbolic architectural elegance, clean environs, sacred associations and its spiritual atmosphere. It is a haven of peace, drawing thousands of people every day from all over the world. The main attractions of this holy complex are **Sri Ramakrishna Temple**, **The Old Shrine**, **Swami Vivekananda's Room**, **Swami Brahmananda Temple, Holy Mother Temple, Swami Vivekananda Temple, The Samadhi Enclosure, The Old Math, and Ramakrishna Museum** etc.

There are many places in North Kolkata like, **Cossipore Uddyanbati** (Garden house), where Sri Ramakrishna spent last few years of his life, **Shyampukurbati**, **Ancestral house and birth place of Swami**

Vivekananda and **Vivekananda Museum, Brahma Samaj Mandir**, **Thanthania Kalibari**, **Kathamrita Bhavan** (house of Shri M) **Jhamapukur Tole** and **Radha Govind Mandir**, **House of Vidyasagar**, **Lily Cottage** (house of Kesab Chandra Sen), **Balaram Mandir** (house of Balaram Basu), **Girish Smriti Mandir** (house of Girish Chandra Ghosh), **Maayer Bari** (house of Maa Sarada) and **Mayer Ghat**, **Udbodhan Karyalaya** and manymore**.**

Places in Rural Area:

Kamarpukur: Kamarpukur is a village situated in the **Arambag Subdivision** of the **Hooghly District**. Shri Ramakrishna was born in 1836 here in Kamarpukur and spent his childhood days. The main attractions in Kamarpukur and nearby areas are:

Sri Ramakrishna Math and Mission: Kamarpukur Sri Ramakrishna Math and Mission is under the supervision of Sri Ramakrishna Math and Mission Belur. The entrance of the math premises is called "Vivel Toran" which symbolised the coexistence of all religions in a single place. **Jugi's Shiva temple, Sri Ramakrishna Mandir (**Sri Ramakrishna took birth in a separate room in the house called "Dhenkishaal". Now the place symbolises the sand stone temple which is known as Sri Ramakrishna Temple. The 45 fit high and 12 fit wide temple was planned and designed by famous artist Nandalal Basu and constructed by Sri Gopendra Krishna Sarkar of Martin and Barn Company. The top of the sand stone temple carries the symbol of Lord Shiva. The top of the front door carries the statue of "gadura" where as in west it is "Shankha " and in east it is " Padma"), **Living room of Sri Ramakrishna**, **Living Room of Ramlal**, **Baithakkhana** or drawing room which was used by Sri Ramakrishna for meeting neighbours and discussing religious thoughts. **Sri Ramakrishna's Mango Tree** (holy tree planted by Sri Ramakrishna), **Khan Pukur** and **Tanti Pukur, Raghuveer Temple** (Temple of the family daity Sri raghuveer), **virajananda Dham**, **Shudhhananda Dham** (sadhu nivas or the hostel for monks), **Durga Mandap**, **Chandramoni Smriti Sadan** (Prasad ghar), **Math office, Bookstall, Pallimangal Stall** (gift shop), **kitchen** etc.

Apart from the Math and Mission complex there are other related attractions like, **Haldar Pukur** (Maa Sarada's bathing ghat), **Lakshmi Jola, Sri Ramakrishna's Pathshala** or School, **Chandi Mandap** or Durga Mandap, **Parvatinath Shiv Temple, Damodar** or **Vishnu Temple and Raas Manch, Pain Kuteer** or **Pain's House, Sri Ramakrishna Natya Smiti Manch, Gopeswar Shiva Temple, Dhoni Mata Temple, Chinu Shankari's House, Puratan Choti** or **Panth Nivas, Bhuti's Shmashan and Banyan tree.** The nearby places includes, **House and temple of Manik Raja, Bishalakshmi Temple Aanur, Sri Ramakrishna Mandir Derepur, Matri Mandir, Bhalia Village, Telor Choti** or **Rest House at Telua Village, Tarakeshwar Shiva Temple etc.**

Jayrambati: Jayrambati village is located within the jurisdiction of Kotalpur Police Station in the Vishnupur Subdivision of Bankura. It stands about three miles to the west of Kamarpukur and two miles to the east of Sihar, the birth place of Hridayram Mukhopadhaya, a nephew of Sri Ramakrishna Paramhansa. Jayrambati is famous because of the birth place of Shri Sarada Devi (wife of Shri Ramakrishna). She was born in this village in 1853. This village with its sacred traditions has become one of the most holy places of Ramakrishna followers. The main attractions in Jayrambati are:

Matri Mandir Temple, is situated exactly on the spot where the Holy Mother was born. This Matri Mandir was dedicated to the Holy Mother by Swami Saradananda on Thursday, April 19th 1923 (on the holy day of Akshaya Tritiya). The white marble statue of the holy mother was installed in this temple on April 8th 1954 and a specious prayer hall also added to the annexe to this temple. The sacred relies of the Holy Mother have been preserved in the Sanctum (Garbha Griha) and the Holy Mather is daily worshiped with appropriate rites and offerings. A small Shiva Linga (stone emblem of God Shiva) which was found at the time of digging the area for construction of Matrimandir, is also worshiped there. The other attractions are, **Puratan Bari or the Old House, Natun bari or the New House, The Bathing Ghat, The Temple of Shimhavahini, Punya Pukur, Dharma Thakur's Temple, Bhanu Pishi's House.** Nearby Places includes, **Koalpara Jagadamba Ashram**, **Shihar** Village, **Shantinath Shiva Temple,** and **Vishnupur.**

Antpur: Antpur is considered as the landmark of the holy journey of Ramakrishna and his disciples. It was midnight of Christmas Eve (24thDecember) of 1886, Swami Vivekananda and other disciples of

Ramakrishna took a vow to take Sanyas and dedicate their life for serving the poor of the then India. Antpur was the village home of **Baburam Ghosh** (later Swami Premananda). The most famous temple in Antpur is that of **Radha Govindjiu** with exquisite terracotta carvings which depicts stories from all the 18 Puranas. This 100 feet high temple was constructed by Krishna Ram Mitra. Besides the main temple of Radha Govindjiu, there are the temples of **Gangadhara, Fuleswara**, **Rameswara, Jaleswara** and **Baneswara**. Apart from that **Chandi Mandap** and **Dol Mancha** have beautiful wood carvings.

RESEARCH FINDINGS: It has been observed during the study that the places related to Sri Ramakrishna, Maa Sarada and Swami Vivekananda are both situated in urban and rural areas with almost same significance. Both of the areas have high potentiality in tourism sector and some of them attract thousand visitors every day. The observation also concludes with the findings in different stretches like Physical Environment, Economy, Socio-Cultural etc.

Findings in Urban Area:

Physical Environment: Municipal areas of both Kolkata and Howrah Districts, buildings are developed and maintained by Ramakrishna Math and Ramakrishna Mission, Local Municipality and Private (present owners).

- Most of the buildings are in very highly congested area and no excess space for further development.
- Roads are narrow, less maintained in most of the places and there is no proper place allotted for parking, toilets and other facilities (excluding Dakshineswar and Belur Math).
- In some of the places, the heritage look is damaged due to mobile towers, local street market, posters, hoardings, banners etc.

Economic Environment:

- Locals are engaged either in service or business
- Local people's awareness regarding economic development through tourism is less, people who are directly involved can understands the importance. Few locals and devotees directly oppose tourism practices as they think it will effect on the peace and harmony.
- In Dakshineswar and Belur, locals are highly engaged with tourism activities like food stall, shopping arcade, Dala or offering arcade etc.
- Local people's contributions are very less for sight development.
- Donation, contribution, fund, offerings/Dakshina (money) is mainly done by the visitors.

Socio- Cultural Environment:

- Locals (mainly the elderly people and devotees) are aware of the importance and significant of the sight as a religious and heritage centre, but they are not aware of tourism activities and societal development.
- The new generations are neither aware, nor interested and well informed about the importance of these places.
- Hosts possess lack of information and sometimes negative approach to help tourists who are visiting the place.
- Beggars and Dalals (broker) are harassing visitors very often.
- Snatching, Pick Pocket during festive rush is a regular affair.

Findings in Rural Area:

Physical Environment:

- Mainly in the rural areas of Bankura and Hooghly District, buildings are developed and maintained by Ramakrishna Math and Mission, local Trustee or Committee.
- Mostly clean areas and free from pollution, adequate space for further development.
- Approaching roads condition is very poor in some areas, mostly the village road. Parking, toilets and other facilities are not taken care of.

- In some of the places, the heritage look is damaged due to mobile towers, local street market, baggers etc.

Economic Environment:

- Locals are engaged either in domestic business or agriculture.
- Local people's awareness regarding economic development through tourism is almost nil.
- On some special occasion and auspicious day, locals are engaged with tourism activities like food stall, shopping arcade, Dala or offering arcade etc.
- As local people's economic condition is not healthy, the vendor's notion is to charge high price for the product or service they offer.

Socio- Cultural Environment:

- Locals are religiously aware, but they are not aware of tourism activities and societal development.
- Locals possess lack of information and sometime wrong attitude to help tourists who are visiting the place.
- Beggars and Dalals (Broker) are harassing visitors very often
- Snatching, Pick Pocket during pick hours and festive days are regular affair.
- Unfair trade like drug, alcoholism are often being practiced by the locals.

SUGGESTIONS AND RECOMMENDATIONS: The circuit featuring the attractions related to Shri Ramakrishna, Maa Sarada and Swami Vivekananda are not only popular tourist destination in domestic market, it contains immense potentiality for international tourists round the year. The travellers are disciples, devotees and general tourists. Though all the destinations in this circuit are not well-known to the tourists but the main attractions like Kamarpukur, Joyrambati, Belur Math, Shri Dakshineswar Kali Temple, and Vivekananda Museum etc. are frequently visited by the tourists. An effective plan for **Sustainable Tourism Practices** needs to be developed and implemented to achieve the target so that host (local) community can enjoy economic and socio-cultural benefit out of tourism. The research findings can be listed as follows with a proposed model for Sustainable Development engaging Local Community People:

i) Direct and indirect involvement of local people into tourism related activities which will help them for economic and societal development of the destination.

ii) Conservation and preservation of natural resources, local culture, ritual, heritage etc. which leads to societal development with sustainable approach.

iii) Environmental awareness programme and guide line for both tourist and host community people.

iv) Offering different types of tour packages including eco-friendly activities like rural tourism, eco-tourism, nature walk, heritage tourism, cultural tourism, nature based adventure sports etc.

v) Develop PPP (Private Public Partnership) model for overall development like infrastructure, transportation, accommodation, local community development, public health, communication etc.

vi) Organising special tourism education programme, training programme for local people for making them aware about the importance of these destination, its prospects and their own development.

vii) Short term and long term planning for community development through combased munity tourism practices.

The following figure 2 shows the best model to be used for the Sustainable Tourism Development in any destination involving locals.

CONCLUDING REMARKS: The holy place associated with Sri Ramakrishna, Maa Sarada and Swami Vivekananda carries the living heritage and spiritual belief for more than hundred and eighty years. The social reformation needed in then India is still carries same importance. When the whole world is fighting for race-caste-religion and terrorism, spirituality and tourism can bring peace-harmony-universal brotherly hood. As the destinations brings tourist and devotees round the year, it also brings economic and socio-cultural development. The dream of Sri Ramakrishna and Maa Sarada, the oath taken by Swami Vivekananda for a developed and educated society, are still being fulfilled by the dedicated organisation Ramakrishna Math and Ramakrishna Mission. Govt. of West Bengal has taken many positive measures and action plan for bringing

more tourists to Bengal and generate business. Special initiatives also taken for the development of Sri Ramakrishna Circuit and make it a destination for world tourists.
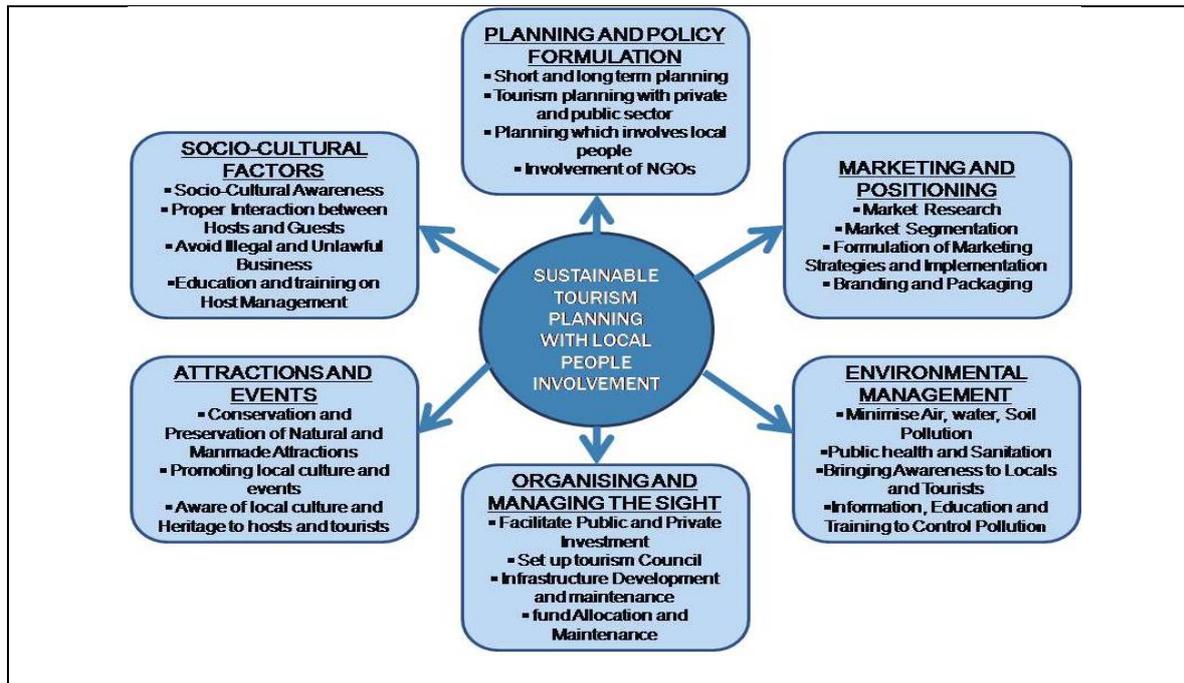
Figure 2: Sustainable Tourism Planning involving Local People (Source: Authors)

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ASSESSMENT OF TOURISM POTENTIAL OF FORTS IN PUNE DISTRICT WITH THE HELP OF GEOGRAPHIC INFORMATION SYSTEM

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ABSTRACT

Tourism is considered as one of the world's largest industry. It is also considered as foreign exchange earning industry without any smoke or pollution. This activity, which adds to the national income of the country, is tourism or tourist industry. Thus without exchanging commodities, there is exchange of money, ideas, thoughts and services among people which leads to tourism. The Travel and Tourism competitiveness report 2017 ranks India 40th out of 136 countries overall. The country also scores high on natural and cultural resources (ranked 9th). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. In the growth of national income (GDP), the share of tourism industry has increase at the rate of 9.6 % in 2016. Tourism in India is economically important and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated 14.02 lakh crore or 9.6% of the nation's GDP in 2016 and supported 40.34 million jobs, 9.3% of its total employment. The study area, Pune district, usually termed as the cultural capital of Maharashtra. It is situated at 559 m ASL and lies between 17º 54' to 19º 24' N Latitude and 73º 33'to 75º 10'E Longitude. The total geographical area of the district is 15643sq.km. In Pune district there are 14 Talukas. The Pune district has a great potential for the better development of tourism. At present there is no proper geographical investigation of Pune district to analyze the present status. This is essential for better development of tourism in the Pune district. Maharashtra is a land of forts with its 350 odd forts. The ASI, an agency controlled by the union government, controls 29 of the important forts. The state archaeological department controls 39 other forts and 99 forts are unprotected forts .The remaining 183 forts are either controlled by the revenue department, which knows little about archaeology or are privately owned. There are 32 forts in Pune district. Every fort has its own importance and uniqueness. The forts are selected according elevation controlled sampling.

Geographical information is necessary for the sustainable planning and management of the resources in the area. The area selected for proposed research is Pune District. Such study would be helpful to Government

for planning and making strategic for district. Moreover, such study may provide potentiality to increase at glance current information of whole district. Besides this planners, administrators, layman and those who are interested in research in the field of economic and social planning, strategic study and social and economic development may get the benefit. Preparation of new tourist maps, updating the database and the publicity of forts places are some of the latest advancement in the study of the tourism development have been happening because of GIS. In this present study try to provide an integrated plan for forts in the Pune district with some special case studies on forts.

Keywords: *Forts, Geographical information System, Archaeological Survey.*

INTRODUCTION: Tourism is considered as one of the world's largest industry. India is a developing nation. The Government and their agencies as well as private sector units and individuals are taking various measures to promote tourism. Promotion of tourism can contribute immensely to our economy. Many years tourism was neglected at various levels but now a day's concentrated effort are being made to improve the position and standard of tourism and for also the social benefit of the people. Pune district is highly rich by its scenery, spiritual base and its culture. Tourism industry will change the future of the district and will improve the social, cultural, economic status of the district; this was the main motive behind selection of this study area.

Maharashtra is a land of forts with its 350 odd forts. The ASI, an agency controlled by the union government, controls 29 of the important forts. The state archaeological department controls 39 other forts and 99 forts are unprotected forts. The remaining 183 forts are either controlled by the revenue department, which knows little about archaeology or are privately owned. This means that most forts are at the mercy of those who know nothing about conservation. What's more, there is no record of the ownership of some forts. The 350 odd forts in Maharashtra were constructed since the time of some of its early ruling dynasties like the Satvahanas, the Rashtrakutas, the Chalukyas, the Siddhis, the Marathas, the Peshva, the British, etc. They were a primary defense mechanism against enemy invasions and were called 'Killa' in local language. Konkan has various forts built by many rulers like Portugese, British, French, Dutch, Siddhis and Marathas.
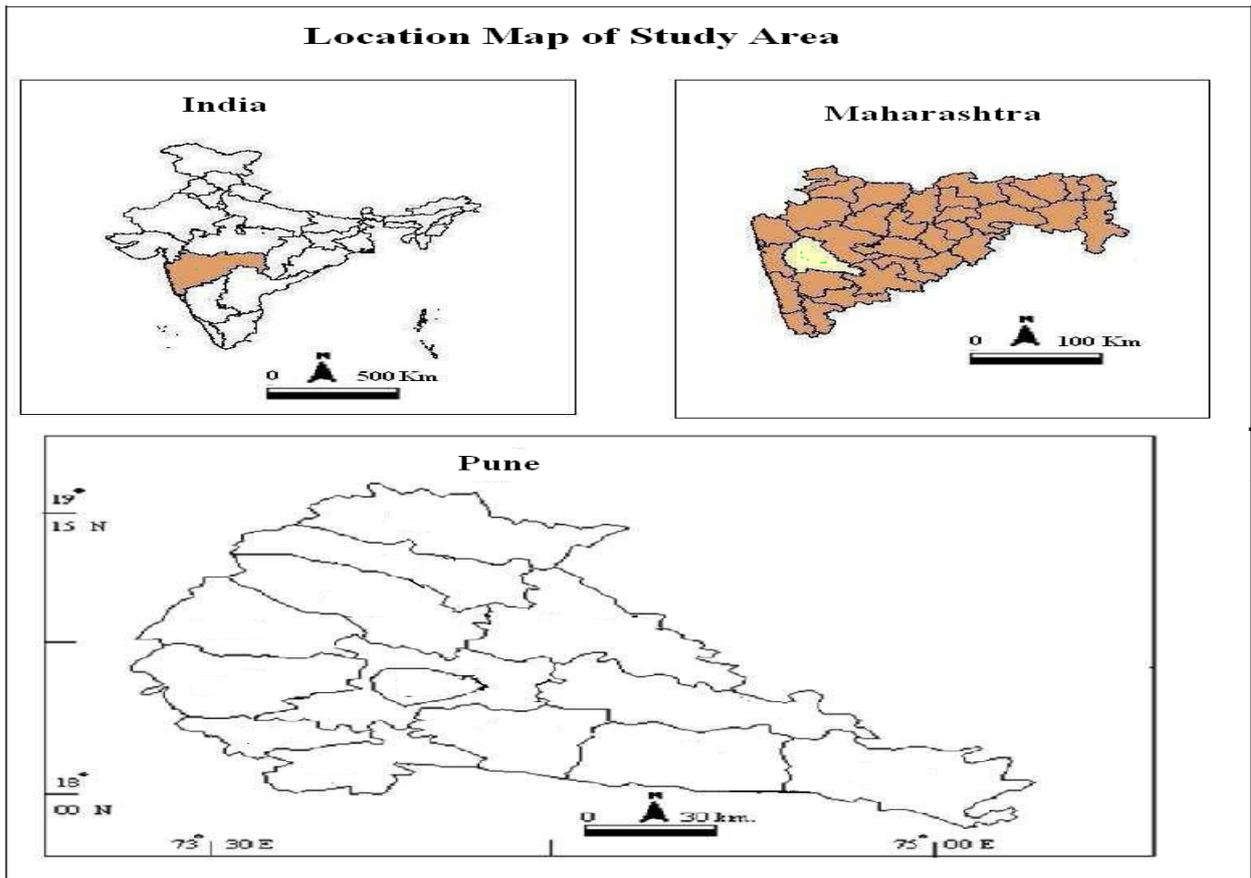
Figure 1: Location Map of the Study Area

Pune district lies in the Western Ghats or Sahyadri mountain range and it extends on to the Deccan plateau on the east. With its physiography it has abundance of forts and fortress located in it. With the long-standing bastion of the maratha empire and home to the legendary King Shivaji, the Pune district is marked by magnificent land forts, testimony to its glorious past. Every taluka in Pune district has significant forts located in the district. It is necessary to preserve and conserve them, as well as it can be great potential for creating job opportunities for the local people. Most of the forts in Maharashtra are in dilapidated condition. It represents history, they must be preserved. The study will help to aware people to conserve these sites. Tourism is the major subject of jobs and other means of subsistence for the local people at fort sites increasing number of tourists will surely be beneficial to the local people. They can earn some amount by providing meals and other things needed by the visitors. Business and jobs for locals will be created due to conservation of forts.

STUDY AREA: The study area, Pune district, usually termed as the cultural capital of Maharashtra. It is situated at 559 m ASL and lies between 17° 54' to 19° 24' N Latitude and 73° 33'to 75° 10'E Longitude. The total geographical area of the district is 15643sq.km. The district headquarters or the district place is Pune. The district consists of 14 tahasils. The area of district is surrounded by Thane district in the north and northwest, Raigarh district in the west, Satara district in south, Solapur district in the south and southeast and Ahmadnagar district to the east (*Figure 1*).

OBJECTIVES: The broad objectives of the proposed study are:

1. Assessment of site and situation of forts in Pune district.
2. Assessment of present day fort tourism in Pune district.
3. To identify and examine the tourism potential of the forts in Pune district.

METHODOLOGY AND DATABASE: In order to understand for tourism potential of forts in Pune district the methodology adopted for the present study is divided into three phases are namely pre-field work phase, field work phase and post field work phase.

Physiography Map of Pune District

Figure 2: Physiography Map of Pune District
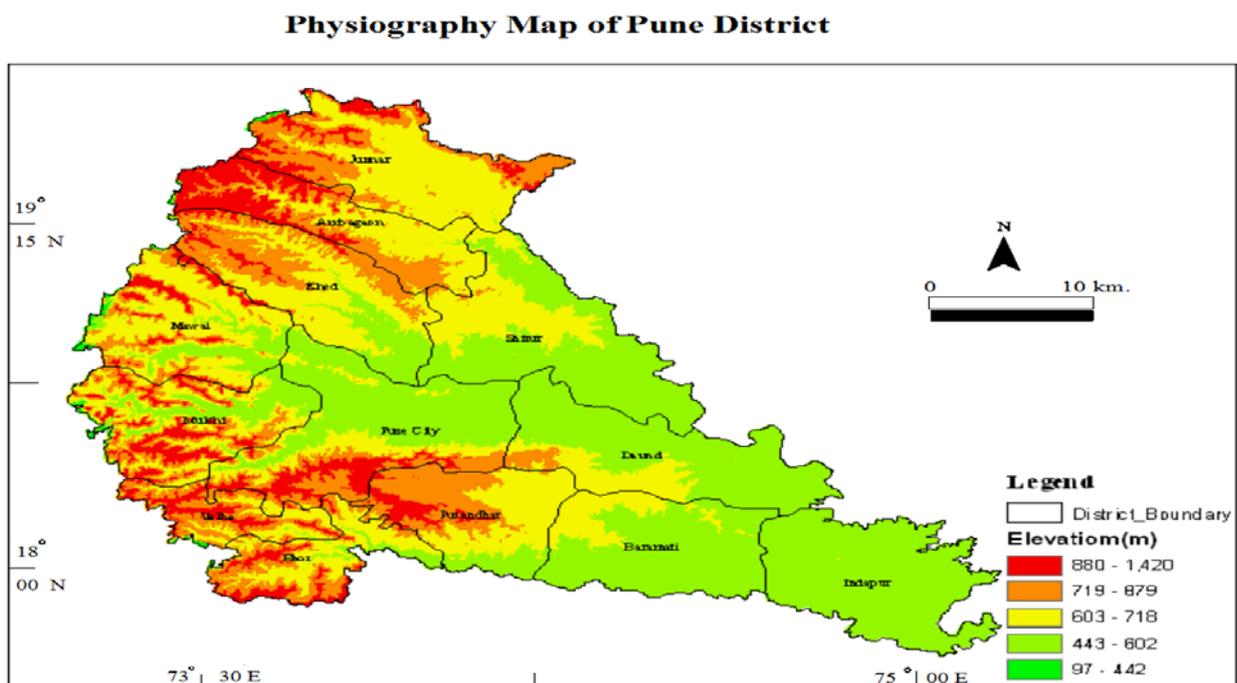
In the first phase i.e. pre-field work phase literature review i.e. previous work carried out by other researchers are obtained from various journals, internet, visit to the MTDC resort to know about annual tourist flow, collection of survey of India toposheet (SOI) having scale 1:250000 (47/E,47/F,47/I,47/K,47/M,47/N,47/O), Atlas, Gazetteers, District Census Handbook, Tourist maps, etc. use

for collection of information, District Resource map of Pune district published by Geological Society of India, Government published map of Pune district P.W.D. map, and other were completed with help of S.O.I. toposheets (*Figure 2*).

In the second phase i.e. fieldwork phase extensive field surveys were undertaken, to existed tourist places and newly found tourist places. The questionnaire filled in this phase. During this field surveys tourist facilities regarding destination photographs, GPS reading altitude and the related information is noted which were also useful to site suitability study.

In the third phase i.e. Laboratory worked is carried out. Government published map then digitization to generate thematic layer i.e. point layer- tourist places, tahasil headquarter, line layer- roads, railways, rivers and polygon layer- dams, reservoirs etc. and map were georeference same time. Integrating all the above information and maps with help of GIS software. Finally these thematic layers are analyzed to demarcate tourism potential zones.

TOURISM POTENTIAL OF FORTS IN PUNE DISTRICT: The term potential means something existing but not yet fully exploited. There are various criteria to selecting new potential suitable sites i.e. on the basis of phsiography, climate, and purpose of visit, on the basis of natural and cultural resources. We classified potential suitable sites forts on the basis of natural and cultural resources, i.e. Pune, Haveli, Junnar and Baramati. Potential tourist centers are selected in this manner they represent the entire Pune and same problem found in similar type of tourist centers in throughout the district. Potential forts are very rich in natural and cultural resources, these tourism resources are not fully utilized because inadequate tourist facility, lack of information regarding this centers. New potential suitable sites forts can provide more scope for a generation of employment opportunities due to increases tourist facilities in terms of different socio economic and marketing indicators also bring money and reducing the regional disparities in Pune district. New potential suitable sites forts will be reducing the pressure on existed tourist centers and also reducing the migration of local peoples towards the Pune city. There are 32 forts in Pune district. Every fort has its own importance and uniqueness. The forts are selected according elevation controlled sampling (*Table 1*).

Table1: Forts Selected for the Study (*Source:* **Compiled by Author**)

S. N.	Tahasil	Fort and Height (m)	Major forts selected for study
1	Maval	Induri 595, Anghai 612, Tung 964, Tikona988, Lohgad1016, Visapur 1045, Morgiri 1052	Tung, Tikona, Lohgad
2	Bhor	Kavlya 597, Kenjalgad 1267 Raireshwar 1375, Rohida 1095	Raireshwar
3	Khed	Chakan 618, Bhorgiri 735	Chakan, Bhorgiri
4	Mulshi	Rajmachi 692, Korigad 929, Kailasgad 944, Ghangad 982	Rajmachi, Ghangad
5	Purandar	Daulatmangal 815, Sonori 953, Vajragad 1290, Purandar 1320	Purandar
6	Junnar	Narayangad 820, Jivdhan 898, Nimgiri 980, Junnar 998, Shivneri 998, Chavand 1010, Sindhola 1043, Hadsar 1431	Nimgiri, Shivneri
7	Velhe	Rajgad 1307, Torna 1358	Rajgad, Torna
8	Haveli	Sinhgad 1308	Sinhgad
Total		**32**	**14**

CASE STUDY: PURANDHAR FORT

Location: The Purandhar fort is located in Purandhar tahsils of Pune district. Purandhar is close to Saswad and 38 km away from Pune. Purandhar is located on $18^0 16'$ north latitude and $74^0 00'$ east longitudes. The altitude of Purandhar is 1320 m. The area of the Purandhar fort is 4.5km^2 (*Figure* **3, 4, 5, 6, 7**).
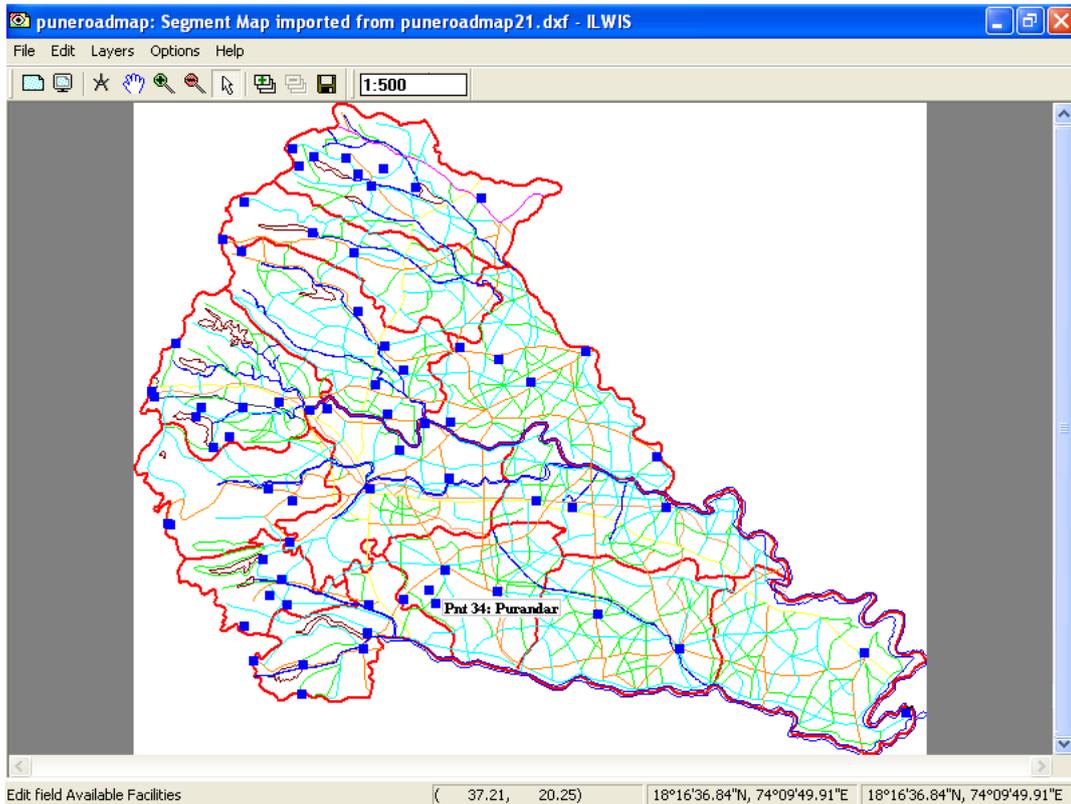
Figure 3 : Location Map: Purandhar
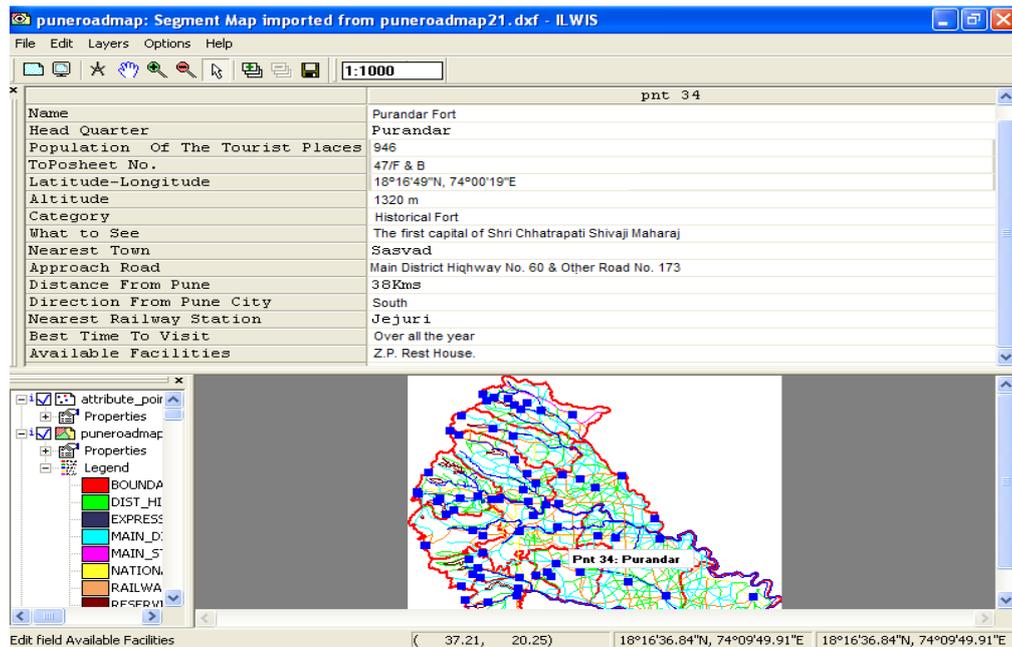
Figure 4: Tourist Information System (TIS): Purandhar
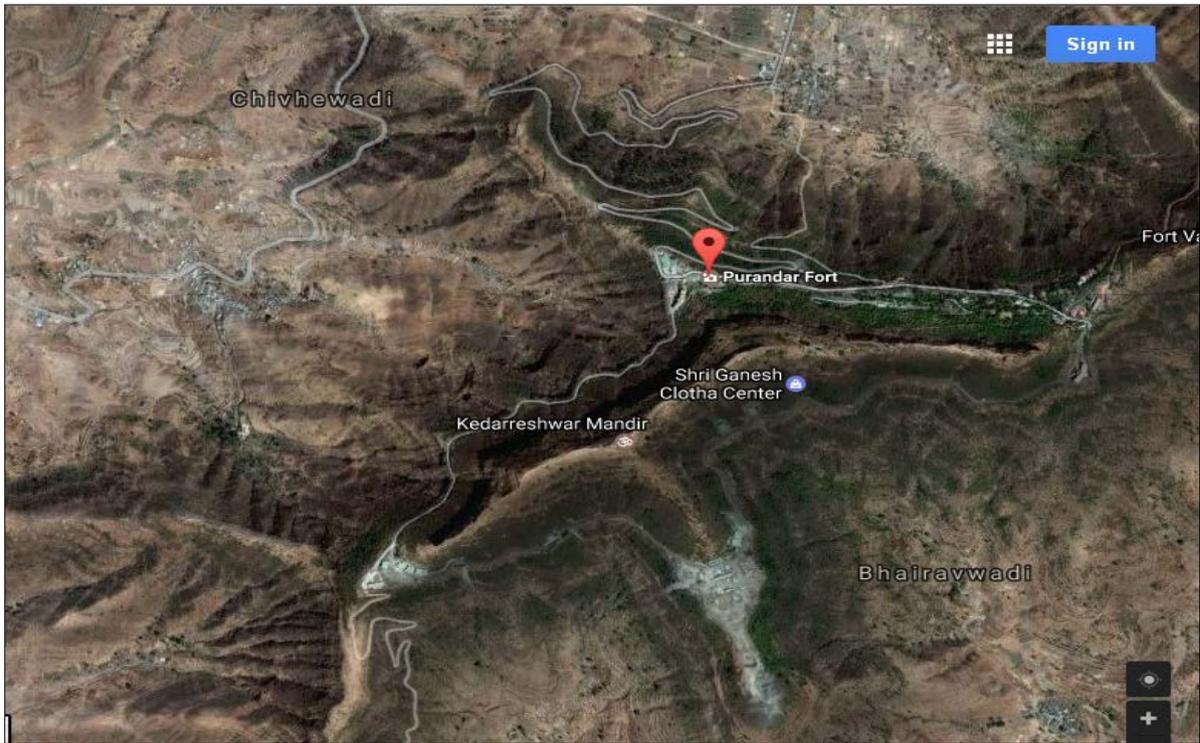
Figure 5 Satellite Image: Purandhar Fort Source: Google Earth May 2017
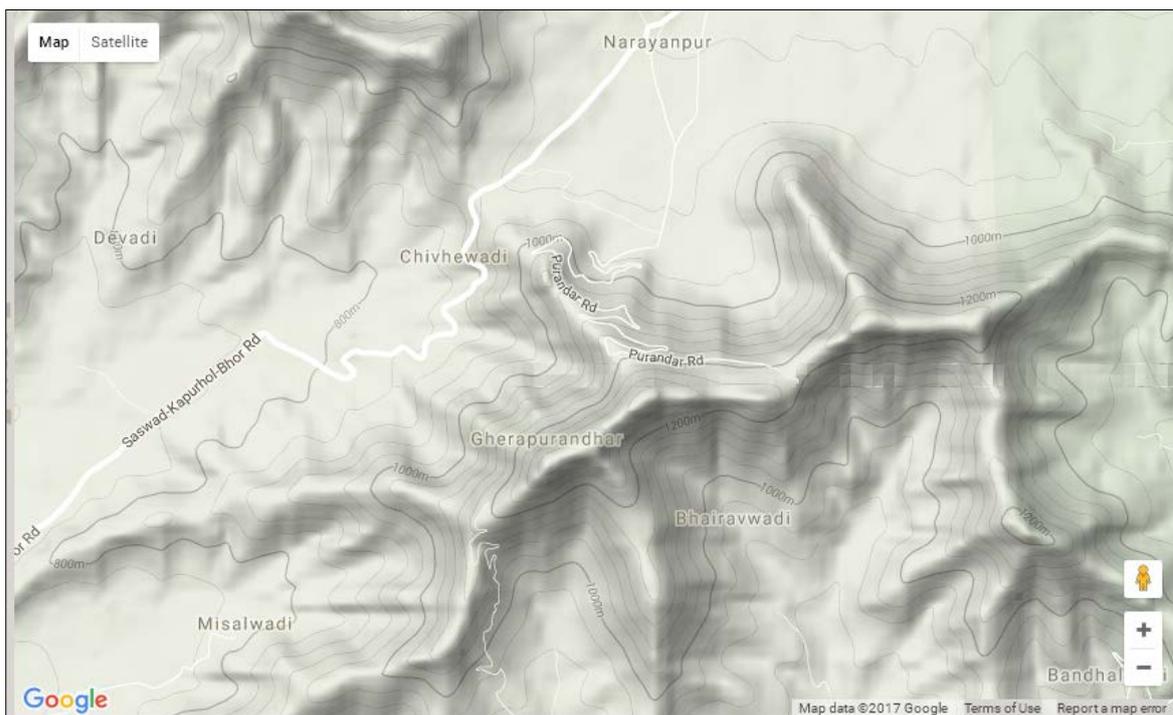
Figure 6: Google Contour Map: Purandhar Fort Source: (Google earth May 2017)
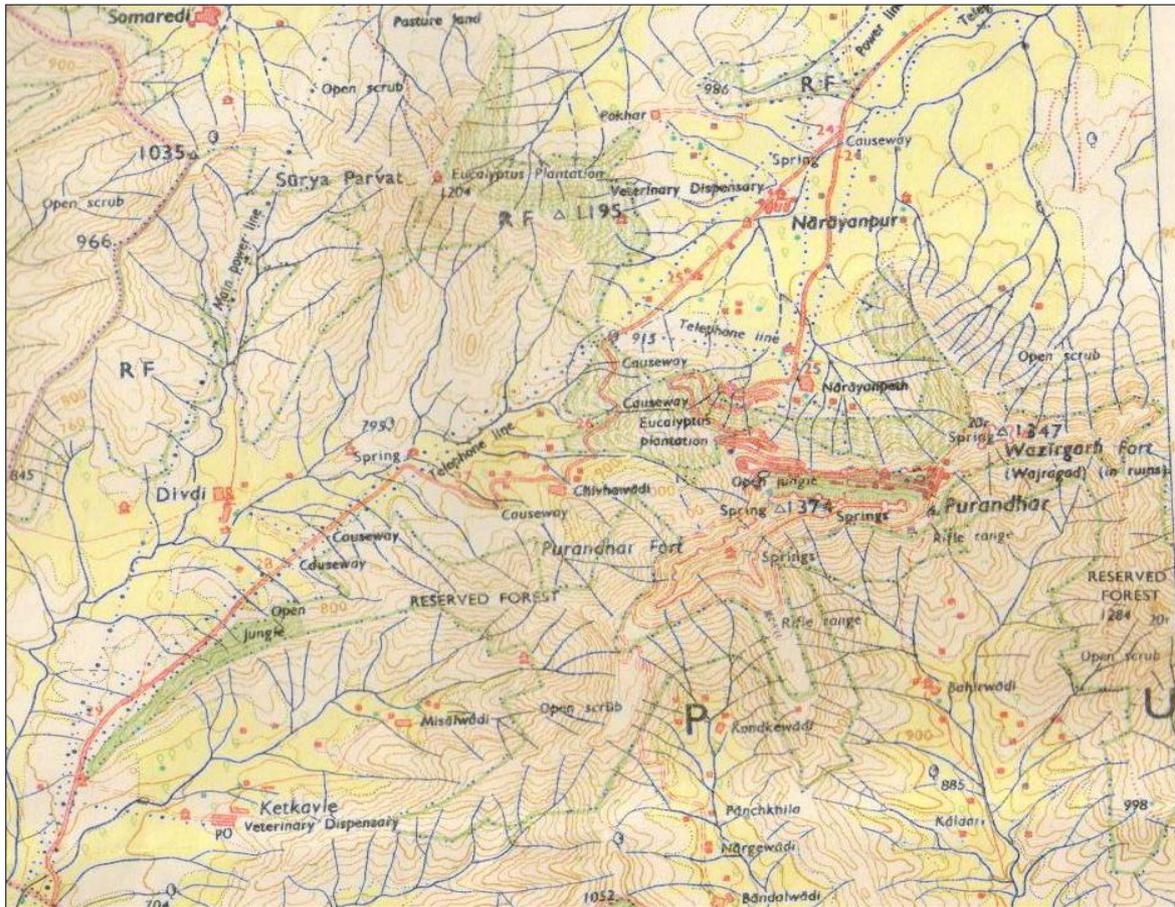
Figure 7: Toposheet: Purandhar Fort

Physiography: The Sahyadri, which stretch along the north-south direction, also have ranges that branch off eastward. The fort lies in the same mountain range as the Sinhgad fort. This ridge continued for around 15 - 20km and terminates at Bhuleshwar. This is the mighty Purandhar pride of Maharashtra and the theatre of one of the most landscape victories for the Marathas Empire. The western side of the fort is a mountainous and towards east is largely a plateau region. Kandakada hill here stretches a 100m. Long but is just 3-4 feet wide. Apart from the Kandakada hill, the top of the fort also has two hillocks – the Rajgadi and the Kedar Tekdi. They stand at an altitude of 1500m.

The fort has two distinct levels. The lower part of purandar is called the machi. North of the machi is a flat area where the cantonment and hospital was housed. The northern part of the machi has a low fall with several bastions and an imposing gate with two towers. From the lower level called machi a staircase leads to the upper level called Ballekilla. The first structure of the Ballekilla that comes into view is the Dilli Darwaza (Delhi Gate). The higher level called Ballekilla is surrounded by steep drop on three sides.

Geology: In some flows the basalt is columnar and then it weathers into the different shapes. The rocks are dark grey in colour and are generally of two types. The non- vesicular types are hard though compact and medium to fine grained, with concordat fracture. The vesicular types are comparatively soft. Laterite caps the summit of some of the hills of high altitudes in the Purandhar.

Historical Background: The great Marathas Empire Sri Shivaji's 1st capital is Purandhar fort. The fort preserves immortal memory of Murar-Baji Deshpande who laid down his life fighting against the mighty forces of mughals in 1665 A.D. Peshwa's capital at the beginning. Till as recently as 1976, there was an army post on the fort. Its strategic importance and the presence of soldiers on the top made it out of bounds for commoners and tourists. Today there is still a strong military presence on the top, but the fort is open for trekkers, groups of tourists and the local people. There are two routes to the top of Purandhar, the one on foot will take you to the doorway. The Sar Darwaza will let you in. The Kandakada hill here stretches a 100m.

Long but is just 3-4 feet wide. There is a water tank here and the informal, secret doorway to the north. The Sar Darwaza is followed by the Bini Darwaza. Going west, we can go around the entire fort and see the Nishana Buruz, Shendri Buruz, Hatti Buruz, Fattch Buruz, and Konknya Buruz. The last of them, the Konknya Buruz, has a strong room constructed in stone and was probably used to detain prisoners. The water tank too is near by. Apart from the Kandakada hill, the top of the fort also has two hillocks – the Rajgadi and the Kedar Tekdi. They stand at an altitude of 1500m.

However, today the areas outside the military jurisdiction, like the water reservoirs, the temples, and the buildings which will stand, are sadly derelict. The Purandar fort, though massive and dominating the entire landscape, is surprisingly easy to climb and the free from any dangerous curves or barriers.

Drainage: The tributary of the Karha and Neera River are originating in this region. They are seasonal.

Climate: The Purandhar fort is situated on hillock and hence the various parameters of climate become the resource of tourist activity. Purandhar offer more prospects with its combination of cool pleasant summer climate along with its enchanting natural settings. The area can be characterized by rainy, winter and summer season. The mean annual temperatur of Purandhar is 32°C. Month of May is generally hottest month of the year. The average rainfall received by the fort is 790mm.

Natural Vegetation: The area under forest in Purandhar is 727.12 hectors. Purandhar fort comprises of trees, herbs and shrubs, grasses occupying valley plain, colluvial slopes and hill tops where a significant soil cover is formed. Vegetation consist of trees like mango, jambhul, bamboo, herbs, shrubs, weeds and grasses are mostly observed along the valley flats, gently sloping ground and on the flat ridges.

Accommodation: An Accommodation facility in Gherapurandhar is not available. Accommodations purpose the hotels, restaurants, lodges, etc. facilities are available at Narayanpur village. There are two hotels, one lodge and one Narayanpur village Dharamshala trust rest house available for accommodation in Narayanpur. But at the time of annual fair and yatra period it is difficult to get accommodation because more than thousand tourists visit Narayanpur. It creates pressure on available accommodation facilities.

Transportation: Via Pune S.T. bus from Saswad will drop you at the bus-stop of 'Purandhar Ghat matha' in Narayanpur village. A road on the left side along the two houses situated on mountain ahead leads to Bini Darwaja which can be reached approximately in 45 minutes.

Private and hired autos and jeeps can also be used to reach Purandhar. The road from Saswad and Purandar is metalled. Nearest railway station is at Jejuri. The Table 4.14 shows the total vehicles in the year 2015 in Purandhar.

Table 2: Vehicles in Purandhar 2015-16 Source: field work (2015)

Sr.No.	Type of Vehicle	No. of Vehicles
1	Jeeps	17
2	Auto Rikshaws	23
3	ST Buses	15
4	Other	07

Mobile companies are providing services to the Purandhar and surrounding region.

Water supply: Karha river tributaries provide drinking water facility for the Purandhar. Apart from this other sources are two hand pumps, one well and one tank for water supply in Purandhar fort.

Population: In the year 2001 the total population of Gerapurandhar was 946 of which 488 are males while 458 are females. The Gerapurandhar has population of 706 of which 356 are males while 350 are females as

per report released by Census 2011. There are about 136 houses in Gerapurandhar. Gherapurandhar village has lower literacy rate compared to Maharashtra. In 2011, literacy rate of Gherapurandhar village was 73.47% compared to 82.34 % of Maharashtra. In Gherapurandhar Male literacy stands at 83.65% while female literacy rate was 63.23 %.

The people of village are engaged in the occupation like 74% agriculture, 19% labors, 2% service sectors, 1% driver, 2%industrial worker and 2% people are government employees.

Present Status: The present status of Purandhar as a tourist centre come under developing category. Purandhar has a great potential for tourism development. Archeological Department of India, Government of Maharashtra and MTDC give more attention to provide funds, donation and subsidy for infrastructure development on Purandhar forts. However serious attempts are needed to develop tourism in this region.

Figure 8: Tourist Centers in and around Purandhar Fort
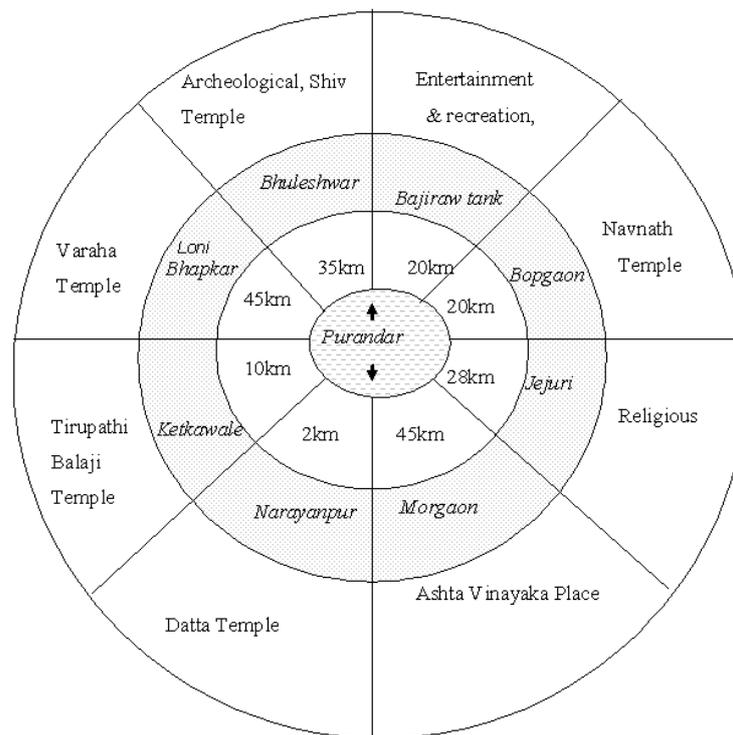
Major Problems faced by Tourists: The tourist opinions, complaints were collected during the field work. Buses frequency is very less and buses are not in good condition, there is load shedding problem of electricity, hardly get pure quality drinking water and tourist guide on fort, accommodation charges in hotel quite expensive, parking, sewage and drainage system, toilets, communication, medical facility are not in well condition. etc. are major problem faced by tourist during visit of the Purandhar fort.

Remedies to Overcome the Problem – In the absence of basic facilities and amenities tourism activity at the resort cannot be undertaken. Therefore, there must be metal roads, drinking water, 24 hours electricity, frequency of mode of public transport, communication, sewage and underground drainage system, entertainment and recreation, market, health care facility etc. should be provided to tourists. In this way every attempt should be made to attract the tourist from within the country and other countries of the world.

CONCLUSION: Present study tries to provide an integrated plan for tourist places forts in the Pune district with some special case studies. If someone wants to know the forts along the Mumbai-Pune Express way map can be displayed. Also encouraged and facilitated youth geographers to travel and foster national integration. As far as potential places are concerned, after field work it is observed that few people only visited these forts who know about the places, but other have no any information about the places which should be published or advertised or marketing and the information should be reached to the tourists and

they can visit the places. Also take an account of domestic needs of the Pune district by giving information such as cheap accommodation, easy way to transportation.

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TOURISM INDUSTRY OF JAMMU AND KASHMIR: A STRATEGIC ANALYSIS

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ABSTRACT

State of Jammu & Kashmir is known as one of the preferred tourist destination across the world. The place is filled with endless attractions and resources (natural and manmade) to carryout various forms of tourism like adventure, culture, religious, heritage and etc. Tourism being a rising industry globally and J&K having a huge potential in tourism gives it an edge to be one of the prime tourist destination. The purpose of paper is to study the strategic analysis of J&K tourism industry. Research paper will review and highlight the SWOT Analysis (strength, weakness, opportunities, threats) and PESTEL Analysis (political, economic, social, technological, environmental and legal forces) in context to J&K tourism industry.

Keywords: *Tourism industry development, Competitive advantage, Strategic analysis, PESTEL, SWOT, Competition.*

INTRODUCTION: State of Jammu and Kashmir (J&K) is one of the largest sate in India and is located in lap of Himalayas. J&K is located in the vicinity of the Karakoram and westernmost Himalayan mountain ranges. The southern part of J&K is has its border with Punjab and Himachal Pradesh, in north J&K shares

its international borders with China and an autonomous area of Tibet in east. The state of J&K also shares line of control with Pakistan occupied Kashmir (POK) in west and has borders with Gilgit-Baltistan towards northwest. The state consists of 3 major provinces that are Jammu, Kashmir and Ladakh and covers a geographical area of 222,236 km2 that constitutes 6.93% of total area of Indian Territory.

Land distribution of Jammu and Kashmir:

- Total geographical Area of J&K: 222,236 km^2
- Area considered as illegal occupation of Pakistan: 78,114   km^2
- Area considered as illegal occupation of China: 37.555   km^2
- Area illegally handed over by Pakistan to China: 5,180   km^2

(Department of Ecology Environment and remote sensing and annual administration report, J&K forest 2014, J&K)

The remaining area of 101,387 km^2 is covered by total of 22 districts of J&K, having 10 districts each in Jammu and Kashmir and 2 in Ladakh. As per census reports of 2011 the total population of state is 12,548,926 and estimated growth is 14,280,373 in the year 2017.

The state of J&K is mostly covered by dense forest mountains, waterways, lakes, terraces, plains and meadows. The physical features of state have been greatly influenced by the culture, climate, scenic beauty, religion and etc which are prerequisite for tourism. With so much of potential and so many resources for tourism, it is important that tourism in the state is planned and developed strategically.

REVIEW OF LITERATURE: Tourism is defined as the processes, activities and outcomes that arise from the relations and the interactions among host and the guest, tourism suppliers, host governments, and etc that are directly or indirectly involved in the attracting, catering and hosting visitors. It is a mix of various products, services and industries that embrace with travel experience: accommodations, transportation, food, beverage and other hospitality services provided to tourists travelling away from home (Goeldner & Richie 2009).

The dynamic rise in leisure, recreational travel and tourism related expenditures has turned tourism industry into a mass phenomenon. The emerging importance of tourism activities for regional, local and national economies if growing at a decent pace therefore it's important to draft tourism activities in a strategic manner.

"Strategy is the frame of goals, purpose, objectives, and the policies and plans for getting success in achieving the formulated goals, expressed in such a way that define what business the organisation is in and what kind of company/organisation it is or is to be" (Kenneth Andrews, 1980).

The fundamental purpose of strategic analysis of a specific industry is to maintain its presence on market and to be vigilant about the changing trends in the market. Analysis is classified into two categories: external and internal analysis, further external and internal analysis can be divided into micro environmental and macro-environmental (Middleton, Fyall, Morgan, Ranchhod 2009).

"Strategic analysis is a careful analysis of an environment in which industry/organisation exists. It involves a critical analysis of competitors, rivals, opportunities and its internal strengths, in order to frame a sustainable plan which will help in developing the competitive advantage and maximizes its performance of the industry within the available resource (Ranchhod and Gurau 2008).

Strategic analysis of tourism industry: As per Johnson et al. (2005) strategic analysis is a viable tool to obtain strategic options and assess the future plans of a company; Johnson and Scholes, (1993) suggests that the analysis gives an insight about all factors effecting business. The results from analysis are used to take competitive advantage and make plans for future course Byars (1991). Kotler (1998) states that the strategic analysis is the useful tool for understanding position of the industry, market growth or decline, potential, threats and other operations. Strategic analysis is the first step for strategic planning and is done by the experts who have expertise and have a critical analysis of the organisation Gibis et al., (2001). There are

ample ways for studying competitive environment like PESTEL model, five force analyses, game plan etc Porter. (1998). The competitive environment of a firm is very important for a industry to understand, the ways firms compete with each other and how they achieve competitive advantage is all possible because of strategic analyses and management, Dess et. al (2007). The strategic analysis refers to examining the business position that is evaluating and examining internal and external factors that affect business position or its orientation, Price (2003).

STRATEGIC ANALYSIS OF J&K TOURISM USING SWOT, PESTEL AND FIVE FORCE ANALYSIS:

SWOT Analysis: SWOT analysis (strength, weakness, opportunities and threat analysis) is an in-depth examination of the internal and external factors that affect the viability of the business/industry. The SWOT analysis is the tool of strategic analysis that constitutes of 4 elements: strengths, weaknesses, opportunities, and threats (Grant 1998, Dyson 2004).

Strengths of J&K Tourism: Jammu Kashmir has been bestowed with huge natural grandeur at its best - picturesque locations, lush green meadows, snow covered mountains, pleasant and soothing climate, and warm people and rightly called paradise on earth. The fact is that J&K has immense tourism potential; a potential that it must leverage, carry forward and sustain. J&K tourism industry is so unique because of its endless resources that it has strength to cater probably all forms of tourism be it religious tourism, cultural tourism, heritage tourism, adventure tourism, and other forms of leisure and recreation. The various strengths that make J&K world famous tourist destination are listed below.

➢ Religious Places: Jammu and Kashmir has a huge spiritual and religious tourism potential. JK is home to endless shrines and spiritual places of different beliefs. Tourists all over country come to JK to have a visit to the sacred places of their personal beliefs. Shrines, temples, mosques and tombs are an exceptional part of JK Some of the famous and prime religious places of Jammu Kashmir & Ladakh province are:
The Sri Amarnathji Yatra: The cave of Sri Amarnath Ji is famous for naturally formed Shivling made of ice. The pilgrimage to this holy cave was first started in an organised manner around the year 1850, during the rule of Maharaja Gulab singh. The yatra basically is 1000 years old but history records suggest it was discovered in around 17th century. The cave is located in the narrow gorge at the farthest end of Lidder valley between the laps of breathtaking mountains of Kashmir province.
Hazratbal Shrine: Hazratbal shrine, the White blistering Mosque is located on the western banks of world famous Dal-Lake. It is one of most sacred shrine for Muslims having the relic of Prophet Mohammad S.A.W, a lock of his hair. Devotees in large no. visit the shrine and are one of the prime religious tourist attractions of Kashmir province.
Shah-i-Hamdan Mosque: The Kashmir's most famous and most exquisite mosque is located in the downtown of Srinagar district on the banks of river Jehlum. The mosque is of great importance for JK tourism because of its huge religious sanctity and unique beautiful architecture.
Shri Mata Vaishnu Devi Ji: Every year around 60 lac (six million) people climb the Trikuta Mountains to have a visit to holy cave. The cave has boosted Jammu tourism over the years as cave is one of prime tourist attraction of J&K.

Apart from these, there are many other famous religious and spiritual places that strengthen tourism industry of Jammu Kashmir.

➢ Culture and Heritage: The culture means the tradition, customs, rituals and beliefs of the particular area whereas heritage is the inherited possession. The culture of J&K is famous across the globe as it is the blend of many cultures and which is mainly influenced by Central Asian culture. J&K along with its scenic and other features is famous for its cultural heritage. The cultural diversities of the sate are famous across the globe. The state is divided into regions and each region has its own uniqueness in their culture. Kashmir is dominated by Muslim majority; Jammu by Hindus and Ladakh by Buddhists but the reflection of unity among the people is amazing. The cultural diversity of each region is influenced by their religion.

Major strengths of J&K culture:

Handicrafts: Handicraft of JK is the vibrant display of craft and art that include carpet, shawls, wall hangings, baskets, embroidery and crewel work, jewellery, papier-mâché, copper work, stone carving and much more. The artisans and craftsman of the state have mastered their skills in making these beautiful items.

Music and Dance: The music and dance of the state reflect the rich heritage and cultural legacy of the state. Traditional music of J&K has roots from the time of King Yousuf Shah Chak (16 century) and he is known as father of sufi Kashmiri music. J&K has abundance of captivating forms of performing arts

Festivals: JK being the state of diversified culture and religions; therefore the state witnesses celebration many festivals throughout the year creating an attraction for tourists. All these festivals exhibit the rich cultural of the state.

Adventure tourism Potential: The greater Himalayas and Pir Panjal range surrounds the state of JK. The topography and geographical location of the state makes it prime potential adventure tourism destination. The state of JK is gaining momentum of being a top adventure tourism destination across the globe. The endless rivers, gigantic and towering mountains have emerged has JK as a favourite destination for adventure lovers. There endless river, mountains and the geography of state helps in carrying out various expeditions other adventure sports.

Weaknesses in J&K Tourism: J&K has a vast potential for tourism, but the fact remains that because of certain weakness J&K has reasonably failed in using the potential to its best. There are loopholes that have weakened the tourism industry of the state causing a loss to the industry. Some of major weakness in JK tourism is as under;

- Failure in implementation of tourism policies,
- Lack of infrastructure,
- Lack of professionalism,
- On and off political disturbances,
- Lack of accessibility to remote areas,
- Very few high budget hotels,
- Non-availability of qualified guides,
- Lack of tourist reception centres (TRC) and tourist information centres (TIC),
- Negative approach of media,
- Inadequate marketing and promotional campaigns,
- Lack of technology advancement,
- Safety and security of tourists,
- Less transport facilities,
- Less medical facilities at tourist destinations.
- Less research on tourism.
- Less stress on tourism education.

Despite having ample resources and so much to offer to tourists, the political instability is one biggest weakness for state tourism industry. The political instability gives rise to other problems; the political instability disturbs and the usual working and gives a break to tourism development

Opportunities for Tourism Industry of J&K: The state of Jammu & Kashmir is among those very few destinations that is full of resources with ample potential for tourism, from the topography of the state to the history of the state; the state has ability to cater all the forms of tourism. The various opportunities that can that can be drawn to promote and develop tourism are:

- JK is one of the most unexplored tourist destinations that create a huge opportunity in attracting tourists.
- Endless scope of investment in accommodation sector as most of destinations lack proper accommodation.
- More professionalism.
- Can be promoted as a prime pilgrimage tourist destination.
- Enough scope of cultural and heritage tourism.
- Allow famous tour-travel companies to invest in tourism sector so that it generates employments and promotes tourism.

- The tourist arrival demand between domestic and foreign tourist arrivals can be easily managed because of different holiday shifts so that standard of catering tourists remains high.
- Scope for community based, rural and tribal tourism as there are populations/tribes living in far distinct remote areas of state.
- JK has dense forests that create an opportunity for development of more wildlife sanctuaries.
- Opportunities for adventure sports as there are many high range mountains
- Good scope for transport service business.
- Increase in technological advancement.
- Extending cable-car facility for hill-stations in the state.
- Regular food festivals, cultural and traditional events.
- Improvement in communication networking to remote areas.
- Creating niches as per destination specification.
- Advanced security systems.
- Perfect destination for films and movies shooting.

Threats faced by J&K Tourism Industry: Despite having the tremendous ability to grow but there are threats for the industry too. Few of the threats that JK tourism is facing are as follows:

- High competition from other states like Himachal and Uttrakhand.
- Lack of infrastructure creating dissatisfaction among tourists.
- Increasing crime rate e.g. thefts, transporting drugs and etc.
- Loss to cultural and traditional activities.
- Disappearing of fauna because of unorganised travel to forests.
- Depletion or deterioration of natural resources/attractions like Dal-lake, Jehlum, glaciers etc by human activities.
- Exploitation of tourists and vice-versa.
- JK has been a victim of terrorism; the insurgency increases the risk perception at destination and generates a negative publicity of state.
- The state is vulnerable to natural disasters like floods and earthquake because the state lies in seismic zone.

PESTEL Analysis: Francis Aguilar is believed to be introducer of this tool. PESTEL is acronym for Political, Economic, Social, Technological, Environment and Legal. It is framework or a viable tool used to keep an eye on the external or macro-environmental factors that have an impact on the industry. The strategy of the company is examined by these elements while performing strategic analysis (Johnson and Scholes 1993). The state of JK is known for its tourism potential and the state tourism has seen a fair growth in recent past. Therefore the paper is an attempt to study how these elements of micro-environment facilitated the overall growth and development of tourism in the state. The study of PESTEL elements will show how any change in their parameters influence the tourism industry of state and helps in taking strategic decisions for the development.

Political: The political factors are of vital importance and play a dominating role in tourism industry especially in disturbed state like JK. The industry needs a government support and also favourable political climate to flourish. The political factors include the stability in the state that holds key for tourism industry. The major attractions in the state are managed by state government; the maintenance of these attractions is dependent on the government.

Political changes in state can largely impact tourism industry, radical changes in politics of the state usually cause fear among the tourists and decline in arrivals is seen. The violence in the state has considerably caused damage to tourism industry of JK. The political instability in the state during the disturbances not only results in decline of the tourist arrivals, but reservations of the hotels and airlines get cancelled in a jiffy. The movies that were supposed to be shoot in the state changes their venues to other states because of unfavourable political climate.

Further not only stability is prerequisite for tourism, but it also includes the political support for tourism development. It's the government of the state that is responsible for enhancement of roads, development of railways and air traffic, infrastructural development and etc that can help in achieving the competitive advantage over other tourist destinations. The political climate over last one year is getting better; the government of state and department of tourism are giving their best efforts in making the political climate of state favourable for tourism.

Economic: The tourism industry consists on of 13% of total world spending due the huge disposal of income people started to travel giving rise to tourism industry (World Tourism and Travel report 2017). The state of J&K has a huge potential to be the one of major tourist destination all over world. The tourism is often considered as the backbone of the state economy and plays a vital role in development of the state. The tourism actually develops by increase in flow of tourists and gives rise to economic benefits to the state. The tourism helps in generating the employment, more job opportunities and rise in private sector investments is universal for all the tourist destinations and holds same for JK. As per the report of World Travel and Tourism Council (WTTC), the investment of 10 lakh in tourism industry as the ability to generate 90 jobs which are much higher than other sectors like agriculture or manufacturing sector generate 45 and 13 jobs respectively for the same amount of investment. The arrival of tourists contributes to the profits, jobs, sales, revenue and income in the state. The tourism of state is extended to rural and upper areas of the state and thus the tourist's arrival plays a vital role in development of rural economy and boosts the standards of rural areas. The locals of the area get skilled and semi skilled jobs and also gives an opportunity for locals to set up their own ventures.

But however if not managed and handled carefully the tourism can give rise to negative economic impacts. The state of JK faces a rising issue of economic leakage because there is high import rate of goods and services from out of state that are required by tourism industry of the state. As of now there is very less investments of non locals in state but still the industry is dependent on outside because there is less availability of raw material in state.

Social: It's an old saying that tourism leads to both prosperity and problems to the locals and also influences the culture of the region. Although the social impacts are more difficult to measure as compare to other factors but it's one of most concerning factor for the planners and policy makers of the tourism industry. The state of J&K is the developing state and most of the tourist destinations are in far and unexposed areas, therefore locals are fragile and the social impacts can influence the locals quickly. The J&K is the place with rich culture and tradition therefore it's critical to be cautious of social impacts of tourism.

The culture and tradition of the state is often used as tourism product to promote the tourism in the state and most of the locals are involved in catering the tourists which is positive for locals of the state. Such activities help in developing host-guest relationships. The interaction between the host that are locals of the place and the guests results in cultural exchange, strengths the relation between two, generation of new ideas that leads to the socio-cultural progress.

But at the same time the tourism in fragile can result in negativity to the society, many destinations lose its cultural and traditional originality. The unethical behaviour of tourists can result in bad service quality by the host and there are many incidents where there was exploitation of tourists or vice-versa. The other negative impacts of tourism on society in present day world are: drugs, exploitation, harassment, increase in crime rates and etc.

Technological : Technology is most important element in every sector and has helped lot in day-to-day life; it has changed the living standards. The technology plays a vital role in tourism sector too. The technology has brought all the components of tourism under a single roof. The promotion of tourist destination is very much dependent on the technology. The state of J&K is lacking behind the technology as most of the destinations face communication network problem, many of the prime destinations of state don't have internet facility that de-motivates the tourists.

The growth in technology in the travel and tourism industry has been a great help to the tourists and the advancement of ecommerce has made a very positive impact on tourism industry. The electronic

communication has played a vital role in reaching the remote and inaccessible parts of the world. The technology advancement has helped travellers to accesses internet and book online reservations. The state of J&K needs lot of technological advancement to flourish tourism as it plays big role in promotion of tourism products of state.

Environment: The tourism gives endless benefits to state and leaves a positive impact in terms of economic development, employment generation and etc. But all the tourism activities are carried in the environment leaving an impact on the environment both positive as well as negative. The state of J&K is a home to variety of flora and fauna and tourism helps in conservation of the same. The natural resources of the state are an asset to tourism and the concept of eco-tourism, responsible tourism and sustainable tourism helps in safeguarding the environment of the state.

At the same time tourism has left a negative impact on the environment of the state, there are many hotels around famous Dal-Lake that don't possess the facility of sewage treatment plants (STP) and all the drainage outlet flows to Dal-Lake. There has been ample deforestation in the name of infrastructural development; the pollution because of transport, littering and unplanned solid waste management has caused deterioration to the environment.

Legal: Tourism industry needs to follow or fulfil legal laws and regulations in which it is operating. The J&K was the state to introduce tourist trade act which safeguarded the interest of tourists. The laws and regulations helps in creating a safe environment for the tourist. The industry gets greatly influenced by the changes in taxes, rules regarding VISA's, ease in travel documentation and etc. The state of J&K lies on the borders and rules regarding visiting to restricted and protected areas keep on changing that influences the tourist inflow.

CONCLUSION: The strategic analysis of J&K tourism industry gives a proof to saying that Kashmir is the paradise on earth and the state has endless potential for tourism. The state is hub of various tourist attractions. But the fact remains the potential of tourism in state hasn't been explored to its potential.

According to the SWOT and PESTEL analysis there is much strength in the J&K tourism industry that can be explored and J&K can became one of the prime tourist destinations. Although the industry has the potential to be best tourist destination and there are very less competitive or similar featured place that can give J&K a tough competition. The tourism industry of state has been victim of political disturbances, lack of development, infrastructure and improper management. Therefore it's is a high time that tourism industry of state is strategically managed and preventive measures are taken against the odds to flourish the J&K tourism industry.

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A STUDY ON SOCIO – ECONOMIC DIMENSIONS OF COMMUNITY BASED TOURISM

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ABSTRACT

Tourism, now an acclaimed phenomenon of the globalized nation in general and when a community of local participation is involved in the system, it becomes a magic in particular. Now the problem lies in the fact that how many local communities are aware of the positive impact of tourism. Yes, when surveyed, it is found that everybody wants to be the part of the system and contribute their level best. But how? To crush the question 'how' the local government agencies have to be sensitized. The current Theme of UNWTO – "Tourism for all" relates to accessibility of tourist to various destinations of their motives.

Again, we have to further answer few questions related to the theme especially on the aspect of security and accessibility. When we talk about security and accessibility, it refers to the role of local government and governance providing safe highways, safe accommodation facilities and congenial & friendly attitude of the host community are the few parameters that are to be taken care off. As far as infrastructure facilities are concerned, the government has to take into its priority and the awareness part has to be taken care off by the NGO's and Tourism Educators. Once the local community is aware of the fruits of this tourism system, then the cycle of socio-economic growth is clicked and we can think of an evolved society / community.

Obviously, the security of the tourist should be of immense importance. The comfortability of the visitor by all means should be ensured by the local governance so that free flow of tourists is guaranteed. We have ample examples of this symbiotic tourism across the world and also in our Indian context, we do have success stories. The only effort needed is to promote them. Promotion is the need of the hour to justify the theme of the WTDC – 2016

Keywords: *Community, Security, Infrastructure Development, Promotion, Awareness*

INTRODUCTION: *"A community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies."*

"Community based tourism is in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation."

The practice of Community based tourism would enhance local participation and promote the economic, social and cultural well-being of the local community. This kind of tourism approach would also enhance the

quality of development, both culturally and environmentally; and the different needs interests and potentials of the community and its population. Over the three decades, community based tourism has been promoted as a means of development, mainly in the socio-economic and environmental needs of local communities, gathered through the offering of a tourism product. Generally Community based tourism practices provide combined and mutual benefits, for example through donations and contributions to the local community funds for the development of community belongings. Community based tourism also generate employment opportunities in the local community. It always gives major benefits to the society in terms of better living standard. However, it is not so elastic as to include employment in tourism businesses unless they are communally owned and managed. Its development helps the local people to be more responsive for their available community assets as: Heritage, local cuisine and their lifestyle. It mobilizes all these assets into *income generating resources* while catering a distinguished and diverse experience to the visitors.

The concept of community based tourism is a sustainable tourism approach that increases the benefits for local population along with the visitors. This is the activity which can be termed as *"By the people and for the people".* It means if the efforts are being made by the community then the benefits must be obtained by the local community itself. This approach directly involves in the community providing both social and economic benefits and empowerment. It sets the objectives in such a way that fulfills the demand of the tourist without harming the community ethics and traditions. It aims to teach, train & develop, encourage, and consumes any skills and human potential within the community, towards the delivery of proficient service.

Community Tourism development is the approach in those areas, where the majority of the local people are poor and , has potential to not only increase local incomes and jobs, but also to develop skills, institutions, and bring about empowerment of local people. Community Tourism is therefore a key industry for facilitating greater growth, equity, and poverty alleviation in regions which are otherwise not rich either in mine, minerals, agriculture or other industries.

OBJECTIVES OF THE STUDY: This study aims to explore the potential of community based tourism in Bundelkhand region of Uttar Pradesh. Which is comparatively a socio-economically backward region, but has very culturally rich history, which is reflected in the monuments and numerous archeological sites spread throughout the region. This *rich cultural product* can be transformed in terms of Tourism growth. Following are some broad objectives, which the study intends to achieve:

- To suggest the potential of Community based tourism practices in Bundelkhand region
- To advice the future prospects of community based tourism in the region
- To spread and renew Community tourism products to transform into business prospects appropriated to local surroundings and communities
- To plan some strategic models on the basis of success stories in the region to promote community based tourism in Bundelkhand region.
- To knowledge the local community about the significance and benefits of CBT and the development of the local community by CBT practices.

RESEARCH METHODOLOGY: As this study is concerned with exploring the potential of Community Based Tourism activities, alongside understanding people's way of life; their actions, perceptions and every-day thoughts, a qualitative approach will be applied as a more appropriate method. In view of the study being focused on social reality and interactions, which statistics and quantitative methods cannot measure, the study therefore has to be preferably of qualitative nature. The main advantage with qualitative research is the ability to study and describe experiences and social phenomena. Since the research question is to understand the role of Community, an exploratory research design is chosen to provide insights and comprehension to this socially constructed issue

STUDY AREA - BUNDELKHAND: The area taken for study comprises of Bundelkhand region of Uttar Pradesh and nearby villages. This region has full of both natural and manmade beauties and have lot of tourism potential in its circuits. The Bundelkhand region of Uttar Pradesh comprises of *Jhansi, Jalaun, Lalitpur, Chitrakoot, Banda, Hamirpur* and *Mahoba districts* and the Districts of Bundelkhand region of Madhaya Pradesh are namely*, Datia, Chhatarpur, Damoh, Panna, Sagar, Tikamgarh*

Figure 1 - Map of Bundelkhand Region with its location on Indian Map
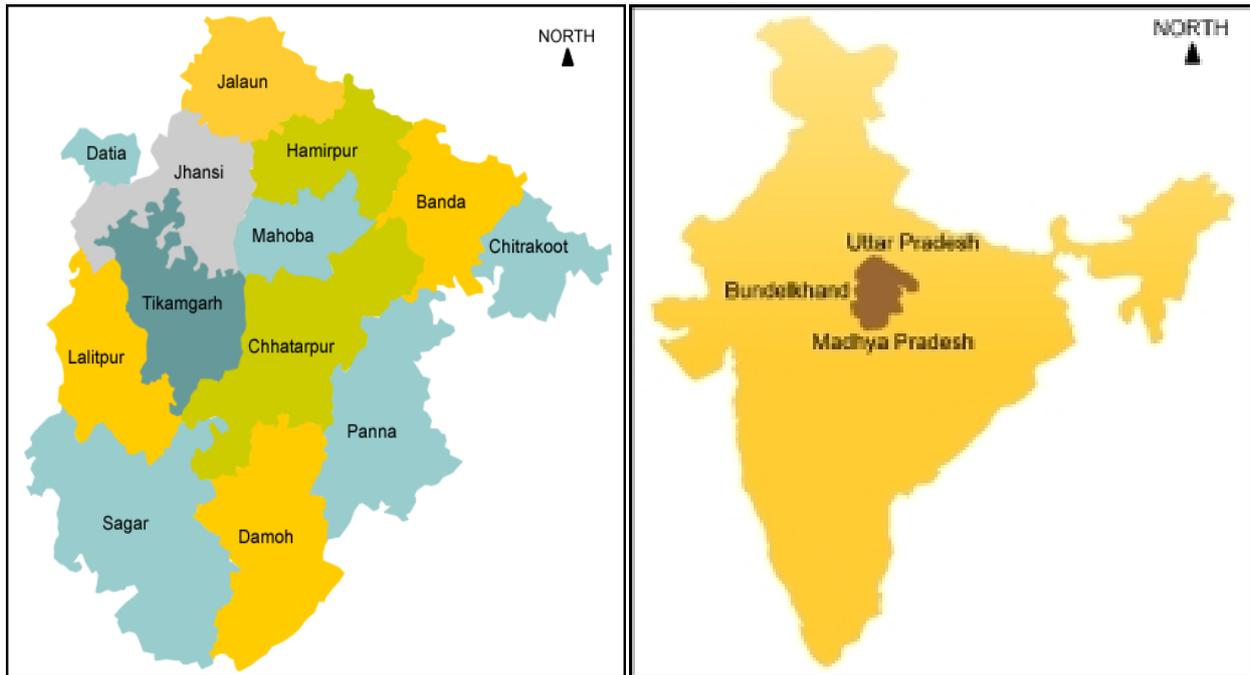
The earliest mention of this region can be traced in the Ramayana. Mention can also be searched in the Epic Mahabharata. History also proved the influence of **Maurya** and **Gupta** Rule in this region. The **Chandela dynasty** ruled here over a long period. The region emerged from the mists of history during the rule of Chandelas in 9th Century AD. Those people ruled over the region about three hundred years. Later in the 19th Century Bundelkhand region produced another brave and fearless ruler, **Maharani Laxmi Bai** who fought against British warriors for freedom of our country.

Geographical Personality of Bundelkhand: The land of **Bundelas** lies between 24°11' to 24°17' N latitude and 78°10' to 81°34' E longitude; with the Indo – Gangetic plain to the north and the Vindhya Range to the south. It is gently – sloping upland, distinguished by barren hilly terrain with space vegetation, although it was historically forested. Bundelkhand is an old landmass composed of Horizontal rock beds resting on a stable foundation. The landscape is rugged, featuring undulating terrain with low rocky outcrops, narrow valley and plain. Surface rocks are predominantly granite of the lower Pre Cambrian period. Some Dharwarian and Vindhayan rocks present in the region contain minerals of economic value.

Climate of this region reaches on its extreme up to 48°C during the summer and drops as low at 2° C in the winters. The temperature begins to rise in the month of February mid and takes its value very high in May-June. The Principal flowing rivers are **Sindh, Betwa, Ken, Dhasan, Bagahin, Pahuj, Sukhnai, Tons** and **Chambal.** Notwithstanding the large number of streams, the depression of their channels and height of their banks render them for the most part **unsuitable for the purpose of irrigation,** which is used by means of *ponds* and *tanks*. Bundelkhand is politically divided across the Indian states of **Uttar Pradesh (UP)** and **Madhya Pradesh (MP).**

As Table-1 indicates that the average literacy rate is close to 60% in the region and interestingly the female literacy is also a bit on the higher side than males . **This can be a strong indicator to infuse the concept of development through tourism activity.** While exploring the region ,we also find that, *Lack of proper irrigation* sources, *Rugged terrene ,Uncertain rainfall, Lack of organized industrialization, Poor agriculture* are some of the key elements that indicates the need for **community based activity** for the **socio-economic development of the region**

Table 1: Population and Literacy Chart of Bundelkhand Region

#	District	Total Population	Male Population	Female Population	Population Growth	Average Literacy	Male Literacy	Female Literacy
1	Jhansi	2,000,755	1,061,310	939,445	14.66%	76.37	86.58	64.88
2	Hamirpur	1,104,021	593,576	510,445	5.78%	70.16	81.27	57.19
3	Mahoba	876,055	465,937	410,118	23.66%	66.94	77.72	54.65
4	Jalaun	1,670,718	895,804	774,914	14.87%	75.16	84.89	63.88
5	lalitpur	1,218,002	639,392	578,610	24.57%	64.95	76.41	52.26
6	Banda	1,799,541	966,123	833,418	17.06%	68.11	79.38	54.95
7	Chitrakoot	990,626	527,101	463,525	29.29%	66.52	77.42	54.03
8	Datia	786,375	419,432	366,943	18.40%	73.5	85.18	60.21
9	Tikamgarh	1,444,920	759,891	685,029	20.11%	62.57	73.3	50.71
10	Chhatarpur	1,762,857	935,906	826,951	19.54%	64.9	74.22	54.34
11	Sagar	2,378,295	1,254,251	1,124,044	17.62%	77.52	86.27	67.71
12	Panna	1,016,028	532,866	483,162	18.62%	66.08	75.63	55.55
13	Damoh	1,263,703	660,478	603,225	16.58%	70.92	80.96	59.9
	Total	18,311,896	9,712,067	8,599,829				

Source:http://bundelkhand.in/ict/bundelkhands-population-and-literacy-rate-chart-v ia-census-data-2011

Potential For Community Based Tourism in the Region: The success of tourism destinations in global tourism market is determined by their relative competitiveness. With competition intensifying in the tourism industry, destinations are trying their best to improve their attractiveness. Bundelkhand, a region located in central India has great potential for tourism development.

Thus the area can be developed as a tourist destination by offering suitable tourist packages to cover the historical sites in and around this region. The Bundelkhand, which is socially and economically backward region, presently lacks proper Infrastructure and adequate employment opportunities, *has strong traditions, culture and ethnicity* (**Figure 2**) ,which are unparallel tourist attractions resulting in providing tremendous scope for promoting community based tourism. Community-based Tourism is used to describe a variety of activities that encourage and support a wide range of objectives in economic and social development and conservation.

Figure :2

*Performance of **Rai Dance** by Local People*   *Understanding Local Community by the Tourist*

Effective promotion of Community based tourism shall provide the much needed boost to the economy of the region, where no other profitable commercial ventures are possible. This study aims at exploring the

determinants of tourism competitiveness of Bundelkhand. These regions can play a crucial role to promote Community based tourism in following culturally rich areas of Bundelkhand region:

Jhansi: *Taragram pahuj, Small villages and their life patterns.*

Jalaun: *Jagammanpur (Pachnada and famous fort).*

Mauranipur: *Ranipur is another place located under Mauranipur tehsil, well known for handloom and a textile center.*

Mahoba: *Kalinjer fort and Vijay Sagar Pakshi Vihar* can be developed to promote tourism

Figure 3: Panoramic View of Jhansi Fort During the Evening - Light and Sound Show
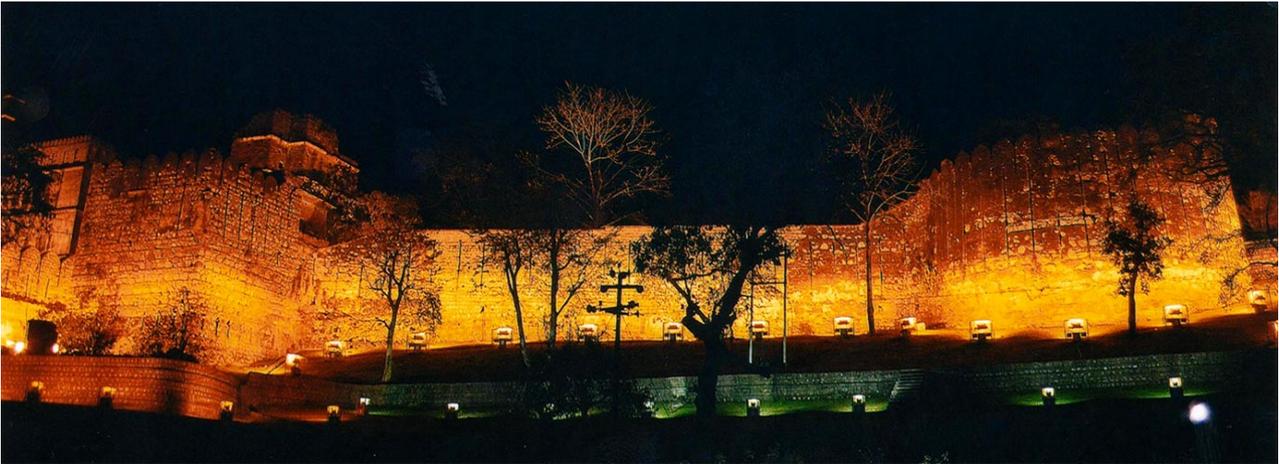
The purpose of this study is to provide a discussion of some of the key issues affecting Community-based Tourism with special reference to Bundelkhand Region of Uttar Pradesh, alongside suggesting strategies for its promotion and sustainability. The Study further explores case studies of Community-based Tourism from the region.

This low impact tourism model shall not only enhance employment opportunities in both the formal and informal sectors, but also help in reducing income disparities between the rich and poor along with alleviating poverty among the host population. In global context, along with mining, agriculture, fishing, and manufacturing, tourism is also recognized as one of the major economic forces by various Nations. Tourism Industry has potential to provide the much needed socio-economic growth to the erstwhile backward and deprived region of Bundelkhand. Tourism is viewed as an industry having significant potential for generating employment and increased annual growth at the national and regional levels. However, the emphasis on sustainability seems imperative while harnessing the socio-economic benefits of tourism.

To understand the practical relevance of the concept of community based tourism, we traced two success stories in this region: **TARA gram- Orchha** and **TARA gram Pahuj**

CASE STUDIES:

TARA Grams: Facilitating Large Scale Livelihoods in Bundelkhand. **TARA gram** is a exclusive concept; a employment source center representing models of sustainable development, with amenities for educating and conferencing. TARAgrams are as much a purpose for development practitioners in their expedition for new knowledge as it is for the local rural community whom it seeks to serve.

TARA Gram Orchha: It is located on the banks of **Baberi stream**, this Sustainable income providing place is very close to the historic and ethnic destination – Orchha. TARA gram Orchha was established in 1995. It has, over the years, verified the economic feasibility of sustainable manufacturing systems. The set-up has

world class training and conferencing facilities with residential options in its premises. It provides schooling from diverse development involvement such as:

- Handmade Paper recycling unit - run by Sahariya women (A Tribal Community of Uttar Pradesh)
- TARA Nirman Kendra - A construction material study cum manufacturing centre
- DESI Power - India's first commercial 100 kW biomass gasifier

TARA Livelihood Academy - It offers schooling and competency building services to women and youth for employment.

Figure : 4

Handmade products are being purchased by tourist

Handmade paper made by the Sahariya tribal women

Figure : 5

Bundeli Music performance by local people

Visit to a local Community Area

TARA Gram Pahuj: TARA gram Pahuj is a also a unique and developing Livelihood Resource Centre, located near a Dam named Pahuj, in the Village – Ambabai district Jhansi in Uttar Pradesh.

Figure : 6

Tourist purchasing handmade products at Tara gram Pahuj and interacting with local people

The centre spotlights on natural resource management and sustainable farming performs. It provides training and information services for local farmers and demonstrates:

- Rainwater harvesting, soil and moisture management practices
- Land reclamation and development especially using green organic manure
- Energy and water efficient farming practices

LIMITATIONS OF STUDY:

- A few challenges came across the study.
- The major difficulty we faced that the collection of statistical data of exact tourist arrivals at both the selected regions for case study were not authenticated.
- The fieldwork was also controlled by the limits of time and budget.
- Both the villages in Orchha and Pahuj have the major issues of proper training and encouragement towards community based tourism and its future benefits. We found that there is irregularity in the training of the local people and lack of interest of the local people for the same.
- Language is also a major problem for the tourist visiting these places and the total interpretation also depends on the guide only and the guide is not frequently available to interpret.

Figure: 7 - Two different view of Pahuj Dam - Jhansi

MAJOR FINDINGS: While exploring the study area in general and the study of CBT cases (TARA gram Orchha and TARA gram Pahuj) in particular, it was observed that:

- Both the places have very good potential to develop community based tourism in the regions.
- Community-based tourism at Orchha and Pahuj has become a vital source of employment for the local communities, with the TARA grams employing locals in a different job profiles ranging from helpers, cleaners, workers, etc.
- On the basis of personal interviews I found that TARA handmade paper recycling unit, more than 40 women, including **Sahraiya tribal** women who earlier had no source of income they now are employed in this organization and earning their livelihood. Moreover, salaried employment can uplift the communities' living standard.
- The generation of employment by Community based tourism is very important in promoting rural development in this community. Therefore, earnings from community-based tourism create a substitute way of survival for locals. It is, therefore, a means for reducing deficiency in rural areas, through the provision of employment for locals.
- It is found that because of CBT practices the number of tourists has increased dramatically and it gave revenue generation to both the regions in direct and indirect way. The study of both the cases of CBT development for similar purpose, the potential of community based tourism in these places of Bundelkhand region.

CONCLUSION AND SUGGESTIONS: Creating responsiveness and awareness of all the stakeholders involved in CBT, is vital for encouraging an understanding of the positive link among the protection and community development. Awareness lifting up and information broadcasting to the community allows for better autonomy and informed decision-making. Awareness operations are subsequently significant to other stakeholders involved, as it shows the way to better perceptive and sympathy toward the variables implicated in executing community-based tourism. Community Based Tourism is now being recommended as a form of pro-poor tourism. However, only a small number of ventures have generated adequate benefits to either provide motivations for protection and conservation. Community-based tourism is a composite and emerging field of study, and many leftovers to be learned. Continued information allocating and broadcasting of research results are needed to identify better results for linking sustainability to the tourism ventures. Ongoing research is essential to understand the means by which CBT can be made more efficiently, environmentally and ethnically sustainable. Strategies and actions should promote ongoing research through the stipulation of economic, scholastic, scientific, and propagation support.

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HOW TO REDUCE WAIT TIME AND WIN OVER CUSTOMERS

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ABSTRACT

Lately with new interest all over the world, working husband wife team, increase in house hold income eating out has become a normal trend. This has led to growth in food service industry all over the world. Still it has been observed that there is a great rush on weekends and holidays during which the food service industry is not able to cater to the demand of its customers and there is a great demand of tables which remains unfulfilled. It may seem a positive sign for the service industry but in the long run this may lead to customer dissatisfaction and may draw them away to new pastures as nothing frustrates more than waiting for a table when hungry.

Wait time for the customer extends throughout the dining experience from the movement he enters the restaurant and has to wait for a table, the time taken before ordering the food, time taken before it is served and then again waiting for the check. All these inefficiencies may frustrate a customer and reduce his options to return to the property. Therefore restaurant all over the world are looking into options where the gap may be reduced or replaced with meaningful experience. One way to over' come this problem of guest having to wait for a table or to accommodate more guest some food outlets have introduced a system of call ahead seating procedure which allows guest to reserved their seats in advance to enlist their names on wait list

before arrival at the restaurants. On the other hands some restaurants do not book tables during busy hours to reduce risk of potential income loss. The other means employed to take care of extra demands may be to hire extra staff during these periods after careful study of earlier sales records. Another methods employed may be of training the staff so as to speed up their service. Use of technology / apps will help guest as well the restaurants in reducing wait time. There are many other options which may helps in reducing wait time but the main aim should always be to not to make the wait time a nerve whacking experience.

In a restaurant setting wait time influences customers repeat purchase intensions. The purpose of the study is to show how wait time for customer is being managed / reduced by the restaurants using new strategies to reduce customer wait time. The study also defines methods as how this wait time may be utilized by the customers and the restaurant positively for the mutual benefit of both.

INTRODUCTION: The hospitality Industry always looks forward to adopt new policies and techniques to provide the best of services which are guest oriented. One area which was lacking in this matter however was the amount of time the guest had to wait for a table in popular eateries especially on weekends. The waiting time sometimes went up to over one hour which could be very tiring and frustrating for waiting guest.

Most restaurant as a matter of policy do not take reservation during busy days & hours to reduce risk of loss of potential resource from vacant table due to no shows, late shows or short shows. They also feel that they will be able to satisfy more guests, if they do not commit a table at a specific time. This way they are also able to take advantage of excess demand during busy period.

To over-come this problem of having the guest to wait for a table or to accommodate more guest some hotels have introduced a system of call ahead seating procedure. This system allows the guest to call the restaurant in advance to enlist their name on the wait list before their arrival at the restaurant. This allows the restaurant the flexibility to fill empty tables with walk in guest. It is different from reservation as the guest is not guaranteed a table on arrival and is expected to wait for a short time but assures reduction of pre process wait for them.

To enable the organization to take advantage of the excess demand it is important that the management has sufficient support staff to manage the process of pre meal exercise such as host and also the bus boys who prepare the table for the next meal. Effective management of these two positions helps in reducing the wait time for the next diner.

Hotels are now also using guest arrival management techniques to reduce the waiting period for their guest.

The dining process may be divided into three stages

1. Pre process- the wait to begin the dining experience
2. In process- dining experience
3. Post process- wait to end the dining experience

Till recent times the focus of all management policy's and research was on the in process & post process. Policy's & research was focused on reducing the time a dinner spent on the dining table as it was felt that this helped in increasing the number of guest who could be served within same period of time. This reduction in dining time had a limit so as to ensure that the guest did not feel that the management is encouraging early vacating as this would have an impact on guest satisfaction.

To ensure optimum utilization of table demand during peak season the management is now focusing on the pre process. During peak season it is not possible for the organization to meet the guest demand of table on arrival at the door and the guest are forced to wait until a table can be made available for them. The wait time often has a negative impact on guest satisfaction. The management is therefore concerned to reduce the waiting time and improve guest experience during the waiting period.

Eating establishment use several techniques to manage the time between when the guest arrives at the organization and the time they are assigned to and seated at a table. Fine dining rooms however take reservation and rely on predictable guest arrived time and short to nonexistent wait time. However the guest

may have to wait for a table if the reservations are not spaced out properly or if the early guest takes longer than expected time.

Most restaurants especially in the casual segments do not take reservation as they feel that they can accommodate more guests without taking any prior reservation. Walk in business may be handled in two ways i.e. physical line in case of quick service outlets or non physical line in case of upscale restaurants. These outlets use a wait list to handle guest arrivals. Traditionally wait list are managed on first come first served basis i.e. table provided on basis of order of guests arrival with some consideration for party size, table availability. A long wait for table leads to guest dis-satisfaction and the guest may choose not to dine at the restaurant. This leads to not only loss of revenue but also losing a guest for life as well as bad publicity for the organization. The management is therefore concerned with minimizing the length of waiting period for tables.

Guest satisfaction is important because it is usually related to whether guests will repurchase a product. Many factors influence guest satisfaction. In the restaurant business, waiting time is an important determinant. Waiting time will affect guests' repeat-purchase intention in relation to restaurants. Short waiting times result in high guest satisfaction. On the other hand, when a restaurant lets guests wait for a long time before they get the service, guests will be dissatisfied. According to the previous studies, waiting time would influence guest satisfaction. It is also a critical factor for guests to determine whether they will return to a restaurant or not.

Research has shown that guests are more sensitive to pre process delay and the delay has a negative impact on the entire meal experience. The larger the wait period the more chances of their experiencing dis-satisfaction with the food /service. The problem is more acute if a guest with prior table reservation has to wait for a table or if the waiting period is longer than expected. Different establishment use different strategies to reduce the wait period or to make it more meaningful for the guest.

Different types of guests have different concerns about waiting time. Business guests are more concerned about the restaurant waiting time than leisure guests. Nevertheless, according to the authors' knowledge, there is no studies which evaluated how the composition of the dining members influence guests' expectation of waiting time. Would guests coming with family accept longer waiting time in a restaurant than a group of friends? Or will a couple be willing to wait longer than business associates?

As we see no guest likes to wait for his meal. In terms of guest satisfaction, the worst thing any organization can do to harm its opinion from a guest's point of view is by making them wait for minimum half an hour before being seated. Most guests will give a negative review if they were forced to wait for extended period of time or if the is service is unexpectedly late. The management should not only be focused on reducing the wait period but also be seen to be doing everything under their its control to reduce the same.

As said earlier usually the restaurant apply a policy of first come first serve with provision of accommodating guest according to availability of number of seats required by the waiting guest. This leads to long wait time, non optimal staffing levels and erratic sales output. Usually the guest arrival time at a restaurant is around 8 PM and least popular time is after 10 PM. If a table is not available for a guest immediately upon arrival the guest are quoted a wait time, their mobile number noted by the host and directed to bar or seating area near host table according to the policy of the management.

Call Ahead seating is popular with patrons and has shown increase in revenue of organization as well as guest's satisfaction. It is also considered to be a fair policy when deviating from traditional first come first served policy. It allows guest some control of their wait time and at the same time allows the restaurant's the liberty of non commitment of guaranteed table at a specific time.

Some other elements on dinning experience also have an impact on guest wait time. Staffing level at pre processes as well as post process have a definite impact on how long guests must wait. Host / hostess keep track of all arrivals, walk-in as well as call ahead and manage the wait list. They notify the guest when their table is ready and lead them to the table.

Bus boy assists in expediting the post process, clearance and resetting the table for next service. The pre process or post process cannot be expedited without the support system of host and bus boy.

STEPS TO MAKE GUEST VISIT SATISFACTORY FROM THE POINT OF VIEW OF THE GUEST/RESTAURANT

Fine Dining Room:

Waiting for a Table: Here long wait time for tables may turn guest away or be a inhospitable experience. Some people perceive that restaurants make you wait for a table unnecessarily to give the perception of exclusivity and popularity. However, it is the number of waiting staff or available covers which decide the guest flow in the restaurant. Usually in fine dining room guest arrive with prior reservation and are led immediately to their table by the host.

However if waiting cannot be avoided restaurants should try to make the wait period more pleasant. A comfortable seating area near the restaurant with access to Wi-Fi /entertainment and free appetizers or drinks at discounted rate can help make the wait period more enjoyable. The Host gives the guest a definite estimated wait time to give them a greater sense of control over the situation and reduce the guest uncertainty. Some restaurant use digital tools, such as The No Wait App to help guest show a definite wait time before arrival at the restaurant. This way the guest plan accordingly to avoid this waiting period.

Waiting to Order: The waiting staff always gives the guest a chance to look at the menu and decide their order. It is not an ideal situation from point of view of the establishment if the guests feel that they are being ignored or if the restaurant staff is too busy to attend to them. Some restaurants solve this problem by placing bells or buzzers on the table for guests to press when they are ready to place their order. A new trend introduced by restaurants is to allow guests to place their order through tablets placed at the guest table. Here it should then be taken into consideration that all service staff is trained in guest service as well as taking drink orders first to ensure a meaningful experience.

Waiting for Order Arrival: Accepting some gap between the order and food arrival is acceptable as it builds guest anticipation about their order. After all, the guests have chosen a fine dining restaurant experience and are expected to inhale the atmosphere. However too much time, will irritate hungry guests especially when accompanied by children. Time required to prepare guest order is un-avoidable, this time gap can be shortened by offering appetizers and options for entertainment at the table as well as providing a pleasant atmosphere and decor.

Waiting for the Check: It is the usual standard to pay for a full-service meal at the end of the meal experience. This norm has its own challenges as guests are in a different mindset after they have consumed their meal and may be impatient to leave the restaurant after their meal. Waiting for the check or card machine can leave guests with a negative final experience. However if staff is too prompt with this transaction, it can create an equally negative feeling that guests are being rushed out to prepare for the next diner. Therefore, the right amount of time between asking for the check and delivering it is important. Generally it is never wise to make a guest wait, especially if they have requested for the check. Some restaurants solve this problem by providing cashiers, which puts the onus on the guest of when to settle their bill.

Family Style Restaurant / Fast Food Outlet:

Waiting to Order: In a Family Style restaurant, the guests usually place their order at a counter. There is often a long line before the guest may place their order. Even after long research and business strategies to reduce this lineup long queue are expected norms during rush hours. One method used to reduce long queue is by pre-ordering through a mobile app.

Waiting for Order Pick-Up/Arrival: In a Family Style restaurant the guest is expected to pick his order from the counter once it is ready. This placing of the order at the counter may take some time. During this waiting period the guest are unsure of where to stand, where to look, and how long they will have to wait. Some restaurants have found a solution to this problem by displaying the guest name/order number on a digital

screen once it is ready. Other restaurants take this solution further by giving guests devices that buzz when their order is ready, which allows them to sit and relax while waiting.

Digital technology is enabling processes that create more seamless, convenient experiences for the guest. Google's command of information will soon extend to picking restaurants. The tech giant plans to roll out an update that will display real time wait estimates for restaurants directly on business listing pages, allowing people to see how long they'll have to wait for a table. Users will have access to this feature through Google Search, and eventually Google Maps. By using it, people can search for a restaurant pull up a listing, and see a bar chart with popular times for that particular place, along with a real-time estimate for how long it will take to get a seat. The feature will also reportedly allow users to click on a timeframe in the future to see an estimated wait time for that period, which will be based on data pulled from Google's Location History, as Tech Crunch reports.

While there is not a specific launch date for this new feature, Google insists it is "rolling out soon" and will provide information for "nearly a million sit-down restaurants around the world that allow walk-ins."

OTHER METHODS EMPLOYED BY RESTAURANTS TO MAKE THE WAIT TIME MORE PLEASANT FOR THE GUEST

Acknowledging the Guests: All guests who arrive at the door should be acknowledged at the door. When guests arrive, they should be received by the restaurant staff and directed to the waiting area if no table is vacant at the present time.

Finally, make your meal "worth the wait". All of your line-serving accompaniments won't help in adding to guest satisfaction if the meal or service is not up to guest expectations.

Provide Shopping Guide: Once the guests have arrived at the restaurant the management should aim to keep them occupied. If the restaurant is located within a hotel the host or the reception waiter should suggest the guest to visit the hotel shopping arcade.

Take Their Phone Number: If the restaurant is sending guest away it is advisable to take their phone number so that the hostess can call them personally when a table is ready. This will also reduce the chance of no-shows as the hostess can personally inform the guest as soon as a table is ready for their party.

Provide Entertainment to the Guest: Depending on the restaurant theme, a television may be setup at the waiting area. If some children are accompanying the guests the children may be provided with crayons and coloring books to keep them busy.

Ergonomics: Another method employed is to increase the number of covers if space allows the management to do so.

Methods Employed to Keep the Guest Calm and Happy: If the guests are expected to wait for their table for a long time then a proper waiting room with air-conditioning according to weather should be provided for the waiting guest

CONCLUSION: As the study shows a little effort from the management and the staff with use of modern technology can make the guest visit to the establishment a more meaningful experience for the guest as well as prove beneficial to the management. Wait time period of the guest can be utilized in a better manner which is revenue earning image building for the establishment and from point of view of the guest the wait period is utilized in a positive manner.

SUSTAINABLE TOURISM IN ANDAMAN ISLANDS

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ABSTRACT

Sustainable Tourism may be defined as "tourism which is developed and maintained in such a manner that it remains viable in the long run and does not degrade the environment in which it exists." In other words the balance between economic and environmental concern is often discussed as sustainable tourism. This study has been conducted to understand various concepts of sustainable tourism in context to Andaman Islands. Tourism plays a crucial role in Andaman Islands, with its youth actively participating in the tours and travels sector. Once an untouched landscape of enormous beauty is now being visited by a huge amount of tourists. Now this might result with both positive as well as negative impacts on the Mother Nature which itself is the centre of attraction. Hence an early research has been undertaken in this paper so as to investigate the attitude of the local resident and the visiting tourist towards sustainable tourism development in these islands. Residents of Andaman Islands and the tourists visiting Andamans were surveyed for the study. Based on the interviews conducted and questionnaires supplied, a critical analysis has been made to understand the resident and tourist attitude regarding sustainable tourism.

Keywords: *Sustainable Tourism, Residents and Tourists Attitude, Andaman Islands.*

INTRODUCTION: A balance between the economic and environmental factors is often discussed as 'sustainable tourism.' We are very well aware of the fact that a major portion of these economic activities have a negative impact on the environment which further affects the economy itself. The key resource that determines the existence of a tourism sector is its environment itself. The over utilization of this resource may affect the credibility of Mother Nature which may further lead to a negative impact of tourism at that particular place. Hence it is important to use nature in an effective and efficient manner so that tourism progresses with less or no impact (reversible) on the natural environment which is the epicentre of tourist attraction. With this, we can now conceptualize sustainability in tourism.

Sustainable development of tourism is regarded as being economically viable, financially profitable, environmentally sustainable and socio-culturally acceptable (World Tourism Organisation, 2002). Some other names by which sustainable tourism is commonly known are eco-tourism, rural tourism, heritage tourism and green tourism. The ultimate goal of sustainable tourism is to achieve long term co-operation among stakeholder groups in protecting the ecosystem while promoting tourism. Sustainable tourism development depends on two key stakeholders namely the host resident and the visiting tourist. These two stakeholders play a crucial role in sustainable tourism planning, developing and promoting.

The purpose of this study is to investigate resident's and tourist's attitude towards sustainable tourism development with respect to economic, environmental and socio-cultural perspectives. Therefore a question arises whether the two stakeholder's attitude for supporting sustainable tourism development will differ and if it does then on what aspects? The paper draws its focus on a place that is one of the most beautiful assets of an incredible nation, India and they call it The Andaman and Nicobar Islands. Now since being a restricted area due to national security reasons; the Nicobar group of islands do not entertain or even allow the incoming of tourist and hence the centre of attraction lies in the Andaman group of islands. Therefore our study will also strictly place its focus on the Andaman Islands.

The findings will help local government and tourism developers to alleviate the negative impacts of environmental degradation and could be conducive towards the adoption and promotion of sustainable tourism development.

LITERATURE REVIEW: As we go into the details of practicing sustainable tourism in the Andaman Islands, let us have a brief look into the antiquity of the islands.

A Glance of The Andaman's: The archipelago of 572 islands (if all islets and rocks be faithfully counted) situated between the 92nd and 94th meridians of East Latitude and 6th and 14th parallel of North Latitude, the Andaman and Nicobar Islands form part of a long, irregular chain that seems to continue the Eastern Himalayan ranges through Myanmar's Arakon Yoma southwards in arch over 1100 kilometres of sea into Sumatra. The story of Andaman's evolution has not been told by historians but the modern day story of the Andaman's begins in 1789—the year that marks the first visit of Archibald Blair, a hydrographer of the British Navy.
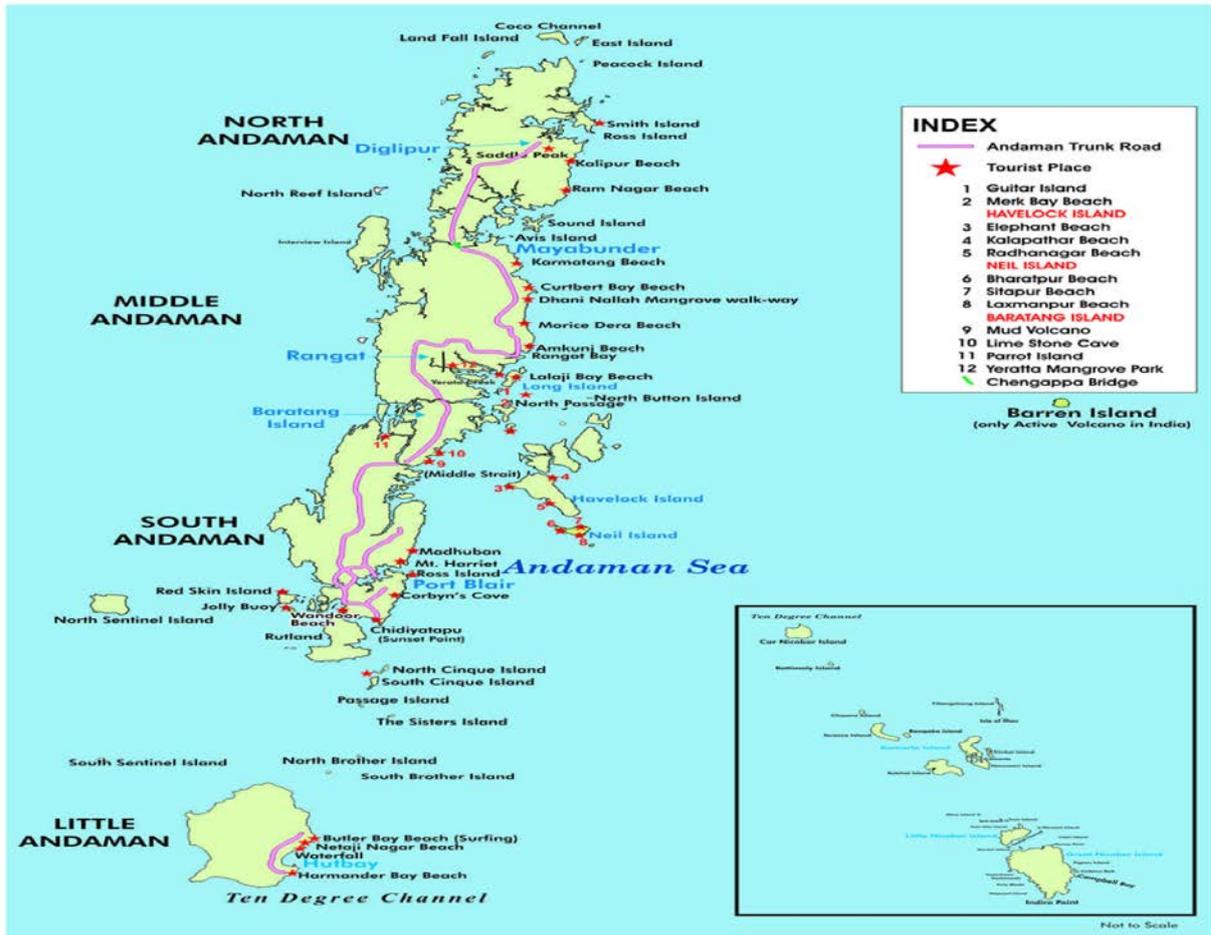
Figure 1: Map of Andaman Islands

(Source: http://andamantourtravel.com/actvty/andamanmap%20(1).png)

A group of 550 islands and islets that covers a land territory of 6,408 Sq. Kms. with only 28 islands inhabited by humans—it provides mesmerizing beauty of Mother Nature to the visiting tourist. A wide variety species of flora and fauna found on these islands gives immense pleasure to the eyes. The Andaman group of islands comprises of North, Middle and South Andaman Islands that are separated by narrow water ways. At further South, the territory across Duncan Passage is known as Little Andaman. The North-East of Port Blair is known as Ritchie's Archipelago in which lies the famous Havelock Island boasting of beaches that are rated amongst the best in the world. To the North-East of Ritchie's Archipelago there are two islands of volcanic origin—the Narcondam and Barren Islands (India's only active volcano). Almost 86 percent of the islands are covered with flora and fauna, many of which are endemic to these Islands. The turquoise blue sea, fairy tale like beaches, profusion of tropical flora and fauna, a vibrant history, multi-ethnic cultural diversity and amiable people create the perfect ambience for discerning tourist with a taste of an exotic location.

With this we can conclude that these islands are a retreat to the visiting tourists and a blessing to India. Hence now we will further be discussing about sustainable tourism with a focus on the Andaman Islands.

OBJECTIVES:

i.   To identify the key factors impacting sustainable tourism in the Andaman Islands.
ii. To investigate the attitude of the local residents and the visiting tourists towards sustainable tourism development in the Andaman Islands.

RESEARCH METHODOLOGY: To address the concept of practicing sustainable tourism in the Andaman Islands, an analytical framework was necessary. Therefore, this framework has been designed by the author, drawn on the lines of sustainable tourism's definition given by the World Tourism Organisation in 2002—termed by the author as the "SCEE Analysis."

With the insights adapted from it; this paper incorporates the perspectives from socio-cultural, environmental and economical factors in the Andaman Islands and therefore their impacts on sustainable tourism in the islands.

Data Collection Technique: To carry out the purpose of the study, both primary and secondary research was important. Primary research was carried out in the prime locations of the islands and the potential respondents of the study were the visiting tourists and the local residents of this area. The primary tools used for the study were different set of questionnaires supplied to the respondents and the personal interviews conducted with them. For the secondary data, the tools relied upon the information that was supplied by the tourism administration of the islands. Also it heavily relied upon the data accessible from the government websites and other related portals.

THEORETICAL FRAMEWORK: The research has been carried out using an analytical framework, the SCEE Analysis. Each perspective has its own insight into the practice of sustainable tourism in a region. Here we will be drawing insights from these to map the sustainability of tourism in the Andaman Islands.

Socio - Cultural Impacts: Socio-cultural impacts are the outcome of certain social relationships that takes place between the tourist and the local community as a result of their coming in contact. The nature of these relationships plays a crucial factor in influencing the extent of understanding or misunderstanding fostered by the tourism process. According to de Kadt (1979) such encounters or relationships occur in three contexts—one, where the tourist is purchasing some goods or service from the local community; two, where the tourist and members of the community find themselves side-by-side; and three, where two parties come face to face with an objective of exchanging information and ideas. Among the two stakeholders, the tourist is mobile, relaxed, free-spending, enjoying his/her leisure and absorbing the experience of being at a new place while the residents are relatively stationary, non-relaxed due to the reception of huge amount of tourist. On the other hand, those employed in the tourism industry enjoy the time with visitors as they are being benefitted by the arriving tourist.

The Andaman Islands is a destination of educated population (as per the report of last census held in 2011); and hence they have a literacy rate of 83.63% and 82.43% of male and female respectively. This also has a direct impact on the levels of involvement of the local residents with the arriving tourists.

However the degree of interaction with local community varies between the domestic and foreign tourist. A humongous amount of domestic tourist arrives Port Blair on short packages ranging from 3-5 days and thus the time spent by them is usually at the nearby tourist locations with no or minimum interaction with the local community. The foreign tourist visits Port Blair in a comparatively lower number when compared to that of the domestic tourist but their stay in these islands on an average varies from 15-25 days which enables them to interact with the residents at local food joints and market places. During the interaction with the residents and those of the tourists, it was learnt that a major section of the foreign tourist involved themselves with the locals in understanding their culture and way of life than those of the domestic tourist.

There are few frameworks that have been developed so far to assess the social impacts of tourism. The first was developed by Doxey in which he suggested that the existence of reciprocating impacts between outsiders and residents may be converted into varying degrees of resident's irritation (Doxey, 1975). He said that such irritations may have their origins in the number of tourists and the threats they pose to the way of life of permanent residents. The value system of the destination is at the root of Doxey's framework and it is in which he considered to be of paramount importance in an analysis of the social impacts of tourism.

Drawing upon these theories, Doxey developed a Tourism Irritation Index (or what he termed 'Irridex') claiming that tourist destination passes successively through stages of euphoria, apathy, irritation, antagonism and finally to the stage in which people have forgotten what they cherished when their environment is destroyed. This has been explicitly shown in following table (Table 1).

Table 1: Doxey's Irritation Index (Source: Adapted from Doxey, 1975)

Level 1: Euphoria	Local residents are happy with the inflow of tourist. The incoming tourist is welcomed with a mutual feeling of satisfaction, as tourism brings opportunities to locals with economic development.
Level 2: Apathy	Increasing indifference among the residents due to the increase in number of visiting tourists.
Level 3: Irritation	Concerned and annoyed with the hike on goods price, crime rate and cultural rules being broken.
Level 4: Antagonism	Hidden and open aggression shown by the residents, as they blame tourist for the devastation of their environment.
Level 5: The Final Level	The nature which once attracted the tourists now lay barren. The residents must learn to live life with a fact that their ecosystem will never be the same again.

In the Andamans, once the local community's response towards tourism and tourist were seemed at the stage of euphoria have now slightly shifted towards apathy. While in places like Havelock and Neil Islands, that have been the centre of attraction for more than a decade, is now at the level of irritation. A primary study on the local residents reveals that they knew of or had been involved in clashes with the tourists. However it is quite encouraging that the tourist perspective on such clashes differs from those of the local residents. The local considers it as clash which probably is a way of bargaining from tourist point of view.

The problem of drug abuse is reportedly rising in the Andamans and if strict steps are not taken to curb, it could turn into a bane for both local community and the tourists. Field study revealed that there is an increase in use of charas and ganja in places crowded with tourist. There have been instances reported from Havelock where school students sell drugs to foreign tourist. The culture and the future of mankind strictly depend on the intervention of government and the tourism industry workers to stop such activities.

As tourist are heterogeneous in nature and they travel for different reasons, identifying and attracting the right visitor is a must for sustainable tourism to be achieved. Sustainable development has become an important agenda in destination management. Tourism industry workers are the custodians of the area and it is their duty to make conscious effort to draw tourist from an established market segment that practices sustainable tourism and reduce the number of tourist practicing unsustainable tourism.

Environmental Impacts: Environment generally may be defined as "The surroundings or conditions in which a person, animal, or plant lives and operates." The islands are a perfect destination to showcase the natural beauty of our environment. It is difficult to put a figure to the exact number on islands as there are different kinds in various water bodies including oceans, seas and rivers. However the population of the world's islands is over 730 million, approximately 11% of the world's total population—if we go according to all the records provided by different nations. A large portion of the people on islands depends on its ecosystem for their livelihood. Thus the islands are confronted with various challenges to conserve their natural resources and biodiversity. This makes it mandatory for the islanders to adopt sustainable development strategies for their future existence. After getting isolated from the Asian landmass, the Andaman group of islands with its tropical climate have developed enormous growth of tropical and subtropical forests. It is home to a wide variety of finest clusters of fringing coral reefs. It hence becomes very important to preserve this biodiversity in these islands.

Residents and Tourists Impact on Environment

Increase in Demand of Building and Loss of Forest Cover: Building of accommodation not just for the local residents but also for the tourist has increased at a rapid rate as a result of intensive development in certain

areas. Primary study reveals that the capital of the Andamans, which is Port Blair city, is now flooded with multi-storey buildings while those of the tourist attraction areas like Neil and Havelock islands show remarkable development in the construction of hotels and resorts. The negative outcomes of this development include the intense noise arising from construction activities, a huge amount of waste materials, and environmental degradation. A major setback is the deforestation which results in the loss of forest cover where these constructions take place. Also another significant negative impact on the island ecosystem in a long run due to deforestation can be the lowering levels of oxygen in the islands. Since these are islands in the midst of Bay of Bengal in the vast Indian Ocean and hence isolated from a larger landmass; the density of oxygen here is comparatively lower than the usual density in mainland. The reason is limited number of trees available in the island region that can make oxygen and absorb carbon dioxide. Therefore the reduction of the forest cover in these islands will be having an adverse affect on the ecosystem in the near future if not kept in check.

Extraction from the Basin to the Bay: Sand is extracted from the Andaman Sea solely for the purpose of construction which adversely affects the coastal ecosystem. This has led to the loss of marine turtle beaches and erosion by sea action. The impact of tourist on the beaches would comprise of compaction of sand, trampling of beach vegetation and removing integral components of the beach ecosystem such as shells and corals. Tourists generally collect pieces of corals and shells that wash ashore on the beach. Though there has been restriction imposed in various marine protected areas but yet not on every beach. It is also noted that the tourists even take it away from the protected areas. It is also reported that use of beaches by tourist for camping purposes results in disturbance to the marine nesting sites.

Also the Indian Ocean is home to the vulnerable species of leatherback sea turtles, which are the largest of all living turtles (Wallace, Tiwari and Girondot, 2013). Now very few people know that these species have nesting beaches in the nearby Nicobar Islands as well (Ibid). Their nests are already being exploited largely in the Asian continent adding to their declining global population. Similar is the case to be witnessed in the Andaman Islands as well. From almost past six years, dead leatherback sea turtles have been found on different shores which are a highly disturbing sight. The exact cause is yet unknown, but what can still be inferred is the fact that human activities, including tourist activities, directly or indirectly harm these populations.

Introduction of Exotic Species: The introduction of exotic species into the islands has led to a set of environmental problems. Feral elephant are found on Interview Island. An estimated forty animals were released on the Interview Island in 1960, and these have formed a breeding population. It was noted that bamboos, rattans and pandanus—abundant on other islands—have become very scarce on Interview Island. The debarking of large trees by elephants has led to opening up of the canopy and the continued existence of elephants will lead to further degradation of the forest (Rethink Tourism in the Andamans, 2008). Spotted deer have created similar problems in various parts of the islands. They graze on seedlings and therefore affect the regeneration of forests. There increased number at Ross Island has resulted in witnessing them swimming across the sea to reach Port Blair. Feral dogs have been reported digging up nests of sea turtles and killing nesting turtles all over the islands. Recently various attacks by crocodiles, especially on humans; have also been reported at the beaches which intensify the concern.

Production of Wastes: Wastes, both solid and liquid, are serious environmental threat to the ecosystem of the islands. Direct, untreated discharge of sewage into the sea is the only method that is adopted. With uncontrolled proliferation and use of non-biodegradable objects such as polythene bags, plastic bottles, etc. carelessly discarded on every open space on land and sea; makes it a pathetic sight in the islands. The boats that ferry tourist to various locations of tourist attraction invariably end up spilling oil and diesel into the sea. This can easily be noticed near the jetties where the boats are docked. The boats also dump sewage directly into the sea which uses up the dissolved oxygen in water; thus making it less for the marine organisms. The boats also damage the shallow water marine life by dropping anchors.

Construction of Jetties: The jetties constructed in the islands very often block the free flow of sand across the beaches. This results in pile up of sand on one side of the jetty while erosion of sand on the other.

High Tourist Densities: Tourism has intensified the use of transport, beaches and other entertainment facilities due to the reception of tourist at a rate more than the normal one. This congestion not only creates

discomfort for the local residents but has additional side effects including destruction of the Mother Nature. The increase in tourism brings more environmentally dangerous products in the form of plastic containers; emission of toxic gases from cars, barbeque grills; incoming aeroplanes, speedboats; air-conditioner units and so on.

Although tourism is often associated with environmental degradation but it should also be kept in mind that the non-tourism activities also result in negative environmental effects. Therefore the impact and growth of tourism in the islands needs to be contextualised in the light of these environmental issues.

Economic Impacts: Development of new tourism destinations and their facilities can create new entrepreneurial opportunities and scope for jobs that further aid in generating more income tax revenues for the government. The tourism business often creates a significant number of low-paying jobs at minimum wages or less. Economic development arises as a result of spending by tourists on a large variety of goods and services. Economic development level of the state (or society) which is reflected in the GDP is the main indicator of economic development of a destination—followed by employment, investment climate, encouraging foreign investment, incentives for tourism development, inflation etc.

In the case of Andamans, Dhingra (2005) notes that even though the process of Five Year Planning was extended to the islands after they were handed over by the British—the smallness, remoteness and other related constraints made it difficult to implement any specific economic development strategy here in the early decades. However, Dhingra concludes that even today—with population growing and migration on—there are no clear emerging strategies.

After going through various policy documents and field interviews with senior officials of the Andaman and Nicobar Administration, it can be stated that tourism is now emerging as an important option for both revenue and employment generation in the islands.

Andaman and Nicobar Islands are with a population of 3,80,581 and literacy rate of about 81.30 amounted to 910 million U.S. dollars i.e. 6,150 crores Gross Domestic Product (GDP) for 2013-2014 as provided by the Finance Department of the Administration.

Tourism Statistics: A majority of Tourist visiting the Andaman Islands are domestic tourist (approximately 95%). Their average length of stay on these islands lies between 3-5 days of which they remain concentrated to South Andaman region and do not explore the other islands. Whereas when it comes to foreign tourist inspite of being lesser in number; they explore a major portion of the islands. On an average an international tourist stays on these islands for about 15 to 20 days. The next table (Table 2) will provide with some accurate figures of the tourist arrival in the islands.

Table 2: Arrival of Tourist in Andaman and Nicobar Islands

Year	Foreign	Domestic	Total	% increase from previous year
2010-11	14615	180781	195396	-
2011-12	15814	202221	218035	11.58
2012-13	14981	230733	245714	12.69
2013-14	24507	315910	340417	38.54
2014-15	15581	292233	307814	(-) 9.57
2015-16	12553	313265	325818	5.84
2016-17	16012	421846	437858	34.38

(Source: Directorate of Economic and Statistics—A&N Administration, 2016)

Ownership of the Tourism Industry: Examining the ownership pattern of the industry is an important indicator of the involvement of the local community in tourism and the benefit they derive from it. In tourism industry, the potential for local ownership is highest in the accommodation sector in comparison to the other segments of industry such as travel agents and tour operators.

As a part of primary survey conducted on various parts of the islands—it showcases that about 80% of the accommodation establishments were owned by the individuals or residents of that area. In Port Blair, Havelock and Neil Islands particularly; the individuals involved in other businesses had invested heavily on the hospitality sector as well.

It is even noted that a huge amount of the local youths are directly linked to the transportation sector—by either owning a vehicle or by driving the vehicle owned by other travel agents that ply tourist to various locations. Hence the involvement of locals will remain maximal as long as transportation sector plays a key role in the tourism industry.

Now there is a palpable perception among the local community that tourism has substantially contributed to raising the income of fruit, vegetable and fish vendors in the islands. Many fruit, vegetable and fish vendors believe that they get higher price for the produce during peak season of tourism. This price rise is attributed to rising demands of these products by the hotels, resorts due to tourist. However the downside of this trend is that the local community has to bear the brunt of price rise on essential food items. Moreover it is even reported that the local farmers did not have a share of these price hiked profits.

Economic Contribution: The direct contribution of tourism to the economy can be measured in terms of its contributions to GDP—to the balance of payments and gainful employment. In recent years it is noted that tourism has contributed to greater extent in the GDP; however it is still lacking behind from those of the agriculture industry. There is no published statistics on the gainful employment by tourism industry in the Andaman Islands as of yet. This is due to the fact that it is not easy to measure this contribution, as tourist expenditure generates employment in almost all economic sectors.

At present, tourism does not contribute as much as the agriculture and fishing industry to the Andaman's economy—in terms of income and employment. However, the economic contribution of tourism is growing while that of other industry is declining and it is quite possible that in the upcoming years the share of GDP originating from tourism will overtake that originating from any other industry.

In the following table (Table 3), possibility of significant economic impacts due to the Andaman Island's tourism industry have been highlighted. The negative ones can have ways to get rectified in near future.

Table 3: Pros and Cons of Tourism on the Island's Economy (Source: Adapted from Swain and Mishra, 2012)

Positive Impact	Negative Impact
Inflow of money raises the standard of living.	Increase in the price of goods and services.
Gradual development of local economy.	Price hike in real estate sector.
Hike on tax revenues.	Increase in demand of extra infrastructure (medical facilities, fuel, power, sewer, etc).
Improvement in the mode of transportation and its infrastructure.	Increase in the cost of road maintenance and transportation system.
Brings employment opportunities at ground level (to Locals).	Seasonal nature of tourism brings high risk on under or unemployment.
More spending on development, infrastructure and investment.	Develops threat among the locals, as tourism brings competition from the outsiders in buying land at a higher price.
Betterment of public infrastructure.	Higher cost of living is experienced.
New business opportunities are created.	Increase in the population with arrival of more migrant labours.

Reception of direct, indirect and induced income by the local community in the form of money spent by the tourist.	There is a gradual increase in the leakage of profits by the non local owners.
More shopping opportunities are developed.	Brings a practice of low wages.

Pre - Emptive and Corrective Measures: The degree of dependence on tourism as an economic activity is growing in the Andaman Islands, despite the fact that such activity has major negative impacts on the environment. This does not lead us to the question whether Andamans must continue to derive income and generate employment from tourism; instead it leads us to how best could we do to reduce the damage caused by this type of economic activity. The remedies often suggested in this regard relate to the development of the alternative forms of tourism or through certain pre-emptive and corrective measures.

In general, what is termed "alternative" tourism is often very small scale, and not sufficiently financially rewarding on its own. Therefore a question arises—whether Andaman Islands must reduce their dependence on mass or mainstream tourism and instead foster alternative form of tourism which includes cultural tourism, eco-tourism, retirement tourism, heritage tourism and so on?

However, relying on this form of tourism alone is unlikely to be viable. Mostly the tourists who visit Andaman are either adventure seekers or else are the admirers of the blue sea and beaches. Thus there will be no slowing down of the rate of increase of tourist inflows. However proper pre-emptive and corrective measures will reduce its negative impact more meaningfully and operationally than polices suggested for reducing the inflows.

Impact Assessments: Assessment that involves description of potential - direct, indirect and induced effects—on the environment and society must be taken into consideration. In short, environmental and social assessment can be undertaken for this purpose. These assessments must be carried out by expertise from various fields of physical sciences and economics. The expertise should propose suggestions as to how the adverse environmental and social effects can be mitigated. These types of assessments are very much necessary in tourism industry, where array of considerations are involved—that includes mainly the protection of environment, social effects and economic aspects.

Effective Management and Monitoring: A numerous environmental problems arise due to the mismanagement of tourism operations and ineffective monitoring. Certain activities need to be controlled or managed in such a way that environmental protection may become more stringent with time. Monitoring implies setting quality and quantity in keeping a check on the policies made for the betterment of tourism industry. This may include things like permitting tourists on the basis of the carrying capacity of the particular place, regular check on the pollution (fuel, waste, noise, etc) levels and so on.

Responsible Tourism: Responsible tourism is an aspiration that can be realized in different ways in different originating markets and in the diverse destinations of the world (Goodwin, 2016). It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in.

The following are the characteristics according to the Cape Town Declaration on Responsible Tourism (World Summit on Sustainable Development, 2002):

a. Minimise negative economic, environmental and social impacts.
b. Generates greater economic benefits for local people and enhances the well being of host communities, improves working conditions and access to the industry.
c. Involves local people in decisions that affect their lives and life chances.
d. Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity.
e. Provides more enjoyable experiences for tourists through more meaningful connections with local people and a greater understanding of local cultural, social and environmental issues.
f. Provides access for people for with disabilities and culturally sensitive.
g. Engenders respect between tourist and host which further builds local pride/confidence.

The above characteristics if are taken into consideration with respect to the Andaman Islands; then it will definitely be a huge step towards attaining sustainable tourism in the islands.

Tourism Round the Year: As the heading speaks for itself, the tourism industry must not just expect the guest in the peak season time, instead they must attract the tourist round the year. Whether it's a rainy season or summers, tourist must be hosted well any time and in order to achieve this there must be a proper management of the available resources by the tourism industry players. During peak season time tourist must be spread across places so that the carrying capacity of islands like Havelock would be less taxed. Since Havelock in the Andaman group of islands are considered as the most visited destination by the tourist— their carrying capacities have always rocketed high which have resulted in the degradation of various natural attractions on these islands. Hence such practices should also be kept operational and well promoted so as to support sustainable tourism in these islands.

RESULTS AND DISCUSSION: This study has tried to examine 'the residents and tourists attitude towards sustainable tourism development' with respect to the socio-cultural, environmental and economic dimensions. In short the SCEE analysis has been done to understand the attitudes of the locals and the visiting tourist.

The results indicate the positive economic dimensions have greatly influenced the support for the sustainable tourism development among the residents. However the result on tourist attitude shows both negative and positive dimensions in support for sustainable tourism development. This could be because the tourists who promote sustainable tourism development were aware of its positive impact on the destination visited by them, while those who didn't support were either unaware of the benefits of sustainable tourism or were just being bother-less.

Therefore in order to achieve sustainable tourism development in Andaman Islands, the government should engage all stakeholders from local communities and government officials to academia. As long as Mother Nature remains the product of tourism industry, Andaman Islands are in the position to formulate sustainable tourism development strategies that provide meaningful experiences to the visitors and that benefits the local communities by keeping the conservation of cultural and natural resources their top priority.

CONCLUSION: The study was one of the first attempts in showcasing how the SCEE framework provided a foundation on which Andaman Islands can develop an effective and efficient sustainable tourism development plan that will encourage relevant stakeholder's participation. It is a challenge for the tourism developers to initiate the practice of sustainable tourism, as sustainable tourism requires a strong commitment and genuine participation by all related stakeholders.

Similarly the mountain task of sustainable tourism is a continuous process that requires continuous monitoring of the impacts and taking certain pre-emptive or corrective measures whenever necessary. Hence a regular research on "the residents and tourist attitude towards sustainable tourism development" needs to be undertaken on a yearly basis to track the changes in attitude and preferences. Though the path of sustainability is difficult to be followed, but it is achievable and only this is what we can give back to the environment being responsible global citizens.

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ROLE OF HOUSE KEEPING IN SERVICE EXCELLENCE AND REPEAT BUSINESS IN HOSPITALITY SECTOR: A CASE STUDY ON SELECTED HOTELS OF DURGAPUR, WEST BENGAL

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ABSTRACT

It is always said that "first impression lasts long" and housekeeping plays an important role in creating the first impression. The impressions that are created by "Hotel Housekeeping" in the mind of the guests at the first chance are engraved, which is one of the major reason for repeat visit. The hospitality industry is highly demanding on service standards so it emphasises on high level of customer satisfaction. The cleanliness and the aesthetic upkeep of the hotel premises are under the surveillance of housekeeping. The exterior and the interior beautifications are also maintained by the same. It is a highly challenging job to meet and live up to the expectations of the guests as well as the required demand of the organization. Moreover the relationship between the employees' perception towards work and guest satisfaction is correlated. One will have a happy customer who will become a repeat visitor if the brand is happy and the happy brand is made by the happy people only who are associated there in every operations. And a happy employee is always nurtured by proper remuneration, perks, training and development, scope to grow with the team and overall employee friendly environment. There are certain attributes like chivalrous, communicative, right attitude, eye for details, anticipating guest needs, which are required in these happy housekeeping employees to gain service excellence. This study identifies the factors of image and customer loyalty that are positively related to customer satisfaction which in return gives repeat business. The study also examines the mapping between customers' expectations against the delivery of services by housekeeping, including the new trends, practices and technologies.

This research is limited to a comparison between a new hotel and an established hotel of Durgapur, West Bengal. In case the same study is simulated the result may vary according to the location and other factors. An empirical study was based on using primary data for this research. The data was collected directly from the hotel staff and few guests were also interviewed. Hence, the data collected has been subjected to reliability tests and analysed using different tools. This work is one of the first of its kind being conducted on the selected hotels of Durgapur, West Bengal. This work will hopefully help the hotel management to plan for their uplift and betterment.

Keywords: *Service Excellence, Customer Satisfaction, Happy Employees, Repeat Business, Hotel Housekeeping*

INTRODUCTION: Hotel industry is such a booming industry where we find guests of different versatility. Everyday these hotels are proving their service excellence and they are being visited by different categories of guests for various purposes. From the ancient era only, people used to travel from one place to another for various reasons and they always needed to accommodate themselves under a roof for night stay and to fill up their appetite. In ancient days there were "inns" that used to support these basic needs. In this present century, this travelling practice has enhanced the market of tourism and many renounced star category hotels have shown the identity in the tourism market. The hospitality sector is now not only playing a vital role for earning the economy of the country but also important for providing the employability to the mass. One can see that these hotel premises are always well decorated and well maintained. All the items are perfectly placed and maintained in both the public and the private areas of the hotels. These perfections and the maintenance are the gifts of the "House keeping" department, one of the vital departments of the hotel among the other three core departments (Food production, F&B Service and Front Office) of the hotel. The job of the house keeping department includes cleanliness, maintenance and upkeep of the hotel property. They look after the comfort of the guests who visits and stay in the hotels. The guests, who pay high amount of room tariff, expect a high level of service too. This level of comforts are maintained by the concerned department i.e. House keeping and they provide such an atmosphere so that the guests can have a feeling of "Home away from home". House keeping may be defined as 'provision of a clean, comfortable, and safe and aesthetically appealing environment'. By another definition, 'House keeping is an operational department in a hotel, which is responsible for cleanliness, maintenance, aesthetic upkeep of rooms, public areas, back areas and back areas and the surroundings of the hotel'. The aim of all accommodation establishments is to provide their customers with clean, attractive, comfortable and welcoming surroundings that offer value for money. This was evident in a survey carried out by Market Facts for the company Procter & Gamble, in which 63 percent to travellers rated cleanliness and appearance as the first priority in their quest for hotels. This house keeping plays a vital role in these guests satisfaction and converting a guest into a repeat business. If a guest is highly satisfied with the services of the hotel then there are chances of that guest to be a repeat customer of the hotel. There are even chances that they can refer the brand to their knowns and that aids in the advertisement of that brand. Happy customers are easily achievable by the happy employees. Company's HR policies of the company make the employees happy. These employee benefits motivate the existing employees to work more efficiently and this in turn helps in the repeat business.

Durgapur, a zone of West Bengal, is the industrial hub of the said state. This geographical location is the nerve centre for many star as well as non star category hotels which are mainly dwell by the business class guests. Many individual properties have remarked their identity at this place and they are popular in the Durgapur district for their services. The concern of this research is only centred with the jobs and services provided by the house keeping departments in these hotels of Durgapur. The housekeeping department plays a vital role in the customer satisfaction and bringing repeat business in the hotel as they are having the direct access in the guestrooms and they can also directly interact with the guests. This department is solely responsible to make a guest's stay comfortable by providing them the standard services.

Our research includes mainly two hotels of Durgapur, West Bengal, one of them is the renounced property and the other one is a newly opened property of the place where we conducted our studies regarding the employee satisfaction, their performance standard, quality assurance and al these in turn leads to provide repeat and regular customers to the hotel.

OBJECTIVE:

- To bridge the gaps between customer expectation and hotel existing housekeeping service standards.

- To find out the various needs of the existing HR for achieving the desired goal of "guest conversion" from "normal to a repetitive one".

To fulfil the first objective of this research paper we went through a questionnaire process for the guests where they were questioned regarding the service standards of the house keeping departments of the hotel, whether they are satisfied with the service and whether they would like to visit the hotel again in the future. The objective is to make it convenient for both the guest and the hotel to understand in which position the property is standing in the rat race of the mass. Also it will be easy to identify where the property is lagging so that they can take some remedial actions.

For the second objective also we organised a questionnaire process for the house keeping staff members of those selected hotels, where they were questioned regarding the various Human Resource scheme of the said property and whether they are satisfied with that or not. Durgapur is such an industry oriented area that the guests who mostly visit here are of business class rather than tourists. So the aim of the hotels in this zone always is for the repeat guests. The contribution of the human resource department is immense in the case of bringing repeat business to the hotel. The employees can perform their duty excellently only if they will be happy and their excellence helps in guests' satisfaction. These happy employees are only possible if the human resource policies of these hotels will be good and supportive. So they are inter-related for the guest satisfaction and bringing the repeat business to the hotel.

REVIEW OF LITERATURE: (Ottenbacher, Harrington, & Parsa, 2009) argued that there has been very less research work done in the hospitality sector. (Ottenbacher, Harrington, & Parsa, 2009) recommended that hospitality researchers should highlight on a particular area in the hospitality sector like hotels and with a major focus on five-star hotels. As in a five-star hotel there is more of communication with guests and staff than budget hotels. The study engrosses about relationship between staff and guest behavior. This research is in order to examine employee satisfaction to understand the positive behavior in the organization. This research aids the management of the hotels to improve the productivity of the employees. (Marina, 2017). (Hepple, Kipps, & Thomson, 1990) accepted that there are certain factors that affect a traveler or a guest. These factors are security, home like feeling environment, psychological and physiological comfort. Hospitality industry emphasize on interface between a guest and host as well as a blend of substantial and insubstantial factors. This study was conducted due to the impact of tourism in Malaysia. It relates the employee loyalty and other four factors of the employee such as career development compensation and reward, job security and work place environment. (Chan, Chan, Khoo, & Yong, 2012). This research investigates the level of job satisfaction and its relationship with specific organizational aspects. Job satisfaction is achieved with higher family dependence on employee wages, so greater period of service do not increase job satisfaction but the part time job does. (Francisco, Thomas Lopez, & Sandra, 2013). (Hui-O-Yang, 2010) States that HRM should suggest the Empowerment of employees as strategic approach so that they should focus on the operational challenges and to maintain the sustainability and service quality. This will reduce the employee turnover which is most expensive for the luxurious hotels. (Carol, Taylor, & Dennis, 1997) emphasises on the Total Quality Management and customer satisfaction. The back of the house employees need to be kept engaged with the training and development programme for their career progression. (Lashley, 2008) assembled an outline which was stood on a three domain structure of hospitality. These domains were recognized as "cultural/social, private/domestic and commercial". In cultural domain, one of the important requirements was to provide hospitality to everyone. It was an important responsibility to insist on cultural and religious values. It has a cultural commitment which is obtainable without an assurance of quick returns. (Nouwen, 1975) was keen on a thought that host needs to welcome guests by giving different types of rewards or gifts and the guests also responds to his or her willingness. The occurrence is equivalent to (Derrida, 1999) that disputes true hospitality which is required to host the guests as per their liking. No commitment is forced on true hospitality for the guests to respond. (Hui & Aichia, 2004)This research investigated the fact that customer satisfaction and loyalty will be enriched through empowerment of employees and service environment. The customer's performance is directly or indirectly influenced by the employee service. (Michael, Ruth, & Shane, 2003)This research examined the organizational environment and service quality standards effects the customer satisfaction the

impact of workplace climate enhance the overall performance of the hotel. (Grandey, Fisk, Mattila, Jansen, & Sideman, 2005). This research signifies that though smile plays a vital role in the hospitality sector but genuineness of that smile is always being checked by the guest himself only. Guests would like to avail services from that staff repeatedly whose smile will be natural and will be able to satisfy him rather than the staff who just follow instructions to smile. Images of different expressions were considered in this research where natural or genuine smile has been checked that are required to fulfil guest's expectations and tempts the guest to repeat their visit in the same property again. It is not only about the hospitality but the warmth of greeting and sincerity. (Zeithaml, Bitner, & Gremler, 2006). (Webster, 1989)The researcher relates the customer satisfaction depends if the service quality match the customer expectations. The customers always evaluate the service quality with their perception towards the hotel. (Zeithaml, Bitner, & Gremler, 2006) This research says that guests use to get influenced to choose a hotel to stay or being a repeat guest by the hotel star rating. According to guests higher level of hospitality is expected from the higher level of star rate.

RESEARCH METHODOLOGY: This study was conducted at Durgapur where two of the popular hotels were chosen for review. A random sampling method was adopted within the chosen reference frame to get as fair and realistic results as possible. Questionnaire survey and interview was used as the main method of data collection. The respondents of this study involved guests of both the hotels who had at least stayed for a night and experienced the services of the hotel. To understand the study better questionnaire were also collected from the staff of the hotel. Through questionnaires the results satisfactoriness was checked. A total of 20 guests' feedback was taken on a random basis from both the hotels and the number of employees was also questioned for this survey. Further the data was analyzed using MS Excel. These studies enabled also a comparison between the two hotels and identify areas of strength as well as areas for improvement for the hotel and department. The inferences were drawn in line with the results and appropriate recommendations were listed out to be presented to the hotel employers/managers as well as the employees.

DATA ANALYSIS: Table 1 presents the socio-demographic information on the sex, age and educational qualification

Table 1

Variables	Frequency	Percenatge (%)
Sex		
Male	**40**	**88**
Female	**5**	**12**
Age		
18-25	**23**	**51**
25-35	**13**	**29**
35-45	**04**	**09**
Above 44	**05**	**11**
Education Qualification		
Craft Course	**22**	**49**
Diploma	**15**	**34**
Graduate	**05**	**11**
Post-Graduate	**02**	**06**

Field Survey, October 2017

Figure 1 : Gender Comparison
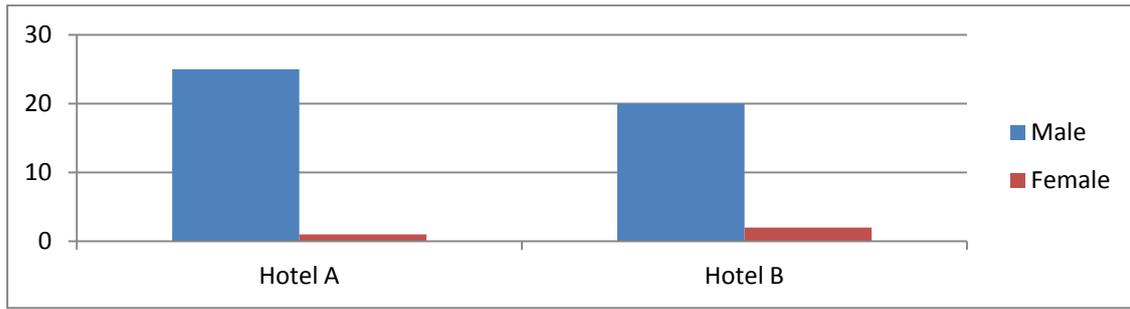
In these hotels it was found that there were more of male employees than female. Female numbers was negligible.

Figure 2: Appraisal Process
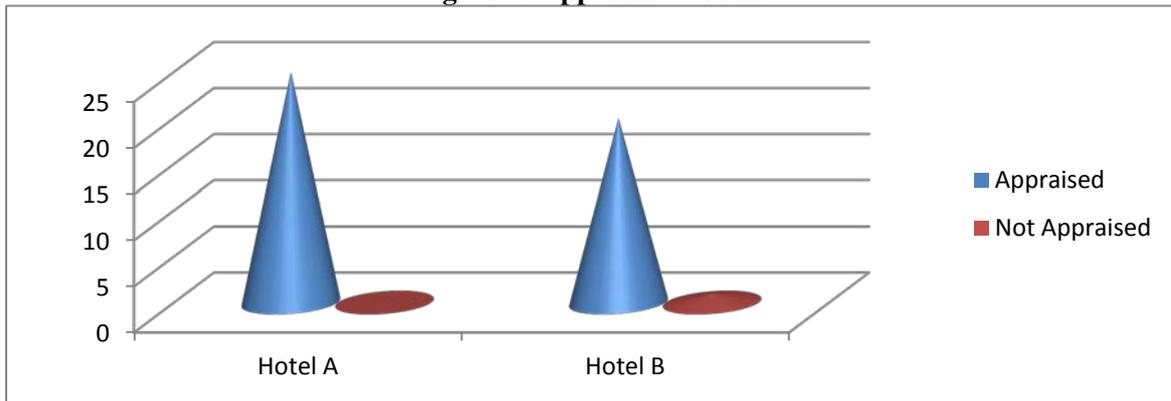
As per the graphical representation above Hotel A has much more sound and structured appraisal system than Hotel B

Figure 3: Skill Development Program
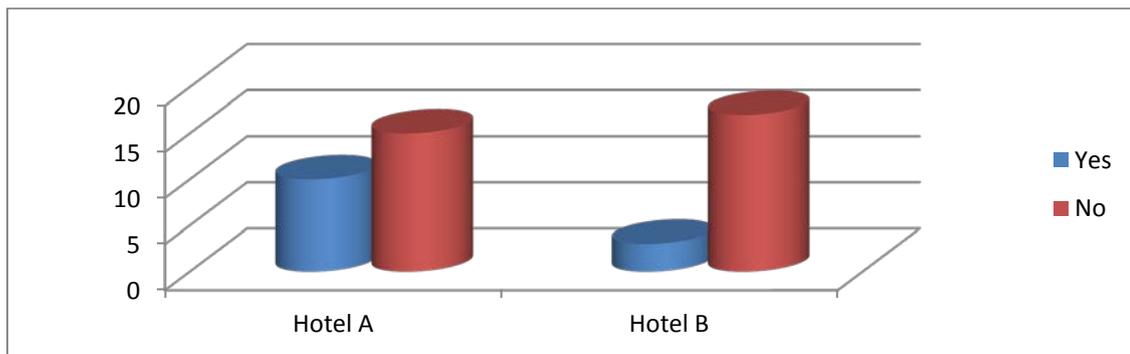
The graph at Figure 3 shows that Hotel A has organized skill development programmes for their staff like SCP at IHM, Taratala, Supervisory development program and Style and smile program of their own brand where according to the survey Hotel B conducted a single skill development program called Edusole with few selected staff.

The pie diagram in figure 4 shows that the employees working in Hotel A gets appraisal benefits according to their performance where as Hotel B does not give appraisal benefits to all staff.

Figure 4: Appraisal Remuneration
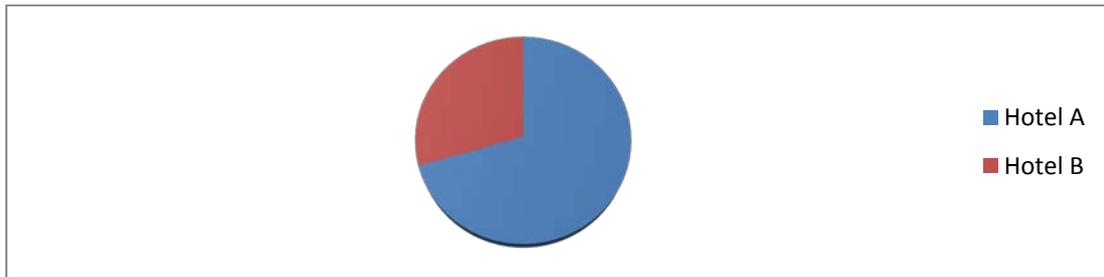
Job Satisfaction Index:

Employee Job Satisfaction was measured using the JDI (Job Description Index), where the five factors to measure job satisfaction were taken, namely, satisfaction with Nature of Work, Pay, Supervision, Promotion and Co-workers. The responses were measured on a five point Likert Scale, where (1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). The objective was to find the Job Satisfaction across the selected hotels of Durgapur.

Table 2: Ranking of Factors of Job Satisfaction for all Hotels

| Hotel	Mean Scores of satisfaction (with)					
	Nature of Work	**Pay**	**Supervision**	**Promotion**	**Co-workers**	**Mean Scores**
Hotel A	**3.14**	**3.12**	**3.15**	**3.24**	3.12	3.15
Hotel B	2.86	2.96	2.98	2.76	**3.15**	2.92

The above shows the mean scores of each of the factors that explain job satisfaction in the selected hotels of Durgapur. From the above table it is evident that the employees of Hotel A have a higher satisfaction level. Hotel A scores well on (nature of work, pay, supervision and promotion), while in Hotel B, the employee are satisfied with the relations with co-workers. Hence, we can opine that the overall satisfaction level of Hotel A is higher than Hotel B.

Figure 5: Customer Perception
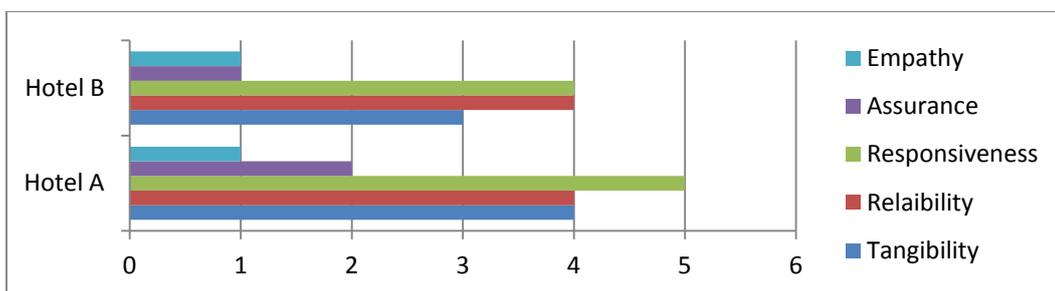
The graph in figure 6 shows the level of happiness amongst the guest staying in the hotel. It shows that Guests staying in Hotel A are more happy and satisfied than Hotel B.

Figure 6: Guest Level of Happiness
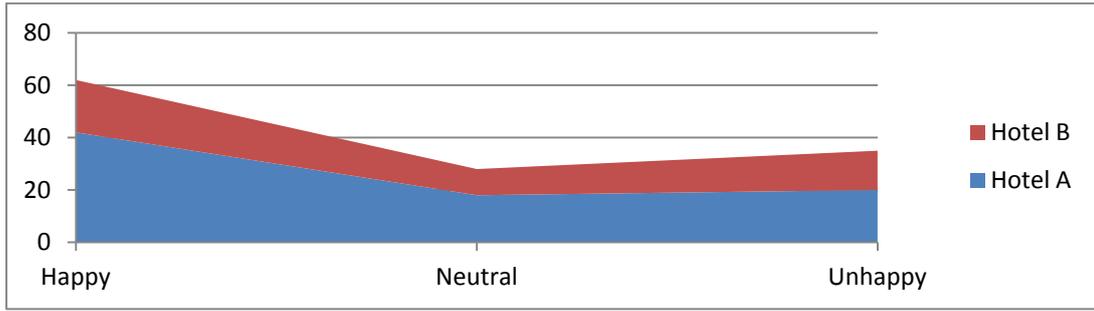
Pearson Correlation Coefficient: Pearson Correlation Coefficient is a measure of the strength of the linear relationship between two variables. If the relationship between the variables is not linear, then the correlation coefficient does not effectively represent the strength of the relationship between the variables. The following table indicates the strength of the linear relationship between the variables. The value 0.723, shows a strong relationship between JOB SATISFACTION and CUSTOMER SATISFACTION (where value of r is between -0.5 to -1.0 or +0.5 to +1.0). Further, we can see that the Sig. (2-tailed), shows a figure of 0.000.

Correlations

		JOB SATISFACTION	CUSTOMER SATISFACTION
JOB SATISFACTION	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.000
	N	125	125
CUSTOMER SATISFACTION	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	N	125	125

**. Correlation is significant at the 0.01 level (2-tailed).

FINDINGS: This research paper has targeted to the two selected hotels of Durgapur and aim to find for them that how they can have repeat guests in their property.

• The result that was found that these hotels need to improve their service standards and the HR policies also need to be reformed to enhance the staff performance.
• The staff members are getting de-motivated so their productivity standards are also getting redeemed.
• The immense working hours and low salary structure are the other mentionable factors for their dropping productivity standards.
• More number of male staffs is working in these hotels of Durgapur.
• Hotel A has still conducted some skill development programmes for the existing staffs but hotel B did not take any initiative for the same.
• Hotel A staff members are still satisfied to some extent with the appraisal policy than the said hotel B.
• Hotel A staff members still some extent can be called as 'Happy Employees' rather the staff members of hotel B.
• The regular visitors of Durgapur are looking for new upgraded accommodation as they are not so satisfied with the existing one.
• Still the guests are partly satisfied with the service that are provided in hotel A than in hotel B
• Customer satisfaction which should have been the main aim has now become a challenging factor for these hotels to survive in the rat race.

CONCLUSIONS AND RECOMMENDATIONS: In hotels maximum revenue is generated from the rooms division as there is no regular cost that a hotel needs to incur for setting a room. But it is said that the

guestrooms of a hotel is a perishable product. If a particular room is not sold for a particular day that means the room revenue got wasted for that day. A hotel room is such a product that can give the guest a feeling of 'Home away from Home' if the stay of the guest is comfortable. The stay can only be comfortable if the house keeping employees perform their skill well and if they maintain their productivity standards. So among the four core departments of the hotel, house keeping plays a major role for guest satisfaction and bringing repeat business to the hotel. The skills of these employees can only be motivated if they are the happy employees. Happy employees are possible if the human resource department takes care of their employees. These employees needs to be appreciated with the rewards in the form of cash or kind periodically, the salary structure must justify their job role, the employees need to undergo to some training and development programme and they need to be get updated with the new technology, some motivational functions like familiarization tours or staff get together needs to be organised for the employees.

This research paper can be concluded with the fact that these hotels of Durgapur need to be get updated in terms of their salary structure, working hours and payroll of the staff. Though the said hotels of Durgapur are providing the luxurious standards but the casual nature of the house keeping staff is not the aiding to provide the comfortable stay of the guests. The dissatisfaction level of the guests is misleading them from being repetitive. The customer expects more standard service of housekeeping rather than the actual service they are receiving.

SCOPE FOR FURTHER STUDIES: This study is based on the two selected hotels of Durgapur. Hardly any studies had been conducted on these hotels of Durgapur, though it is the industrial hub of West Bengal. In fact hardly any these type of studies have been conducted in these kind of renounced zones of West Bengal like Siliguri, Bolpur, Durgapur, Darjeeling and others. These are the places of West Bengal where most of the people visit for the various purposes like touring, official visits or business purpose. So the hotels of these places of West Bengal should be highlighted and more and more studies should be conducted for the betterment and upliftment of these properties.

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RURAL TOURISM AND CHALLENGE OF TOURISM DIVERSIFICATION: THE CASE OF INDIA

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ABSTRACT

Tourism has emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. And surely this tourism growth potential can be harnessed as a strategy for rural development. The major population of India lives in the villages' i.e 74% population lives in 7 million villages. As, such rural tourism can play a vital role by developing, promoting and passing socio-economic benefits to the rural areas. It is a multifaceted activity and may perhaps involve farm tourism, nature-based tourism, cultural tourism, and handicraft based tourism, adventure tourism along with ecotourism. This research paper is based on the review of available literature, tourism plans, tourism policies and all the issues related to rural tourism in India. It further gives a detail explanation of the concept, principles and definitions of rural tourism and evaluates the problems, challenges related to this type of tourism.

Keywords: *Rural Tourism, Concept, Rural Tourism policies, rural destinations in India, Challenges*

INTRODUCTION: Tourism is one of the largest and fastest growing industries in the world. It employs millions of people and generates 9% of the global GDP. It accounts for 6% of the world's exports amounting to US$ 1.3 trillion and produces one in eleven jobs. Despite occasional shocks, international tourist arrivals have shown virtually uninterrupted growth - from 25 million in 1950 to 278 million in 1980, 528 million in 1995, 1,035 million in 2012 and, 1235 million in 2016. Also the domestic tourist inflows accounts' to 5 to 6 billion tourists annually (UNWTO Tourism Highlights' Edition 2013).

Tourism in India is too a roaring industry. It contributes 6.23 percent to the national GDP (WTTC) and provides 7.9% of the total employment in India (Ministry of Tourism, Government of India). The Foreign Tourist Arrivals (FTAs) in India during 2011 were 6.29 million with estimated foreign exchange earnings at USS 17.52 billion. India is 38th in the world rankings as per foreign tourist arrivals in the country (Ministry of Tourism, Government of India). Also, World Travel and Tourism Council (WTTC) have named India along with China as one of the fastest growing tourism industries for the next 10 to 15 years. India offers a colourful, extravagant, graceful, and diverse tourism product ranging from beautiful architecture, rich traditions, diverse cultures and mesmerising landscapes to satiate the interests of all those travelling through the country. Tourism in India is witnessing widespread growth on the back of increasing inbound tourism by the burgeoning Indian middle class, rising inflow of foreign tourists and successful government campaigns for promoting "Incredible India". Other factors such as improvement in infrastructure, 100% foreign investment under the automatic route in the Hotel & Tourism related Industry and reforms in Aviation sector has contributed significantly to the growth of tourism.

In the beginning, tourism was presented as an undeviating developmental channel for region bestowed with natural and cultural possessions. But these days the endorsement and the fruition of tourism seldom constitutes a target of high priority and also-an alternative option for any region, even for the ones that lack noteworthy wealth-producing resources.

The inclinations of the world market, the consumer needs, the revision of the viewpoint concerning what describes life quality and principal goods, the awakening of ecological awareness and the understanding of

global tourist experience accrued throughout the entire years, the modification of the policies and strategies that have been implemented in the field of tourism up to the present all have contributed to the evolution & development of new niche's in tourism.

Rural tourism is also an alternative form of tourism which has developed throughout the world to support the rural economies. In India, the scheme of rural tourism was launched in 2002-03, not merely keeping in mind the economic objectives of employment and income augmentation, but to focus on sustainable livelihoods and community based tourism. In India, rural tourism projects at 183 sites have been sanctioned until January 2012. Also, 52 rural sites have been commissioned till June 2011. Also, the Indian Rural tourism segment has won accolades in the international arena. For example, the rural tourism project at Hodka village in Kutch district of Gujarat has received PATA award in 2010 for Heritage category and Also, Village Naggar, District Kullu, Himachal Pradesh has received PATA award in 2008 for Demonstrating Women Empowerment at its best.

The Ministry of Tourism, Government of India has launched the Scheme for Rural Tourism in this tenth five-year plan period in order to promote village tourism as key tourism product to spread tourism and its socio-economic benefits in diverse physical areas all over India. Under this Scheme, sizeable funds also have been given to State Governments. The Rural Tourism project has also been taken up with United Nations Development Programme (UNDP) support under the Ministry's Endogenous Tourism Project with the local (native) involvement of grass-root workers and village Panchayats. The tenth five-year plan has recognized tourism as one of the most important sources of generating sustainable livelihoods and employment in India. Rural India has a rich tradition of art, craft, and culture. Rural Tourism is therefore, seen as a major opportunity for this endeavour and the Government of India has given priority to tourism in this plan as it has great latent potential, particularly in countryside areas, to create jobs and to guarantee 'sustainable livelihood.

Agriculture is the mainstay activity in rural areas in India and majority of people are dependent on it. But, continuous slowdown in agriculture can be seen. Also, the contribution of agriculture in GDP is continuously decreasing which clearly point out that the activity is not so profitable, labour wages have gone up largely due to MGNREGA, 50% of the farmers are indebted, migration of people to the cities and expenditure in farming has increased owing to costly pesticides and fertilizers. Table 1 and Table 2 clearly illustrate the contribution of Agriculture to the rural economy in India. So, apart from diversification of Agriculture, we need to focus on vocational activities like tourism which benefit the rural population socially and economically. Now the rural spaces should no longer be seen as purely associated with agriculture production but seen as locations for the stimulation of new socio-economic activities incorporating tourism, leisure, hospitality, food production and consumption and e-commerce. (Saxenaetal: 2007).

Table 1: Gross Domestic Product by Broad Industry (2004-05 to 2008-09)

(At 2004-05 Prices) (Percentage distribution)

S. No	Industry	2004-05	2005-06	2006-07	2007-06	2008-09
1.	Agriculture, Forest, and Fishing	18.9	18.1	17.2	16.4	15.7
2.	Mining and Quarrying	2.9	2.6	2.6	2.5	2.4
3.	Manufacturing	15.3	15.3	16.0	16.2	15.6
4.	Electricity, Gas and Water Supply	2.1	2.0	2.0	2.0	2.0
5.	Construction	7.7	8.0	8.0	8.1	8.0
6.	Trade, Hotel, and Restaurant	16.1	16.5	16.7	16.8	16.6

7.	Transport, Storage and Communication	8.4	8.6	8.8	9.1	9.6
8.	Financing, Insurance, Real Estate and Business Service	14.7	15.1	15.8	16.4	16.9
9.	Community, Social and Personal Services	13.9	13.7	12.8	12.5	13.4

Source: GOI, CSO, National Accounts Statistics, 2010.

Rural tourism is not a totally new concept, but it grew in the nineteenth century as a result of rapid industrialization and urbanization. And it has also evolved over the years.

Table 2: Net Domestic Product by Economic Activity
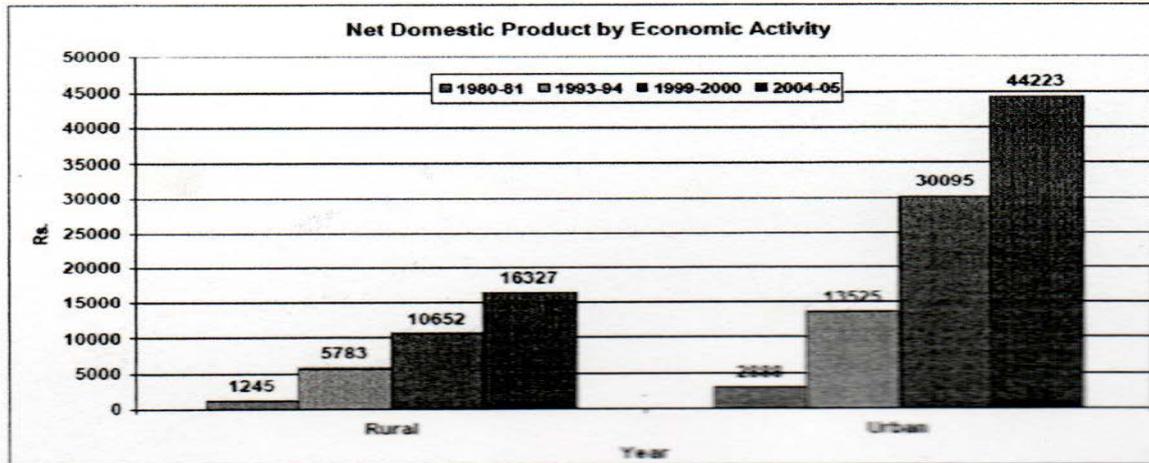
Source: GOI, CSO, National Accounts Statistics, 2010. (Rs. in Crore)

Now the rural tourism has started developing in rural areas away from scenic sites and also tourists now prefer living in small towns and villages than living in large and specialized resorts.

OBJECTIVES OF RESEARCH: Tourism is causing phenomenal development in the world in all perspectives whether it is economic, social, cultural or ecological. And surely, it can be used as a tool for growth and development of rural areas by using the local resources. The broad objectives of the research study are as follows:

a) To do a review of the rural tourism policies adopted by the Indian government

b) To analyse the available literature of rural tourism and give an explanation of the concepts and definition of rural tourism from and various perspectives.

c) To highlight the problems and challenges of rural tourism from India's perspective.

RESEARCH METHODOLOGY: This study is based on the review of tourism plans, tourism policies, websites, journals, magazines, newspapers, research articles etc. The information provided in this research study is fully reliable, vigorous, logical and reliable. After scrutinizing the selected content, the author has tried to compile a comprehensive view of concern literature and projected the selected problem.

DEFINING RURAL TOURISM: Rural tourism is basically a holiday concept in which a tourist visits a rural area for the purpose of enjoyment, learning, recreation etc. This type of tourism pulls & stimulates the tourist to areas where the primary occupation is agriculture and the region has a rich culture, traditions, and scenic beauty. The main purpose of rural tourism is to develop the economy of the village by associating it with tourism. The various aspects associated with rural tourism are native development; employment generation; infrastructure development; employment generation; restoration of culture; environmental preservation and promotion of harmony and understanding. Rural tourism showcases rural living, art,

culture, and heritage at rural locations and benefits the local community economically and socially as" well as to enable the interface between tourists and local population for a mutually enriching experience.

Rural tourism has certain attributes that set it apart from broad tourism (e.g. Page and Getz, 1997; Howie, 2003; Swarbrooke, 1996). It provides tranquil surroundings, open spaces, and customary village appeal, outdoor activities, flora, fauna and opportunities to participate in agricultural activities. The five broad dimensions of rural aspect are (i) not urban (ii) low population density (iii) extensive land use (iv) primary economic activity and employment (v) community cohesion and governance. (Scott et al: 2007).

The Government of India defines Rural Tourism as "Any form of tourism that showcases the rural life, art, culture, and heritage of rural locations, thereby benefitting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience... It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco tourism. (National Tourism Policy; 2002)

Rural Tourism and its Development in India: Tourism is one of the most rapidly growing industries in the world. Tourism came into sight as a world phenomenon in 1960's and almost at the same time was recognized in India on account of potential to generate economic development. The tenth five year plan (2002-2007) was the first plan which laid stress on diversification of tourism product to match with the global tourism trends. This was the plan which for the first time mentioned the development of rural tourism for the traveller which wants authentic, off the beaten track holidays in remote places against the tourism which required luxurious five star vacations. It gave importance to the role of community in the promotion of tourism. The rural sector has continuously been ignored in tourism development & has been deprived of the benefits of employment and income. But while promoting rural tourism environmental impacts, carrying capacity and sustainability should be considered. The basic infrastructure present in the villages should also be improved to promote the tourism in the selected villages. Further, it necessitated the start of mobile training units for service providers (training & culinary crafts) in rural areas identified for the development of the rural tourism. The tenth plan also emphasized that in order to develop tourism in villages; it should get same benefits as agriculture. Also, for the long term interest of tourism: community participation, the involvement of rural sector, sustainability and propagation of benefits of tourism to society was necessitated. The policy envisages involving the rural sector in the promotion of rural, heritage; adventure and eco-tourism and which further would promote the development of competitive high quality products and destinations.

In order to develop the concept of rural tourism, previous schemes for tourism infrastructure development were merged into one scheme for product/infrastructure development of major destinations & circuits and rural tourism infrastructure development in the eleventh five year plans. Under this, the villages were to be selected for rural tourism on the basis of their tourism potential. And then the infrastructure facilities at that place were developed which were required by the tourist. For this development, a master plan could be prepared and monitored by a panel of 10-12 architects/consulting agencies with compassion towards conservation, preservation and aesthetics aspects. Also, through interaction is done with the local community to enhance the compatibility of the plan for a village. No rural project is sanctioned without prior approval of the capacity building (software) component so that the host rural community plays a critical role in project implementation. The district level committees should be given flexibility over the ministry of tourism over the selection of the infrastructure (hardware component) of the rural projects. The Viability-Gap Funding Scheme of the Ministry of Finance needs to be fully leveraged for attracting private sector participation in tourism projects. While implementing the concept, the local resources can be used keeping in mind the ecological aspects, stakeholder's perspective, socio-cultural ethnicity, cultural heritage, traditional values, carrying capacity and sustainability of the place. In order to preserve, conserve & do integrated planning of these special areas, the states can also enact a Conservation and Preservation Areas Act on the lines of the Kerala Tourism Conservation and Preservation Areas (2005) Act. Also, cultural tourism can be developed at the village level where there is vast heritage potential. Both the tangible & non-tangible aspects of the village should be focused while developing the cultural aspect at the village level. In order to develop rural tourism special incentives should be given to rural areas in the states of North-East including Sikkim; Jammu and Kashmir; Uttaranchal and Himachal Pradesh. The incentives from non tourism sector into tourism sector can also help to develop tourism at the village level.

In India, rural tourism scheme substantially developed in National tourism policy 2002 focusing on developing tourism related infrastructure (hardware) that would help promote rural tourism. Also, an endogenous tourism project (ETP) in collaboration with UNDP (United Nations Development Programme) further supplemented & complemented this scheme by building and strengthening tourism livelihoods-linked capacities of local communities (software). This project was managed and controlled by the involvement of local institutions and by involving specialists who could aid in local infrastructure development, local materials, waste management and business plans. In the tenth plan 103 rural tourism projects have also been sanctioned.

The vision for the tourism sector for the 11th Five Year Plan was to achieve a superior quality of life through the development and promotion tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.' All this clearly points that government wanted to improve quality of life of people, both urban and rural by the involvement of tourism. And for all these purposes a plan outlay of 5156 crores was sanctioned for 11th plan. Also in this plan, the emphasis was to select key rural locations for tourism development depending on the well recognized core strengths, but preventing negative social, cultural, economic and environmental impacts. In the eleventh plan, impetus was given to develop rural tourism and exploit the direct and multiplier effects of tourism for employment generation, economic development for rural areas. For initiating rural tourism projects, a sum of 50 lakhs was made available by constituting a convergence committee headed by the District collector. In 2008 the implementations of Rural Tourism Projects was entrusted to state tourism departments due to heavy workloads of District Collectors. But then also the rural tourism projects got limited success due to several challenges like that a number of stakeholders were there & there understanding of the project varied; synergy between hardware activities (local infrastructure) and software activities (local communities) was lacking at some places; in some RTP'S no consideration was given to marketing & promotion; 70 lakhs rupees (50 lakhs Hardware & 20 lakhs software) financial assistance was insufficient for rural tourism projects; also wide geographical spread of RTP's across country required matching budget and personnel support.

In the twelfth five year plan (2012-2017), in order to develop rural tourism, an emphasis has been given on cluster approach i.e. Rural Tourism Clusters (RTCs) rather than the single village approach. All this is done by generating awareness among host population, facilitating marketing of local products by creating craft bazaars and Haats, developing local infrastructure and sanitation through local government and developing Homestays and accommodation facilities. A three-phase process should be adopted for RTCs. The first phase involves selection of site by the national level consultant of the Ministry of Tourism in consultation with state government & travel trade. Also, an implementing agency is selected and all the communities of the village are involved, (i.e. participatory rural appraisal (PRA) and a detailed project report (DPR) is prepared. The second-phase involves review of the DPR by Ministry of Tourism through independent agencies and sanction of central financial assistance by Ministry of Tourism for approved projects. The third phase involves execution of rural tourism cluster project. The project must leverage convergence opportunities to ensure that the basic sanitation, drinking water hygiene and waste management are assured for the community and the tourists. The village clusters also generates a corpus for the efficient use of funds. For a cluster of 6 villages a central financial assistance of 11 crores is recommended for physical infrastructure and capacity building. For each village amount of Rupees 1.5 crores is allocated, keeping Rupees 2 crores for common facilities/activities in each cluster. The physical infrastructure components eligible for CFA at village level would include tube well, sewerage, roads and drainage, solid waste management, solar/street light. The components for cluster as a whole include haat/bazaar, amphitheatre with green room, toilet block; tube well etc. The capacity building components would include sensitization, awareness building, social mobilization, training, gender sensitization etc. A cap on individual heads of infrastructure development, capacity building, institutional building, marketing etc should not be made as different sites will have different kind of requirements. Convergence with the rural development programmes/schemes of other ministries should be done with the integrated development of rural tourism. But clearly all these schemes should be mentioned in DPR of the rural tourism cluster. Wherever possible the zonal handicraft centres of ministry of textiles should be associated with rural tourism clusters to improve the quality of tourism products. Also the participation of the rural community as well as by the Gram Panchayat (VTDC) should be effective. Also special focus needs to be given for the inclusion of women, youth, marginalised and vulnerable communities. The project monitoring units (PMU) should be established by the states for

effective implementation of the rural tourism clusters. Also, people, public, private partnership (PPPP) mode on a pilot basis will help the rural tourism cluster scheme for proper development of this programme.

Table 3: List of Commissioned Rural Tourism Sites in India by Ministry of Tourism

Sl. No.	Name of the Villages	States	U.S.P.
1.	Pochampalli (Nalgonda)[1]; Konaseema (East Godavari)[2]; Puttaparthi (Ananthpur)[3]; Chinchinada (East Godavari)[4]	Andhra Pradesh	Cotton & Silk Sarees[1]; Ecotourism (coast development)[2]; Spirituality;[3] Ecotourism (coast development)[4]
2.	Rengo (East Siang)[1]; Ligu (upper subansiri)[2] Ego Nikte (west siang) ;	Arunachal Pradesh	Culture and bamboo work[1]; Culture[2]; Culture[3].
3.	Dehang-Patakai Kshetra (Tinsukia)[1];	Assam	Culture & Eco-tourism[1]
4.	Heritage village at Tera (Kachchh)[1]; Hodka (Kachchh)[2]; Navagaon & Malegaon(Dang)[3];	Gujarat	Heritage[1]; Mirror work/ Embroidery[2] Culture and Eco-tourism[3];
5.	Naggar (Kullu)[1]; Paragpur (Kangra)[2]; Baroh (Kangra)[3];	Himachal Pradesh	Topi & Shawl weaving[1]; Himachal Heritage[2]; Gurukul Culture[3];
6.	Akingaam (Anantnag)[1];	Jammu & Kashmir	Culture (Folk Dance : Bhand Pathar)
7.	Kokkare Belur (Bellur)[1]; Attiveri Bird Sanctuary(Uttar Kannada)[2]; Banavasi (Uttar Kannada)[3]; Anegundi (Koppal)[4];	Karnataka	Eco-tourism[1&2]; Stone machinery, Wood Carving and Musical instruments[3]; Banana Fibre Craft[4].
8.	Chaugan (Mandla)[1]; Pranpur (Ashoknagar)[2]; Orchha (Tikamgarh)[3]; Seondha (Datia)[4];	Madhya Pradesh	Lantana Craft[1]; Chanderi Sarees[2]; Historical and Adventure (River rafting)[3];

	Budhni (Sehore)[5].		Wood & stone craft[4]; Historical. Spiritual & wood craft[5].
9.	Morachi Chincholi (Pune)	Maharastra	Sufi tradition and Culture
10.	Mopunchuket (Mokokchung)[1]; Avachekha (Zunheboto)[2]; Changtongia (Mokokchung)[3] Leshumi (Phek)[4]; Thetsumi (Phek)[5]; Kuki Dulong (Dimapur)[6] Longsa (Mokokchung)[7]; Mitikhru (Phek)[8]; Chungli Yimti (Tuensang)[9];	Nagaland	Shawl weaving[1]: Tribal Culture[2]; Tribal Culture[3]; Tribal Culture and Adventure[4]; Tribal Culture[5]; Tribal Culture[6]; Tribal Culture[7]; Art & Craft (Woodcraft), Handloom[8]; Historical & Tribal Culture[9].
11.	Raghurajpur (Puri)	Orissa	Stone Craft and Pattachitra
12.	Samode (Jaipur)	Rajasthan	Lac Work, Paper painting, Gems stone painting
13.	Lachen (North Sikkim)[1]; Tingchim (West Sikkim)[2];	Sikkim	Rugs and Carpet[1]; Trekking and bird watching[2].
14.	Kazhugumalai (Thoothukudi)[1]; Theerthamalai (Dharmapuri)[2]; Devipattinam (Navbhashnam) Ramnathpuram[3]; Thirukurungudi (Tirunelveli)[4]; Kombai (Kurangani) Theni[5].	Tamil Nadu	Spiritual and Pottery making[1]; Historical[2]; Stone Carving[3]; Historical[4]; Spice[5].
15.	Kamalasagar (West Tripura)	Tripura	Historical
16.	Jageshwar (Almora)[1]; Mana (Chamoli)[2]: Adi Kailash Nainital[3]; Padmapuri Nainital[4]; Nanakmatta (Udham Singh Nagar)[5];	Uttarakhand	Spiritual[1]; Trekking Adventure[2]; Adventure[3]; Adventure[4]; Spiritual[5];

17.	Mukhrai(Mathura)	Uttar Pradesh	Folk Dance
18.	Ballabhpur Danga (Birbhum)[1]; Mukutmonipur (Bankura)[2]; Kamarpukur (Hooghly)[3].	West Bengal	Folk Dance[1]; Sari weaving2; Spiritual & Craft[3].

Impacts of Rural Tourism in India: The rural tourism can fetch a large number of positive benefits to the rural people in terms of economic, environmental and socio-cultural aspects. But at the same time, the rural tourism concept should be analyzed minutely to avoid the negative impacts caused by tourism. Careful study and research should be carried out to limit the impacts of tourism. Lessons should be taken from other parts of the world, but the concept applied only in the Indian context. It means that rural society should not be molded rather the concept adjusted to suit the Indian environment and culture.

Economic Impacts of Tourism

	Positive Economic Impacts		**Negative Economic Impacts**
1.	Raises the per capita income of rural people.	1.	Lead to Commodification of local products
2.	The basic amenities of the rural environment are improved and also the tertiary services are added.	2.	Tourism may cause inflation in the local economy.
3.	Creates employment opportunities to the people	3.	Exploitation of rural resources.
4.	Micro-entrepreneurship at local level is promoted.	4.	Leakage of money and generate less benefit to the economy.
5.	Local goods get good prices and their demand increases.	5.	Due to the greater control of non-locals, the host community may search for livelihood options in cities.
6	Stop the migration of rural population to the urban areas and bringing stability to the rural economy.	6.	Rural population may be under paid.
7.	Generates revenue for the government	7.	The rural market may be flooded by urban products & in turn reduce the value of local products.
		8.	Generate pressure on local resources.

Ecological Impacts:

	Positive Ecological Impacts		Negative Ecological Impacts
1.	Generate resources for the preservation of the Bio-diversity of the place.	1.	Leads to deterioration of biodiversity and life supporting systems.
2.	Brings environmental education.	2.	Unethical practices such as hunting cause ecological imbalance.
3.	Preserves Eco and Geo Resources as these resources are attractions for which the tourist comes.	3.	Leads to pollution-land, air and water.
4.	Modern tools and strategies help to prevent environmental loss.	4.	Infrastructure and superstructure leads to disturbance and distortion of landscape and land use.
5.	Leads to creation of National Parks and Sanctuaries.	5.	Leads to pressure on local natural resources.

Socio-Cultural Impacts:

	Positive Socio-Cultural Impacts		Negative Socio-Cultural Impacts
1.	Raises the standard of living of the local population.	1.	Leads to change of lifestyle affecting the local culture.
2.	Modern architecture may affect the vernacular architecture.	2.	Increase the crime such as prostitution, child labour, drug abuse and gambling.
3.	Fairs and festivals bring value to the culture of the host.	3.	Leads to vandalism of the local architecture.
4.	Leads to universal brotherhood and harmony.	4.	Leads to competition among locals and hosts for local resources.
5.	The traditional art and craft, folklore, cuisines etc are promoted.	5.	Leads to staged authenticity rather than a blend of original culture.
		6.	Destroy overall culture of the place.

RECOMMENDATIONS: The rural life, culture has remained part of Indian villages, since olden times. And since ages the guests in the villages have been receiving hospitality and have been treated as the guest is God' or 'Guest become God i.e. Atithi Devo Bhava. But still, in a country big like India, there are some challenges. The first challenge is that Tourism Industry should not destroy what attracts the most to the tourists i.e. environment. Secondly and importantly the concept of tourism should be integrated with the existing economic activity of tourism in a proper way and that the local community should be involved in the decision making. Also, the local community should have the basic understanding of alternative livelihood opportunity by way of Tourism. Apart from above aspects, other concepts which should also be analyzed

such as:

• A mass understanding of the concept of Tourism needs to be generated along with the psychological understanding of the tourists.
• Natives of the destinations must maintain the authenticity of their own culture without any compromise.
• Profit should never be taken on the cost of social, cultural compromise.
• Sound laws and legislations for rural tourism must be established.
• The Carrying capacity of the place should be taken into account while planning tourism.
• A natural beautification and landscaping of the village needs be done for creating attraction factor.
• Need to improve the basic infrastructure and physical communications.
• Adopting the renewal and green technology
• More financial support should come from central as well as state government.
• More addition of management and planning skills should occur by means of proper and organised trainings done by government.
• Locals should have understanding of needs and wants of the tourists, but offer products from local resources.
• The locals should give more importance to cleanliness, personal hygiene and sensitivity towards environment.
• Adopting solid waste management system and adopt reuse, recycle and reduce waste.
• Artisans and craftsman of village and industries at cottage level should be promoted.
• Proper research and database of the rural tourists should be done, maintained and updated.
• Effective community participation.
• Maintaining equal participation and avoiding biases against cast, creed, sex and religion.
• Increasing and enriching the tools of publicity and promotion.
• Disseminating the traditional knowledge and art of village.
• Providing technical and marketing support to artisans.
• Protecting and exhibiting the heritage and culture of the village.
• Adopting specific rural tourism policies for individual rural tourism sites to retain the authenticity and uniqueness of the rural tourism sites.
• Giving solutions to problems of rural sites through open discussions done by the local community with the government officials.
• Highlighting the profitability and loss statement of the rural sites by keeping a check on the positive and negative impacts not only in terms of social and ecological aspects.

CONCLUSION: The concept of Tourism involves a very righteous cause in which we use the local resources of villages without wasting or pressurizing it. It also generates economic, ecological as well as sociological benefits. It is a kind of sustainable and alternative form of tourism which uses the rural local resources and generates benefits in form of rural productivity, employment, improved distribution of wealth, conservation of the rural environment.

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ROLE OF HOME STAY ON TOURISM AND ITS SUSTAINABLE DEVELOPMENT IN RURAL HILL AREA: A CASE STUDY OF RYSHOP VILLAGE IN EASTERN HIMALAYA

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Sustainable tourism development is critical to the conservation of nature and the preservation of indigenous culture. This is a contemporary global –national-regional-local issue with the adoption of the Sustainable Development Goals to which India too is committed. Tourism destinations often are dependent on natural and cultural/heritage resources to form their attractions bases, which are linked to the economic vitality of local communities. One such unexplored areas is Ryshop, a small rural village and hill station of West Bengal, which is the tranquility of nature with its virgin untapped forest, and the serene Kanchenjunga within the lap of the mighty Himalayas. The lush greenery, panoramic view of hills and the simplicity of the indigenous inhabitants attracts the urban tourists to this place. The paper attempts an empirical presentation addressing the concept of home stay. A home stay by its combined words (home-stay) involves the staying of tourists at some one's home as a paying guest for a short-term period to feel at home, away from home. This stay may be provided at an individual level (a family) or at a community level (local communities) providing accommodation and other requisite consumer services for these short time visitors. Such a venture provides an economic incentive to the local people especially the poor who are residing in these sparsely populated regions. It also adds an ethnic flavor to the consumer's (tourist) taste. The concept of home stay tourism is an emerging perception on tourism introduced recently into the Indian tourism sector. The tourism sector to sustain should be in harmony with each local environment and culture. It is seen that, the sustainability approach is very much in vogue in this area; adopted by the local community. The social equity, environmental protection, and economic liveability here sets an example which can be practiced at present in the Eastern Himalayan region especially in rural India with its multiple possibilities, and huge tourism opportunities. This primary level field based study has been conducted administering questionnaires, as well as with the help of individual open ended interviews and group discussions. This finding can be exemplified elsewhere as an approach on sustainable development of tourism through the community participation and management practiced at village level.

INTRODUCTION: Tourism is the collection of activities, services and industries that delivers a travel experience, including transportation, accommodation, eating and drinking establishments, retail shops, entertainment business and other hospitality services provided for individuals or groups travelling away from home. The World Tourism Organization (WTO) defined sustainable tourism development as "that which meets the needs of present tourist and host regions while protecting and enhancing opportunities for the future". Sustainable tourism or Ecotourism is as an instrument to empower indigenous communities in a particular area (Sofield, 2003). Its goal is to achieve conservation and community development through the provision of economic and social benefits to the local communities for their well-being (Chapman, 2003). This is a contemporary global –national-regional-local issue with the adoption of the Sustainable Development Goals, to which India too is committed. Home-stay tourism is one of the aspects of sustainable ecotourism that endeavors to conserve the natural, cultural, and built environment; provide economic, environment and social benefits to local residents and provide a high-quality experience for the guests. Developing approaches that are able to touch upon each of these areas can ensure the long-term success of the community. Community based ecotourism through the home-stay model is one of the top activities promoted in society to reduce the incidence of rural poverty (Leksakundilok, 2004). A home stay by its combined words (home-stay) involves the staying of tourists at some one's home as a paying guest for a short-term period to feel at home, away from home. This stay may be provided at an individual level (a family) or at a community level (local communities) providing accommodation and other requisite consumer services for these short time visitors (Timlasana, 2012). In India, there are tremendous tourism opportunities with both cultural and natural resources and it offers vast sprawling natural beauty, seasonal diversities, cultural richness, ethnicity, and hospitality of local communities. "India truly lives in Village" – rural environment has many cultures having different fairs and festivals to show-off. In rural home stay, tourism visitors get a chance to spend time with the family observing their customs, values and culture, which gives them the taste of rural life (Devkota, 2010). One such unexplored area is Ryshop, a small rural village and hill station in Darjeeling district of West Bengal, which is the tranquility of nature with its virgin untapped forest, and the serene Kanchenjunga within the lap of the mighty Himalayas. The lush greenery, panoramic view of hills and the simplicity of the indigenous inhabitants attracts the urban tourists to this place.

BACKGROUND INFORMATION: As per World Travel Organization (UNWTO), the leading international organization in the field of tourism and a specialized agency of the United Nations, tourism comprises the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. It is the collection of activities, services and industries, including transportation, accommodation, eating and drinking establishments, retail shops, entertainment, business and other hospitality services provided for individuals or groups travelling away from home. In the 21st century the global economy will be driven by three major service industries – technology, telecommunications and tourism. International tourism has been performing better than world trade evidenced by tourism receipts registering a higher growth than that of world export in services and merchandise exports. Its status as a major economic activity has been recognized by almost all the nations of the world and consequently there is a general increase in tourism on the global and regional scale. Tourism, according to experts is expected to capture the global market and become the largest industry in the world with the global tourism boom in recent times. Travel & Tourism continues to be one of the world's largest industries and it is anticipated by the forum for business leaders in the Travel & Tourism, the World Travel & Tourism Council (WTTC,2012), that by 2022 it will account for 328 million jobs, or 1 in every 10 jobs on the planet's industry. Their latest research suggests that, despite political upheaval, economic uncertainty and natural disasters, the industry's direct contribution to world GDP grew besides directly generating a few million new jobs. That world tourism can also be a vital force for world peace besides providing the moral and intellectual basis for international understanding and interdependence was the general consensus of Manila Declaration (1980) on World Tourism.

World Travel Organization (WTO) which serves as a global forum for tourism policy issues and practical source of tourism know-how came into existence on 2nd January, 1975. Tourism has been included in the General Agreement on Trade in Services and became operational in January 1995. Other leading international agencies such as the World Bank, the World Travel & Tourism Council (WTTC) have been substantially involved in making tourism a truly global industry. Travel and tourism has emerged as one of

the world's most centralized and competitive industries, and hardly any other economic sector illustrates so clearly the global reach of transnational corporations (TNCs).

TRAJECTORY OF TOURISM IN INDIA: In the arena of international cooperation, India participated in meets of Association of South-East Asian Nations (ASEAN), in several sessions of UNWTO Executive Council and in several other related events of T-20, G-20 to name a few. The Government's role in tourism development has been redefined from a regulator to a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders. As part of its domestic and global publicity and marketing strategy to promote tourism and create social awareness through the print and electronic media, the Ministry of Tourism launched campaigns on "Clean India", "Atithi Devo Bhava" (Guest is God) and "Hunar Se Rozgaar" through radio channels; "Incredible India" branding on TV in addition to campaigns highlighting the tourism potential of various parts of the country through Doordarshan. In order to promote India more effectively as a convention destination, the travel industry had, under the patronage of the Ministry of Tourism, set up the India Convention Promotion Bureau (ICPB) in 1988, a non-profit organization, with members comprising of national airlines, hotels, travel agents, tour operators, tourist transport operators, conference organizers, etc. At the core of the National Tourism Policy of 2002 is outlined the seven pillars of tourism, Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachanam (Infrastructure Development) and Safai (cleanliness). As an incentive the Ministry of Tourism is giving 'National Tourism Awards' to State Governments, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performances in their respective fields each year. The Federation of Hotel and Restaurant Association of India (FHRAI) which regulates the hotel industry in India was founded in 1954 to cater to various needs of the industry. To develop tourism infrastructure and promote India as a tourist destination the India Tourism Development Corporation (ITDC) was set up in 1966. The major landmark in the history of Indian Tourism was the announcement of the first ever "Tourist Policy" in the Sixth Five Year Plan (1980-85) which specified the development objectives and provided an action plan based on "Travel Circuit' concept to maximize the benefits of tourism. The sector was accorded the status of an industry in the Seventh Five Year Plan (1985-90). The National Committee on Tourism was set up in 1986 to evaluate the economic and social relevance of tourism and to draw up a long term measure for ensuring its accelerated growth. The Tourism Finance Corporation of India (TFCI) was set up in 1989 to finance tourism projects. The development plans for tourism during the Eight Plan (1992-97) was based on the National Action Plan 1992, a major component which was the development of all inclusive Special Tourism Areas and intensive development of selected circuits. The Government of India called for effective coordination of public and private participation (PPP) to achieve synergy in the development of tourism through the policy measures of the Tourism Policy 1982, Tourism Plan of Action 1992 and Tourism Policy 1997. The Department of Tourism also constituted a special Task Force for the promotion of schemes/projects for the development of tourism in the North Eastern States, Sikkim, Jammu & Kashmir, Arunachal Pradesh and hill districts of Uttar Pradesh and West Bengal. State Tourism Development Corporations are looking into the tourism activities at the state/ regional level.

CONTEXTUALIZING THE RESEARCH: The Travel and Tourism Competitiveness Report 2009 by the World Economic Forum credited India with11th place in the Asia Pacific regions and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, rich in natural and cultural, flora and fauna, and strong creative industries in the country.. The India travel and tourism industry stood 5th in the long-term (10-year) growth. Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy credited India with the "best country brand for value-for-money". India was also accorded the second place in CBIs "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India is in the list of "rising stars" or the countries that are likely to become major tourist destinations Tourism contributes to overall socio-economic development through the provision of roads, telephones, and electricity, piped and treated water supplies, waste disposal and recycling and sewage treatment. It is possible to maximize the planning gains through appropriate policies by government and tourism planners. Domestic tourism market in India is mostly local or regional in nature and hence leisure and recreation facilities can be enhanced particularly in rural areas as India has an increasing share of the

prospective urbanites.(Basu 2013) However the low priority been given to the tourism sector has culminated in a marginal role being played by it in the development of the country which includes the poor infrastructure (in comparison to international standards).India has a variety of traditional cuisine which is increasingly becoming popular worldwide. Since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourist industry. Eco- Tourism in India is still at a very nascent stage and hence a great potentiality in future lies ahead of us.

Various literature, documents, study reports, and policies have been thoroughly reviewed to get conceptual ideas about the topic. There are two elements in all tourism: the journey to the destination and the stay including activities at the destination. The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and the working population of the places, through which the tourist travels and in which they stay. The movement to destinations is of temporary, short-term character, with the intention of returning to the usual environment generally within a few days Wilson and Tisdell (2001) highlighted that rural tourism could develop easily with local community and played a significant role on rural economic development. Singh and Dwivedi (2002) focused on Rural Himalayan tourism, defining home-stay tourism with three main key elements of nature, eco-friendly tourists and involvement of local people. According to Biju (2003) eco-tourism as well as home-stay tourism are both nature- based and ecologically sustainable. He also added that this type of tourism produces minimum impact on environment compared to conventional tourism. Caprihan and Shivakumar (2004) emphasized on four features of home-stay i.e. preservation, supportiveness, involvement and empowerment for providing more livelihood opportunities to local community. Bhuiyan et.al. (2011) studied about the potentialities of home-stay for eco-tourism, and how home-stay created alternative accommodation opportunities. Lama (2013) tried to analyze and explore the contribution of home-stay policy for sustainable tourism development in Nepal. It also examined the challenges of home-stay business in Nepal.

SIGNIFICANCE OF THE STUDY: The present study would help to recognize the potentiality of home stay phenomenon in ecotourism sector based on Wall and Long(2016). Tourism is a social activity; it is about interaction between different communities—hosts and guests—and encounter between different cultures. This approach studies social classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals or groups of people and the impact of tourism on society .It is a great tool for sustainable development of tourism through the community participation at the village level. It promotes small-scale entrepreneurship and micro finance at the village level and creates opportunities of inter culture living experiences among the host and guest or tourist. It also helps to understand the role, functions and contributions of the home stay operators besides understanding the requirements of their customers. The suggestion and recommendation through the study can help in making home stay better in the very near future.

OBJECTIVES OF THE STUDY: The main objectives formulated for the study are--

To study the importance of home stay based tourism in a mountain village of rural Himalaya.
To emphasize on the major potentialities and the need of home stay tourism.
To analyze the challenges and hurdles in the development of home stay tourism.
To suggest relevant recommendations to make home stay tourism more viable.

RESEARCH DESIGN:

Method is a technique for gathering evidence, while **methodology** is a theory of how research should proceed through its various stages and phases, discussing the philosophical approach to the work. Research in Geography involves thinking about the relationships between methods, techniques, analysis, and interpretation, the important role of which is filled by the **research design**. Research design or methodology is an essential component of any research work. Systematic research design helps the researcher to get the best result (Freudenberger, 1999). Geographers today are increasingly explicit in their use of multiple methods as a way to weave together data from multiple sources and engage in rigorous, integrative, context

sensitive analysis. The present research design includes many such tools i.e. participatory information gathering, observations, ethnography or field note taking, sketch mapping, besides collecting primary data through semi-structured questionnaire. Each of these qualitative methods can enhance the unique qualities of each other and result in vast opportunities for reciprocal advantages at each stage of research process. This integrated approach results in a new style of social research called **multi-method research** which has been applied for this study. Besides this a **mixed method approach** has also been adopted by quantifying some data to justify the research outcome.

Participatory Information Gathering:

It is a very good way to get additional general socio-economic information about the local residents (Felsing and Haylor, 1998). The local communities can uncover invaluable information on the local potentialities and shortcomings, particularly if the researcher is passive observer. In this present study, researchers stayed in a home-stay thus taking the opportunity of interacting with the local people. Besides that, researchers collected primary level data with the help of semi structured questionnaire and informal discussion from the local people and tourists.

Through Informal Observation and Field Notes:

Thorough observation of the study area and taking field note or observation, notes help the researchers to get complete assessment of the area (Laurier, 2010). Observation (of people and places), by making field notes either by hand or by using a dictaphone, sketches, video and photographic evidence is sometimes called 'ethnographic' fieldwork and research. Observational field notes helps the researcher to record the nature and number of water sources in a village, the surrounding flora, fauna, scenic beauty, condition of built environment and situation of conventional accommodations in the village.

Visual Imagery / Photography or Sketching:

Visual methods and sketching of a built environment is an effective way in social research (Banks, 2001). Researchers captured photographs of surrounding environment including the natural, cultural and social aspects. Sketching of home-stay accommodation and comparing it with camera photographs taken in the field was done to give a robust view and support the observation notes that were taken during the field survey.

Mapping and Graphicacy:

Mapping is essential mode to identify a place in a global scale. With the help of Google Earth mapping can be done easily (Kennedy, 2009). Besides that, sketching an observatory mapping is very helpful to study the remote location. It helps to frame land use map where the researcher may not have access to aerial photographs or geographical information system data (Macek, 2012).

THE STUDY AREA: This study was conducted in the Ryshop village at an elevation of 2591 meters located at $27^0 03'$ N & $88^0 18'$ E. It is a small remote rural and unexplored hill station within the lap of the mighty Himalayas inhabited by mainly the Lepcha community. It is located in the Kalimpong district of the state of West Bengal, India. Ryshop developed as a tourist attraction only in 1998. There are many myths and legends associated with the name Ryshop- 'Ry' stands for mountain peak and 'shop' means age-old trees in Tibetan language. Ryshop also is spelt as Rishop. It is only about 28 kms to the east of Kalimpong city in Darjeeling district and is 11 kms away by motor able road from Lava. The nearest railway station is New Jalpaiguri (110 kms).

Ryshop actually forms the central part of the renowned Neora Valley. It is still a virgin place covered with forest of pine, birch, fir, rhododendrons and orchids with a mesmerizing view of the vast range of Kanchenjunga and many other snow peaks.
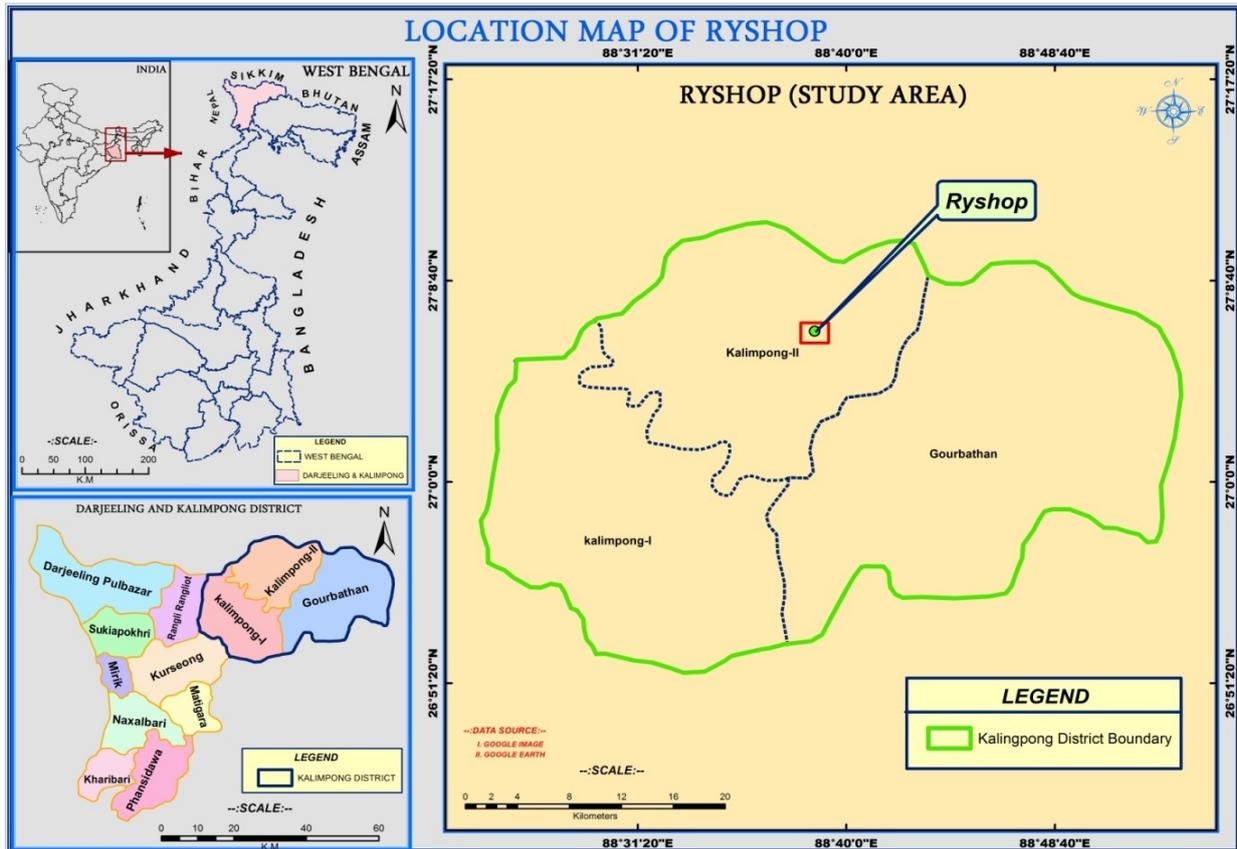
Figure 1: Location Map

BRIEF HISTORY OF HOME STAYS TOURISM IN INDIA: The concept of home stay tourism is an emerging perception on eco tourism introduced recently into the Indian tourism sector. However, this concept is not new in other parts of the world. In India, the practice is only a decade old. Recently, the growth of home stay phenomenon is witnessed as the alternative forms of accommodation in mainly rural tourism (Lanier and Berman, 1993). Taking note of this tendency, the Ministry of Tourism (Govt. of India) introduced the concept of commercial homes (specially the Bed and Breakfast and Home stay Establishment as part of the globally acclaimed 'Incredible India Campaign' in 2001-2002.

RESULTS AND DISCUSSION: Sustainable tourism not only conserves the resources and the environment but also creates lots of potentialities to the local communities through different socio-economic activities (Yassin *et. al.* 2010) In the present study area eco tourism through home stay has opened up various opportunities to the local people particularly the young generation. The matrix in table-1, shows the potentialities of social, economic, environmental, tourism and infrastructural aspects in Ryshop village.

Table 1 : Matrix Showing the Potentialities of Home Stays in the Study Area

Potentialities/Oppor tunities	Detail aspects	Applied in present study
Social Potentialities/ Opportunities	Platform for cross culture exchange, involving youth in local opportunities, learning new language, skills, and building confidence	Yes youth are involving in the business in study area, mixing of different culture especially languages are seen

Economic Potentialities/ Opportunities	Creating economic and employment opportunities to reduce poverty, micro level finance and entrepreneurship, conservation of indigenous skills	Local community economically benefitted and overcoming the uncertainty of agricultural work; they are providing accommodation with their traditional knowledge. They are organizing self help groups. Life is socially and economically secured
Environmental Potentialities/ Opportunities	Eco friendly sustainable tourism, less devastation of nature and environment, conservation of biodiversity, increasing awareness among the host	In present study area eco friendly construction seen for accommodation in home stay using the sustainable perceptions by the local community, they use rainwater in a very nice and indigenous way.
Tourism Potentialities/ Opportunities	Creating chances to witness natural and cultural diversity, increasing tourism awareness	Giving the opportunities to see the 180° view of Kanchenjunga and bio diversity of Neora Valley and simplicity of local people.
Infrastructural Potentialities/ Opportunities	Increasing accommodation and quality of accessibility to the village	Home stay accommodation are growing along with conventional accommodation, and roads are developing to connect the village. Equipped with electricity, television.

Concept derived from Budhathoki (2013)

The 'Homely' Essences: The meaning of home stay is offering of clean traditional houses with basic amenities. It is different from traditional hotels or accommodation in terms of the limited and personalized services provided with an authentic and local touch (Nuntsu *et. al*, 2003). The guests in this alternative accommodation feel 'homely atmosphere' and 'home away from home' (Lynch, 2004). That is why it is more than a house connecting people to new relationships in a homely space (Saegert, 1985). In the Himalayan hospitality, home stay provides greatest affection and innocence experiences, which touches the hearts of the tourists.

MAJOR FINDINGS AND EMPIRICAL ANALYSIS:

Best time to visit the place and tourist inflow: The peak season for tourism is from October to May session mostly crowded with the guests not only from different parts of India but abroad also. Summer time is April to middle of June when the temperature varies from 10^0C to a maximum of 20^0C. This is the best time as the temperature is mild; Rhododendrons and orchids are in full bloom, clear sky and wonderful view of the snow clad mountain peaks. Winter time (December to February) is very cold and temperature varies between 0^0 C to 6^0 C. According to the local people foreigners generally prefer the winter season. It is better to avoid the rainy season as landslides are common phenomenon at that time. Tourists come here from different parts of India and as well as outside of India.

Table 2 Seasonal Occupancy of Tourist in Home Stay (Source: Primary Level Survey)

| Seasons	Months in the season	Total days	Occupancy days	Average Occupancy
Peak Season	October, November & February to April	150 Days	92 Days	61.33%
Moderate Season	December, January, May & June	120 Days	46 Days	38.34%
Off/Lean Season	July to September	90 Days	25 Days	27.78%

Accommodation for Guests: Primary level survey reveals that home stays are manly concentrated at the lower part of Ryshop village. Information has been collected from seven home stays. Each of the home stay has been built with traditional knowledge and eco-friendly materials. From **figure 2** , it can be identified that maximum home stays have four rooms for the guests. Only one has six rooms.
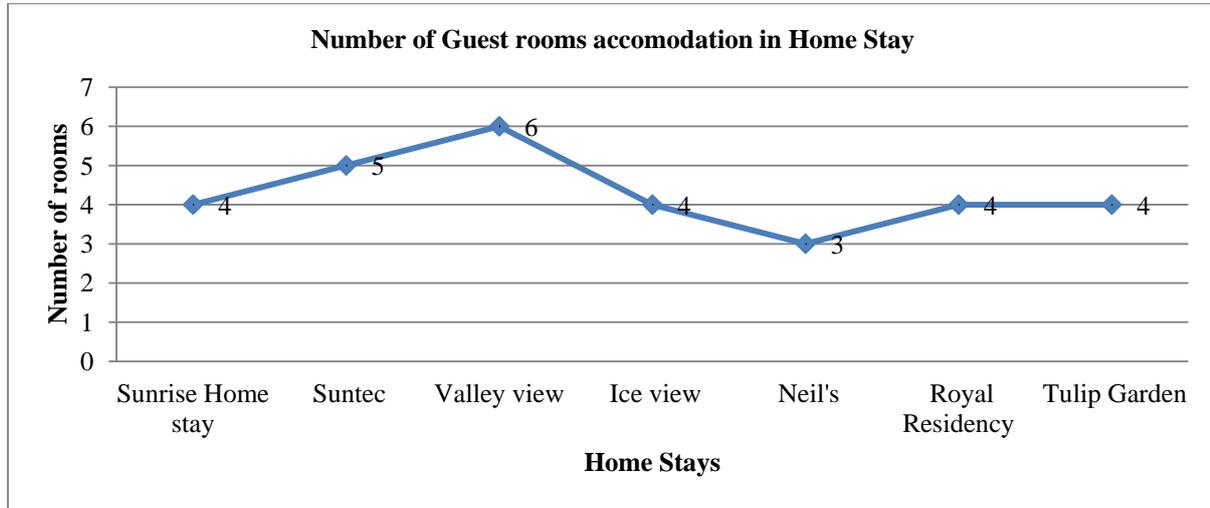
Figure 2: Number of Guest rooms accommodation in Home Stay(Source: Primary Level Survey)

Tourist Inflow: The most popular destinations for international tourists in India (as in 2010) included Maharashtra, Tamil Nadu and Delhi, while most domestic tourists visited the states of Andhra Pradesh, Uttar Pradesh and Tamil Nadu, according to the Indian Ministry of Tourism. However, to widen the arena several efforts are being made elsewhere. In Eastern India in West Bengal a total of 34 projects(out of 875 for India) had been sanctioned an amount of Rs 120.32crores in the Eleventh Five Year Plan & in Orissa 32 projects (amount of Rs 102.70crores). In West Bengal the Ganga Heritage River Cruise Circuit was sanctioned in 2008-09 & the Kolkata Heritage and River-Front Mega Tourism Project had been identified in 2011-12 as a mega destination. In Odisha the Bhubaneshwar-Puri-Chilka- Circuit was sanctioned in 2008-09 **(Source:** India, Ministry of Tourism, Annual Report 2012-13 pp.14-16).

**Figure 3: Inflow of Tourist (*Source: Primary Level Survey)*
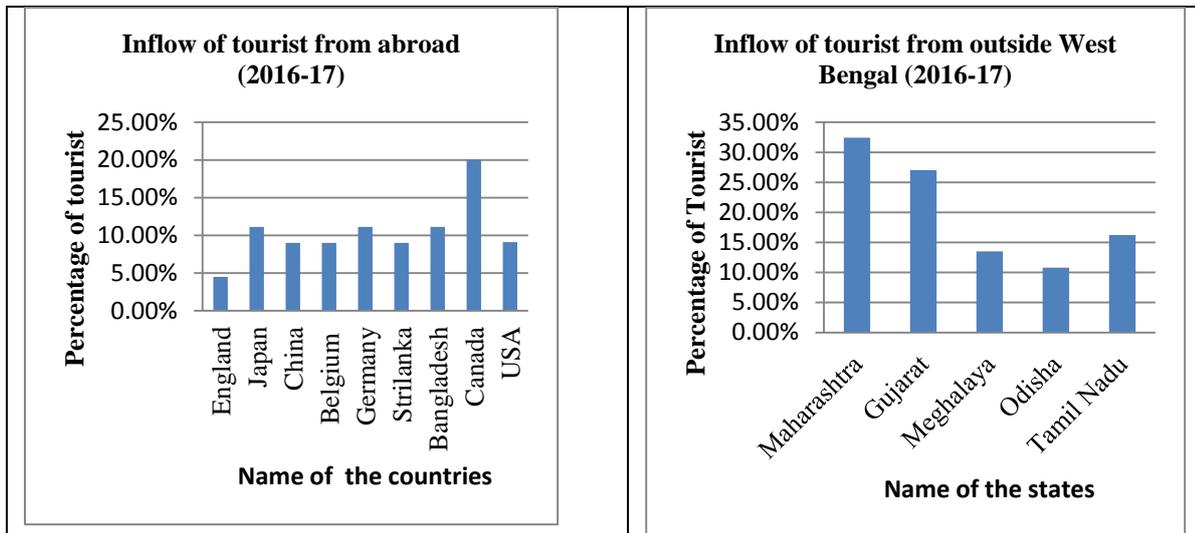
As for the case study of Ryshop, from the Register (2016-17) where record of guests are maintained in the surveyed home stays it is revealed that in Ryshop guests not only come from all over the state of West Bengal but also a significant number of tourists come from different states of India. The highest tourists come from Maharashtra (32.43%) and Gujarat (27.03%). Among the overseas guests Canada (20%), Japan

and Bangladesh are top of the list. Besides, tourists also come from England, Japan, USA, China, Germany, Belgium and Sri Lanka. (Figure 3).

The home stay accommodation started in the study area from 2011. Most of them are built from 2013 to 2017. Uncertainty in the agricultural field, unemployment motivates the local community particularly young generations to grab this economic opportunity in their own home premises.

Changing Life Style: Interaction with the local community the changing life scenario has been witnessed. Individual as well as family income level has increased, life style is improving. The uncertainly of agriculture sector with all having very small pieces of land, and is mainly practiced as terraced or stepped cultivation on the hill slope with a thin soil layer the agricultural productivity is thus very limited. This grave problem has been coped up through this new sustainable strategy. Their children are now getting education and money is kept for crisis time. Local youth are involving in the business in study area, mixing of different culture especially languages are seen.

Challenges and Future Opportunities: Water crisis during the months of winter and summer is very much acute. They have to buy drinking water for two rupees per litre from Lava for all purposes. They have adopted Rain water harvesting system at their own initiatives, but they don't get any help from the Government. Condition of connected road is very bad. During the rainy season road condition becomes worse. Electricity problem is a major problem. Power cut for long time is common phenomenon in any season. Main market is situated at Lava City, which is 12 kms from the study area. All public transport modes ply from Lava and Kalimpong.

CONCLUDING REMARKS: Tourism destinations are geographically diverse in nature (Basu, 2013). There are different geographical sites like beaches, mountains and urban attractions and holidaymakers can be encouraged to travel further, beyond established destinations, which can enhance and diversify their experience of particular environmental, cultural or natural heritage attractions thus spreading the benefits of tourism geographically. Land forms like hills and mountains, gorges and canyons, coral reefs, cliffs; water forms like rivers, waterfalls, geysers, glaciers, lakes; flora and fauna; cultural events like trade fairs, exhibitions, arts and music festivals, games; traditional arts and handicrafts, folklore, study of native life and their customs, etc to name a few are a geographer's interest. A tourist's destination covers one or some of these combined features.

In the 21st century the global economy will be driven by three major service industries – Technology, Telecommunications and Tourism. The Internet has fuelled the growth of the travel industry by providing online booking facilities, giving opportunity to people to explore destinations from their home personal computers and finalizing travel plans after being fully informed. With its immense information resources, the Internet allows tourists to scrutinize hotels, check weather forecasts, read up on local food and also talk to other tourists around the world about their travel experiences for a chosen destination. Hence digital technology requires to be integrated with all the subsystems of the tourism system. To promote tourism into the future, greater efforts to implement environmentally sustainable tourist policies and programs are required

The study reveals that there is scope for further development in accordance with the sustainable development principles. In India the local community must be convinced of the need to support regulations in the interest of long term sustainability. There is an urgent need for understanding basics of tourism, development of personality and communication skills particularly in English and Hindi; need for basic computer knowledge; successful imparting of tourism education in the curriculum; more of local community participation and direct involvement. The Indian tourism market is huge and limitless. It has tremendous potentiality for reviving the local economy. Tourism can be instrumental in alleviating poverty by helping the people residing in tourist destination. This concept of micro-level tourism entrepreneurship is newly adopted in India. However many enthusiastic community or groups and individuals are very much willing to carry on this newly economic activity, but till now Indian Government is yet to adopt specific vision, plan or policy. This crucial aspect must be addressed. Developing a home stay program is directly linked to the principles of ecotourism. Concept of Home stay is not only effective to revive the local economy and empower the local community but also preserve its natural and cultural heritage and testimony. It also diverts international tourists to the rural Indian destination. It is beneficial to generate a rural tourism environment and facilitate

both the local stakeholders, communities and as well as private sectors to carry out the business. Tourism as the labor intensive sector can potentially generate employment, bettering the quality of life in rural India, Initially yet there are innumerable temporary challenges and limitations which should be resolved with suitable strategies and careful planning and policy.

ACKNOWLEDGEMENTS: We would like to thank all the respondents of local community, without whom the study could not have been made. Thanks are also rendered upon the Hotel staff, local Self Help Group and other tourist.

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