

International Journal of Research and Analytical Reviews

UGC Approved Research Journal

Periodicity - Quarterly



Atman Publishing Academy



International Journal of Research and Analytical Reviews

Atman Publishing Academy

2061-C/2/B, Nr. Adhyatma Vidya Mandir, Sanskar Mandal, Bhavnagar-364002.

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- ✓ To provide a platform for Academicians, Researchers, Trade Professionals and Students to present their views and findings on Advancements in Hospitality and Tourism.
- ✓ To enhance and develop opportunities for further research in the field of Hospitality and Tourism.
- ✓ To strengthen the overseas linkages on research in Hospitality and Tourism.
- ✓ To bridge the gap between Academia and Industry.

Sub-Thematic Areas

In particular, conference will address the Advancements in Hospitality and Tourism Industry, Trends and Innovations. Some of the thematic areas which the conference aims to focus are:

- ✓ Advancements in Hospitality & Tourism Industry: Challenges and opportunities
- ✓ Advancements in Food & Beverage Production
- ✓ Next-level Housekeeping via Technology
- ✓ Web-Based Self-Service Technology in Hospitality Industry
- ✓ Mobile Applications in Hospitality and Tourism Industry
- ✓ Virtual Reality as an Innovation tool in Hospitality & Tourism Marketing
- ✓ New forms and trends in Tourism
- ✓ Technologies driving Food Industry Growth
- ✓ Dining in Restaurants using Android
- ✓ Social media contribution to the development of Hospitality and Tourism Industry

The above mentioned list of sub themes in not an exhaustive one, research in any other relevant theme will be highly appreciated.

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Analysis of Host Community Perception of Tourism Impacts through Structural Equation Model

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ABSTRACT: This article is focused upon the study of tourism impacts on the host community of Himachal Pradesh through the proposed structure equation model. This model uses the four constructs and five hypotheses. Host community perception and satisfaction are also researched in this paper. Total 329 received filled questionnaire from the respondents' of the research area shows that the perceived positive and negative impacts of tourism have the direct relation to the host community satisfaction. Through testing hypotheses shows that the individual tourism development benefits, perceived negative impacts of tourism and host community overall satisfaction were rejected by findings of hypotheses testing results. An overall result shows that the host community satisfaction is directly related to the perceived tourism impacts and must be incorporated in planning aspects of tourism development.

Keywords: Host community satisfaction, community's perceptions and tourism impacts, structure equation model.

1. Introduction

Tourism potentially shows its impacts on the host population of any nation which however, provides positive as well as negative impacts on the life of host community. In general there are the tax revenue benefits, economic growth, natural & cultural attractions positively. On the other hand a negative impact includes congestions & crowding, parking and crime problems and higher cost of living etc. (Andereck et al., 2005). Most of the countries and local administration emphasised on the economic benefits of the tourism towards the local community rather than on the social changes bring about by the tourism growth in the region (Allen et al., 1988).

However, many researches delineate the main variables and tourism impacts, but they lacking in theoretical and operational explanation and clarity, Validity & reliability measurement. There is a limited knowledge about why host community reacts and respond towards and tourism impacts. This lack of explanatory research leads to the limited knowledge on the proper understanding of host population reaction towards the tourism impacts (John, 1992). However, it shows that the host community perceive their well-being in different spheres of their life. The overall sense of well-being is taken by host community though material life, community life, emotional life and health and safety (Kim. K et al., 2013).

Host population in many parts of Himachal Pradesh are effected by tourism activities. There are less literature documented on the social impacts of tourism. However, social impacts are very significant to be focused upon before the tourism development. Whereas many literatures have provided significant studies on the tourism social impacts, positive as well as negative but not directed towards the host perceptions and attitudes towards the tourists .Due to that it is not possible to identify the real image of any change in the area .Numerous studies has been conducted on the motivation, Desires and tourists behaviours towards its impacts on the host community. As well as the sociology and psychology has also been associated with the tourist's behaviours and attitudes (Brunt & Courtney, 1999).

Tourism is the combination of the socio-cultural event for host and the guest. However, the more focus is on the tourists comfort ability and convenience and less on the host community. Due to that the destinations are congested and styled into staged attractions for the tourists (Murphy, 1985). The social impacts of tourism must be considered throughout the planning process to minimize the negative impacts and optimise the positive benefits of the tourism for the host community. Host community should be included in the decision making process for the proper understanding of tourism and its benefits (Kavallinis and Pizam, 1994).

The various literature reviews in relation to the social perspective and tourism expansion accepted in the second half of the 20th century. It is important in two ways, one within individual destination, where its development has impact on the social structure of the society. Few of them are improving income and increase the employment opportunities, education and infrastructure and services while others are not

welcome like family and social values changed, powerful economic group emerged and adoptions of tourism activities which suited towards tourists most (Lankfort, 1994). Secondly, tourism is unique export industry in which consumers travels to meet the goods and services (Crick, 1989). The increased international tourism activities have increased the interactions with the different societies and cultures of the world. Some of them threaten on the traditional culture and societies and others find it as an opportunity for understanding different societal culture and peace. These types of social impacts are more described which have current effective impacts on society and tourists in relation to their quality of life (Sharpley, 2014). When community converted into the tourists destination then the social lives of the host community affected by the tourism phenomena (Jurowaski et al., 1997). However, the numbers of researches have been shown the effects of tourism on the by indicators like host community life quality like per capita income, poverty, rate of crime and pollution (Crotts & Holland, 1993). Many social critics have put forward this point that after the certain threshold tourism converted into unsustainable (Butler,1980). There is a reservoir of research studies on the tourism impacts as one of the significant element of tourism development and management. However the tourism planners firstly understand the impacts and focused to ensure its optimal benefits (Beetan, 2006). There are the measures for the perceived impacts of tourism on the host community with the help of 38 set of items which displays the community perception of tourism e.g. peace ,safety, pure air, water, police and fire services. Tourism increase the community life satisfaction also (Andereck and Nyaupane,2011). One of the study shows that the social quality of life improved in the first phase and diminish in the as the tourism reaches at the threshold level (Butler, 1980; 2004; Doxey, 1975). The tourist destinations undergo the different cycle of evaluation depends upon the stages of popularity. It changes depends upon the visitors needs, deterioration and changes in the natural and cultural resources. These stages are (1) Exploration (2) Development (3) Stagnation and (4) Decline (Butler, 1980, 2004). One of the study shows that the threshold not only by physical attributes but also social and economical attributes of the host destination (O'Reilly, 1986).

One of the model which examine the relationship between tourism impacts and host residents perceptions .It found that when controlling the individual benefits from the tourism activities the perceptions are related to the socio-demographic factors supports the positive perceptions (Perdue et al., 1990). Many studies are on the economic impacts, but the researchers are giving attention towards the social impacts of tourism. Social impacts has a broad range covering changes in the value system, person behaviour, family relationships, lifestyle, safety, moral conduct, traditions, and host community organisations (Fox,1977). Tourism find the negative impacts on the destination leads to the negative community perceptions about the tourism and tourists (Pizam, 1978); But the residents who are employed in the tourism industry are more favourable than those who are not employed in the tourism industry (Milman and Pizam 1988).

There are much of studies on the community's perceptions based on theoretical base. But in later stages many other researchers have employed the social exchange theory for their findings on community's perception studies. The host community participate in tourism on basic principle that getting benefits from tourism but not on their social cost. They let their self involved in the social exchange for their community future growth and development (Allen et al., 1993). The host community's perception for the tourism development can be evaluated on the basis of two segments -cost and benefits. Their effects can be analysed by segmenting the perceived impacts into five parts-social benefits, social costs, cultural benefits, cultural costs and economic benefits (Gursoy et al., 2002).

Five factors are suggested in one of the study shows that effective interaction with host community. These are number of visitors, visitor's length of stay, visitor's ethnic characteristics, visitor's economic characteristics and visitor's activities. The characteristics of the destination which influence the social and cultural perceptions are identified. These are Economic condition, local magnitude of involvement in tourism, level of tourism development, host culture viability and political attitudes of the host community (Butler, 1974). One of the studies on Florida community doesn't perceive the tourism contribution for increasing social values, morality, honesty, politeness and attitude towards tourism work. It shows the exploitation of the native locals (Milman and Pizam, 1988). One of the reports on social impacts perceptions results in vandalism and crime, drug addiction, change in social and family structure (Rothman, 1978). Study on Turkish sample has shown no adverse effects on the social and family structure (Liu et al., 1987). Tourism Social impact gives the example of "double-edge sword". The study on the tourism growth and developments in U.S. Shown the changes in dynamics of host rural community (Marcouiller, 1997). The negative impacts of tourism are associated with the commoditization of culture and sex tourism in the destination (King and Stewart, 1996).

Objectives

- I. To study the impacts of tourism on host community perception.
- II. To evaluate the positive and negative impacts of tourism on host community.
- III. To analyze the satisfaction of the host community.

Hypotheses

H-A: The individual tourism development benefits are not associated with the positive perception.

H-B: The individual tourism development benefits are not negatively associated.

H-C: Individual tourism development benefits are not positively related to the satisfaction level of the host community.

H-D: The positive tourism perceived impacts are not significantly related to the host community satisfaction.

H-E: Negative tourism perceived impacts are not significantly related to the host community satisfaction.

2. Study methods

2.1 Research site

The research study was conducted in Dharamshala and Palampur of Kangra district of Himachal Pradesh. This district came into existence on 1st September 1972. The best time for tourists to visit these places is from March to June. There are many tourist attractions in and around the Kangra valley, like Vajreshwari Devi temple, temple of Jwalamukhi etc. Road from Kangra to Masrur provides the pleasant view of Dhauladhar range. As per the 2011 census report, total population of this region is 1507223, which is roughly equal to the population of Gaba or Hawaii of U.S. state. The population density is 263 inhabitants per square kilometres. The Kangra district has an area of 5739 sq.km (census 2011). The population of Palampur is 189276 as per census report 2011-2018.

2.2 Research Procedure

Total 450 questionnaires were mailed to a stratified random sample. From this the 73% response has come from the 329 used questionnaires received from the respondents consists 184 male ,which is around 56% and 145 female which is around 44% of the total responses received. The range of ages is 21-65 years in which 63% are in 35-50 years and 27% are in 25-34 years. This study is originally taken from review of literature. The resident's perceptions of tourism impacts taken from various related studies on the same variables (Pizam, 1978).There includes only 20 items for this study and excludes the other like morality and politeness etc. The host community perceptions on part of satisfaction level used from the related aspects of studies from various authors like Perue, Long, Allen etc. 33 items were grouped in same directions on the host community satisfaction (Allen and Beattie, 1984).

For this study 5-point Likert scale used for most of the items. This scale is used only due to the superior validity like discriminant and convergent. Binary scale i.e. No=1 and Yes=2 used to calculate the extra development attitudes.

Analysis of data conducted in two levels. In first level, the analysis of reliability done with the help of SPSS (ver.21.0) to assess the consistency and stability of the evaluated items. In second level, the goodness-of-fit is used for the structural equation model and hypotheses testing done by using AMOS i.e. analysis of moment structure. ADF (Asymptotically Distribution free) used for estimation, in second level the standardised score used.

3. Results and discussion

3.1 Analysis of Reliability

This test is used to assess the consistency and stability for the items of each construct and use of criteria put any changes in the Alpha-value (Berry et al., 1998).

Table: A Scale of perception of positive impacts of tourism

| Names of the variables | Mean | Standard Deviation(SD) | Correlation | Alpha |
|---------------------------------|------|------------------------|-------------|-------|
| Tourism economic impacts | | | | 0.78 |
| infrastructure development | 2.3 | 0.8 | 0.6 | 0.71 |
| employment growth | 3 | 0.7 | 0.63 | 0.68 |
| Rise in living standard | 2.7 | 0.7 | 0.61 | 0.71 |

| | | | | |
|--|-----|-----|------|------|
| Tax improvement | 2.9 | 0.7 | 0.51 | 0.72 |
| Tourism Socio-cultural Impacts | | | | 0.75 |
| Increase in entertainment facilities | 3.1 | 0.7 | 0.49 | 0.69 |
| significant change in life quality | 3.2 | 0.8 | 0.47 | 0.69 |
| understanding other community culture | 2.9 | 0.7 | 0.51 | 0.68 |
| growth in cultural exposure | 2.8 | 0.6 | 0.46 | 0.65 |
| development in different cultural activities | 3.1 | 0.7 | 0.41 | 0.64 |
| quality of safety and security | 2.6 | 0.6 | 0.32 | 0.64 |

The analysis of reliability is done on two levels, first in table-A and second in table-B; it is linked for the used scale for perceived impacts with satisfaction of host community. Summated rational scale used for many items assessment. The Cronbach Alpha coefficient used for corrected items correlation for the perceived tourism impact study. However, perceived positive impacts on socio-culture aspects include six items to be studied. Five items are considered for the negative perceived impacts on social and cultural aspects. The cronbach Alpha coefficient is more than 0.74 without any increase result if the item deleted.

Table B: Scale of perception of negative impacts of tourism

| Names of the variables | Mean | Standard Deviation(SD) | Correlation | Alpha |
|---|-------------|-------------------------------|--------------------|--------------|
| Tourism economic impacts | | | | 0.62 |
| increasing cost of property | 3.1 | 0.8 | 0.37 | 0.61 |
| Growth in living standard cost | 2.9 | 0.7 | 0.49 | 0.42 |
| Inflation in prices of products | 3.2 | 0.8 | 0.45 | 0.52 |
| Tourism Socio-cultural Impacts | | | | 0.78 |
| Increase in accidents | 2.9 | 0.8 | 0.41 | 0.76 |
| significant increase in all sort of crime | 3.1 | 0.8 | 0.62 | 0.71 |
| Hike in drug addiction and Prostitution | 2.8 | 0.9 | 0.68 | 0.73 |
| growth in illegal activities | 2.9 | 1 | 0.61 | 0.74 |
| Growth in host community exploitation | 3.1 | 0.9 | 0.56 | 0.77 |

Table-C shows the total correlation and Alpha coefficient for the host community satisfaction. The community satisfaction is taken into account on seven scales. For three it is above 0.70 and for next three it is above 0.60. In every scale having score more than 0.60 have the total item correlation is greater than 0.30. So, we can accept the result of analysis. The result of analysis shows that the economic satisfaction has the weak reliability result. As the economic element is important to be studied in relation to host community satisfaction. In this Analysis the living cost deleted from the part of scale. So, it becomes the limitation for the empirical part of study in the satisfaction sub-scale.

Table C: Scale of reliability of satisfaction in host community

| Names of the variables | Mean | Standard Deviation(SD) | Correlation | Alpha |
|---|-------------|-------------------------------|--------------------|--------------|
| satisfaction of tourism activity opportunities | | | | 0.82 |
| Commercial activity | 2.5 | 0.9 | 0.59 | 0.74 |
| Recreation sponsored by the host community | 1.9 | 0.8 | 0.71 | 0.62 |
| open areas and parks | 2.2 | 0.7 | 0.57 | 0.72 |
| Satisfaction on economic element | | | | 0.41 |
| Facilities related to shopping | 2.5 | 0.7 | 0.27 | 0.26 |
| standard of living cost | 1.8 | 0.6 | 0.26 | 0.51 |
| Availability of housing and other facilities | 2.6 | 0.8 | 0.24 | 0.27 |
| Household items of utilities like electricity, water etc. | 3.1 | 0.6 | 0.19 | 0.32 |
| Availability of jobs | 1.7 | 0.6 | 0.31 | 0.25 |
| Host community social participation and | | | | 0.62 |

| involvement | | | | |
|---|-----|-----|------|------|
| Interaction opportunity with relatives and friends | 2.9 | 0.8 | 0.41 | 0.52 |
| Decision making opportunities for community | 2.3 | 0.7 | 0.42 | 0.54 |
| Opportunities related to religious places | 2.2 | 0.7 | 0.29 | 0.63 |
| civil opportunities and organisations | 2.9 | 0.8 | 0.39 | 0.58 |
| Familiarity with other members of ten community related opportunity | 2.1 | 0.6 | 0.41 | 0.57 |

3.2 Assessment of study model

The proposed model states that, there is an important casual relationship between the three constructs like Individual tourism development benefits, Tourism perceived impacts and host community overall satisfaction .The casual relationship leads to the development of five hypotheses in the model. In this empirical study assessment shows that theses constructs cannot be studied directly. The assessment can only be proceeding through the set of evaluated variables as indicators for these latent constructs. However, the relationship between the latent and evaluated variables is estimated by using analysis of factors. The regression analysis is used to estimate the relationship between latent and observed variables.

The structural equation modelling (SEM) is used to estimate relationship among the latent and observed variables in this study as a model of measurement. The SEM have significant popularity on ground that it joins the regression analysis and factor analysis for different types sociological, psychological and various other relationship study (Lindberg and Johnson,1997). The total correlation of corrected items and coefficient of alpha for four observed variables in the second level of reliability is depicted in Table-D. The individual tourism development benefits is evaluated directly, while the tourism perceived impacts (Positive & Negative) on host community's overall satisfaction is evaluated with the use of summated rating scale for the analysis of reliability in Table A to C.

In Table-D, the coefficient of alpha recommends 0.70 with the help of observed variables (Nunnally and Bernstein, 1994). In Fig. (a), the model depicts that every observed variables are latent constructs. The assessment of chi-square χ^2 (goodness-of-fit) indices support the AMOS (Analysis of moment structure).The value of the test shows the chi-squared $\chi^2= 467$, df =102, p<0.01, shows the fit which is marginal because chi-square test is for the sample size of 329 for this study. However, other measures like GFI (goodness -of -fit indices) developed.GFI is accepted at 0.926 and the RMSEA(root mean square error of approximation) is good at 0.058 with the RMR (root mean square residual) is good at 0.44.

Table D: Study of observed variable reliability analysis

| Constructs and observed variable | | correlation of corrected parts | Alpha |
|---|---|---------------------------------------|--------------|
| ITDB | Individual tourism development benefits | | 0.69 |
| | employment in tourism relationship(etr) | 0.54 | |
| | Within tourism family employment relationship(wtfer) | 0.51 | |
| TPPI | Tourism Perceived positive Impacts | | |
| | Impacts related to economy(ire) | 0.54 | 0.71 |
| | Impacts related to socio-cultural aspects(irsca) | 0.61 | 0.58 |
| | Impacts related to host community environment(irhce) | 0.43 | 0.51 |
| | | | 0.72 |
| HCOS | Host community overall satisfaction | | 0.74 |
| | Service availability related satisfaction(sars) | 0.51 | 0.71 |
| | Education related community satisfaction(ercls) | 0.52 | 0.7 |
| | satisfaction related to community environment(srce) | 0.3 | 0.75 |
| | Tourism activities related satisfaction(tars) | 0.41 | 0.72 |
| | Economic benefits related satisfaction(ebrs) | 0.51 | 0.71 |
| | Participation of host community related satisfaction(phcrs) | 0.49 | 0.71 |
| | Health facilities and services related satisfaction(hfsrs) | 0.48 | 0.71 |
| TPNI | Tourism Perceived negative impacts | | 0.68 |
| | Impacts related to economy(ire) | 0.42 | 0.61 |

| | | | |
|--|--|------|------|
| | Impacts related to socio-cultural aspects(irsca) | 0.59 | 0.51 |
| | Impacts related to host community environment(irhce) | 0.48 | 0.61 |

In Hypothesis-A, The individual tourism development benefits are associated with the positive perception at $t=5.127$ ($p<0.001$), $\beta=0.27$. However, in hypothesis-B, the individual tourism development benefits are negatively associated and rejected at $t= -0.021$, $\beta=-0.011$.

This clearly shows that in host community, those who are dependable on employments which are tourism based are more positive towards it (Murphy, 1983). There is a gap between then tourism benefits and negative impact perception.

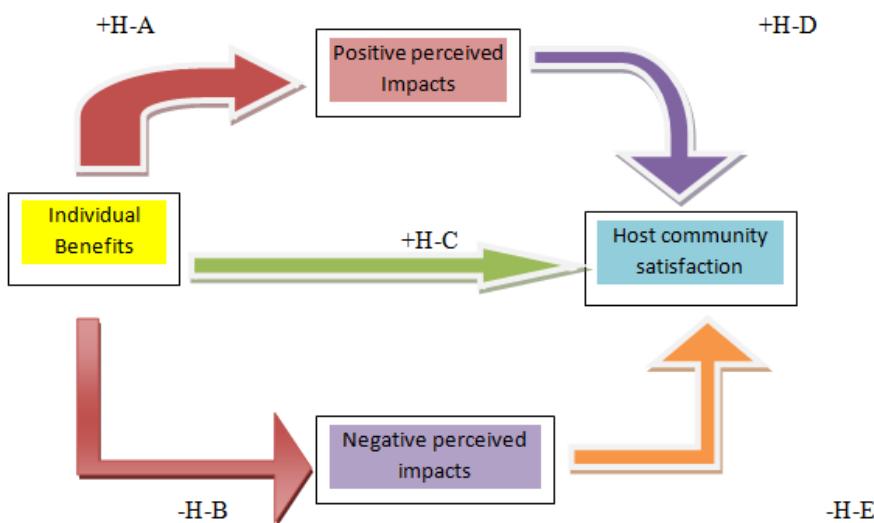


Fig (a): Analysis source model for community attitude and perceived tourism relationship (Perdue et al., 1990)

In hypothesis-C, Individual tourism development benefits are positively related to the satisfaction level of the host community is not accepted at 95% significant level but can be supportive at $t>1.625$ ($p<0.05$), $\beta=0.07$. If the individual tourism development benefits and negative impact perceived deleted than value of t decrease to 1.478 ($p>0.10$). This indicates that the individual tourism development benefits not contribute towards the host community satisfaction. However, the host community satisfaction is directly linked to the benefits from the tourism development. But, the relationship was not found effective at $p<0.05$. Hypothesis-D, relates to the positive tourism perceived impacts to host community satisfaction was stand at $t=0.910$ ($p<0.001$), $\beta=0.614$. In hypothesis-E, negative tourism perceived impacts are related to the host community satisfaction was stand at $t= -2.193$ ($p< 0.05$), $\beta= -0.102$. This is negatively associated with host community's satisfaction.

Many research studies clearly suggests that host community attitudes towards the tourism is related to the level of development in the society (Doxey, 1975; Butler, 1980). Communities have the capacity to absorb tourism up to certain extent (Allen et al.,1988).

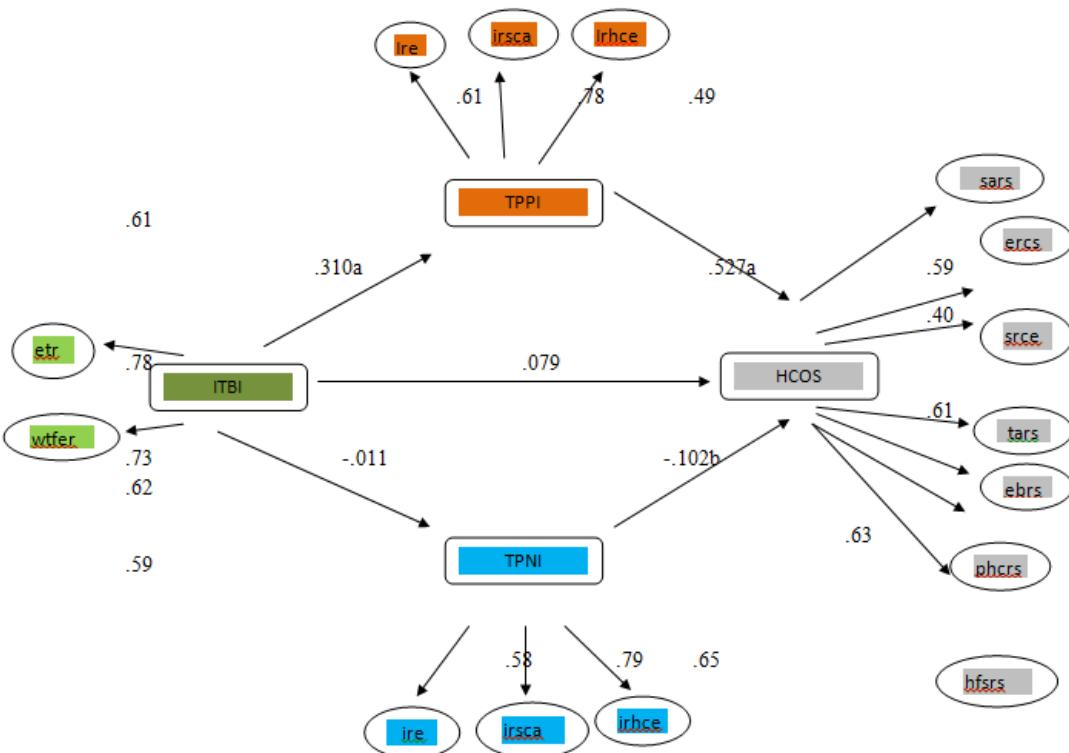


Fig (b): Model for standardised estimation (a) and (b) shows level of significance at 0.05 and .01. Lines from ITBI to HCOS and ITBI to TPNI do not show any significance at .05.

4. Conclusions and recommendations

The purpose of this study was to test the community's perception model towards tourism impacts. However, it is not only studying the tourism impacts and attitudes but also the relationship of tourism development perceived benefits, negative and positive impacts of tourism, satisfaction level of host community. This result emphasised on three positive hypotheses and two are not supported positively. The host community satisfaction is linked to the tourism positive impacts perception and negative impacts perception.

The host community satisfaction needs to be clubbed with integrated satisfaction of the community. But, in the hypothesis, individual tourism development benefits related to the negative impacts of tourism rejected. However, the tourism development in host community might be significant to understand the community's tourism perception (Ryan et al., 1998).

In concluding phrase, this research study shows little significant relationship between community's tourism impact perceptions and satisfaction. However, the limitation lies on the part of weak reliability on economic satisfaction of the host community. Future research can be focussed upon the satisfaction of the community, tourism development level and community's attitude for the extra tourism growth and development.

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Understanding Patient Meal Experience through Patient Meal Satisfaction Ratings in Private Hospitals of Delhi

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ABSTRACT: *With the increasing cases of malnutrition and complications related to dietary evaluations, the issue of food acceptability had risen up as a major concern with the hospitals.*

Researches by some eminent researchers in the similar Context highlighted food quality and attributes, nutritional care and services , staff attributes and hospital meal service management style among the most debated and talked about concerning areas of Hospital meal management system. The Delay in the patient's wellbeing and healing got affected in a negative manner.

Patient meal satisfaction was being overlooked by hospital management as they failed to provide much needed attention to meal and its service. The reason being that the doctors failed to understand Patient's meal as a mode of treating patient and speeding the recovery Process. With so much emphasis on patient symptom specific treatments, the issue of Malnutrition goes unrecognized and is overlooked and its contribution towards patient's recovery process is observed clinically insignificant. The research aims to understand the concept of patient meal Experience and understand the factors inflencing and affecting the meal satisfaction score.

Keywords: *Malnutrition, Treatments, Meal Experience, Dietary, Recovery*

1. Introduction

Hospitals today face a major problem of malnutrition amongst its patients in all diagnostic categories and age groups.(BAPEN,2007). This unfavourable condition leads to post- operative complications, which then creates a need for extensive drug therapy (FELDBLUM et al. Tal 2009). This further leads to larger recovery periods and extended hospital (as much as 50%) stays.

Inadequate nutrition is a direct result of poor quality, appearance and eating environment, essentially the whole meal experience. To add to hospital woes patients' expectation of the meal quality has been increasing steadily over all the last few years and now meal experience is a very important aspect of hospital services in the medical world today (Andersson et al , 2013).

Review of Literature

"Satisfaction has been described as the intervening variable between service provision and its ultimate outcome" (Greenfield,T.K. & Attkisson, C.C ,1989). It is a construct that can be evaluated using either qualitative or quantitative techniques.

The ownership is now on the hospital to assess patient satisfaction on meal experience and related researches have been conducted by eminent researchers in the past (Belanger & Dube, 1996; Fallon,et al 2007; Hwang, Eves & Desombre, 2003; Jessri et al. 2011) to device the scope and approach for such assessment. The aim has always been getting insights on patient meal experience as a whole including qualitative and quantitative aspects. Questionnaire are normally used for such assessments. One of the studies in 1990 (Belanger & Dube, 1996; Dube, Trudeau, & Belanger, 1994) designed a questionnaire which has taken into consideration the emotioal Quotient or aspect of the patient's overall meal experience. The Loophole in the researches done in the past is that the sample universe was based on the previous literature available in that context and did not relate to a related qualitative study. Survey results were analysed to ascertain the facts that Overall meal Quality including taste, texture, appearanceand temperature followed by attitude of the service people were the main predictor of patient satisfaction. Few other questionnaires (Capra et al, 2005) developed an "Acute Care Hospital Foodservice Patient Satisfaction Questionnaire" (ACHFPSQ), (Fallon et al. 2007) & Messina et al. 2013) were developed basis existing literature and were subject to statistical factor and reliability analysis.

Some of the researchers failed to produce more generalized questionnaire but devised their own methods for e.g a ten point questionnaire from Sahin et tal(2006) which sought responses based on Hospital Meal Quality, Appearance and distribution and service of the meals.. Hwang et tal(2003) did modifications to the already existing questionnaires in the same context which focussed more on aspects of food quality rather than food service attributes like reliability, responsive and assurance. In almost all the studies and

assessment, it was found that tangible quality of food followed by appearance and service were the main deciders for patient satisfaction. It was tried to correlate questionnaire responses and assess factors responsible or affecting the overall patient satisfaction towards meal. These factors were in turn dependent on the phrasing of the questions framed, which had no historical reference or context, and hence the results for gauging relative importance of each factor were very diverse. The researchers neglected this and assumed the diversity to patients point of view rather than to the variety of questions. Further many studies and interviews were held of patients in Australia (Walton et al. 2013) the UK (Johns, Edwards, & Hartwell, 2013) and Iran (Jessri et al. 2011), which were focussed to understand impact of meal service on malnutrition and nothing beyond that. A similar focussed study was conducted to estimate patient access to food in the hospital. Then there were researchers who focussed more on the eating experience and took a patient centric approach for assessment and listed patient overall mental wellbeing, emotional status, variations in the menu items, Ingredients used in the meal, Doneness of the food, Patient's acceptability towards certain ingredients, Allergic reactions and how well the food is laid and presented as concerns about the meal experience.

Studies by Mikkelsen, and Gyimothy, Denmark (2014) used an approach where participants completed a questionnaire based on PDPE technique (patient driven Photo Elicitation) wherein patients are told to write an essay or theor comments based on the meals that they have been served. These did not follow any specific Format or frame and the images were patient's self produced. This approach gave the best result and was opined to be the true indicator of patients view point regarding food quality and the holistic meal experience in a hospital. The disadvantage was that such studies were that the sample size used in the Researches were relatively small which interfered in the actual findings and the same god relected in their Researches.

Authors have studied minute elements and Sub Indicators of Meal service separately and independently with the sole aim of improving meal services in hospitals. Factors such as food location and placement (jessri et tal 2011), unplanned meal time interruptions(Hickson, Connolly, & Whelan, 2011) and patient eating position(Edwards and Hartwell 2004).

Through the years the specific factors have been studied in isolation and results have been analysed, however the relative importance and nature of each factor/component in the whole meal experience is unknown. Knowing and prioritizing research in this direction can lead to more successful studies and analysis.

Studies by eminent researchers focussed on the concept of patient meal experience and revolved around the factors (internal and external) that affects the patient meal Experience as a whole. The factors includes physical, social, emotional and cultural aspects affecting patient meal consumption in the hospitals.

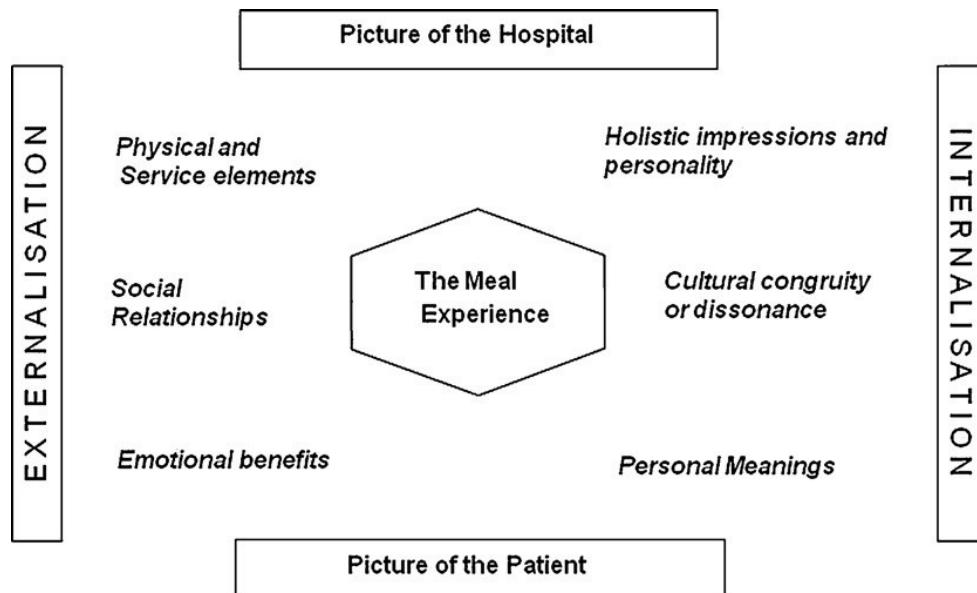


Fig 1: Factors that typically influence patients' experience of hospital meals (Kapferer, 1997; Morgan, 2006).

It has been found out that if the patient's meals if managed and handled properly than most of the meal quality aspects could be taken care of. The better the processes which includes meal preparation, Storage and Distribution, the better will be the outputs in terms of appearance, taste, texture and most of all Nutritional Quotient of meals.

Physical and Sensory properties of meals depends largely on how better the meals system has been managed in an hospital setting. A slight maneuvering is required by the hospital management in terms of timings of the meal served, reheating facilities, Meal Choices can result in great improvement in overall patient's meal Experience. All the above mentioned quality aspects depends on the Dietary and service staff and their seriousness towards patient's meal. The staff should inherit the importance of patient's meal and the same should be reflected in their interactions with the patients as they are the one who can make the patient's understand what food is served on them and why.

What Some Hospital inpatients has to say about the food served to them in hospitals?

1. When the food was bought by the meal service attendant the hot food was as cold as ice and the cold dessert and curd was at room temperature and was almost tasting sour. The reason being that the surgical wards are far from hospital kitchen so the food is delivered at the last in the delivery cycle. (Surgical ward-female, 57 years).
2. In a general ward(sharing bed) the patient next to you might have come kind of infections and contingency or some urine issues. The issue of passing stool or urine incontinence interacts with the smell of the food spoiling the appetite of the Patient. (General medical ward- female, 66 years)
3. Meals are very bland and lack in terms of spices used and method of cooking. On the other hand patients also fails to understand why certain kind of food is served to them and the options available in the meal systems (Surgical ward-female, 65 years)
4. Protected meal timings is also an issue as when the Hot food is being served to patient's ward, patients due to the doctor's visit or a medical schedule (Physiotherapy or tests) is unable to consume at that point of time and by the time the patient reached to his/her ward the food is either removed or served cold.(Cardiology ward-female, 57 years)

Methods

The study involves the an extensive review of literature in the similar context with an emphasis on hospital meal delivery systems and patients meal Experience in the hospitals.

A secondary research has been carried out and indexed research papers were reviewed in order to find out their satisfaction rating/score towards the meals served.

The Research studies the factors that directly or indirectly affects the patient meal experience or some of the individual aspect of patient meal & delivery system that contributes to the overall acceptability of patient meals. The articles and researches reviewed performed their study in the reputed hospitals around the globe with a predetermined sample size and feedback analysis of patients who availed or used meal facilities.

Conclusion

Meal Related Concerns

According the the researches in the similar field a lot of patient raised a question mark on the qualitative attributes of meals served to them. The concerns revolved around meal Quality, quantity of food served or portion size, overcooking or improper cooking of meal components, poor preparation and presentation techniques, temperature related issues etc. Lack of provision of inbetween meal diets also came out as a major factor.

Hospital related concerns

Researches shows that patients highlighted more food service management related concerns than the meal itself. According to the survey a limited option was being provided or offered to the patient. The menu was fixed and inflexible and there was a little variation found in the meal if compared to the previous day. Ease of meal preparedness and delivery seem to be the main consideration of the food service managers. The hospital meal systems were rigidly applied and the patient's were supposed to adhere the same. Patients meal choices and preferences were being overlooked or ignored and dieticians rarely visits each patients personally to inform and educate them on what diet they are supposed to eat.

Ward Environment also affect the patients meal satisfaction rating. foul or medicinal smell in the ward often interacts with the patients food and this inturn has a direct impact on the patient apetite. Absence of a dedicated eating place in the ward also sometimes minimizes patient's inclination towards the food served resulting in wastage of food in the form of leftovers.

Food service management related concerns

In most of the hospitals meals are not served to the patients. The service staff place the meals at the bedside table and leaves. The Similar situation is there during the Clearance of the plates. Food trays are collected from patient's room without taking any feedback from the patients especially when the meals are partially eaten or unconsumed.

Assistance if serving or feeding meals to patients who require if also not a practice in many reputed hospitals. According to the management it is the patient's relatives job to feed those patients who needs assitance in eating.

Proper service hygiene is also not followed by the service staff. The practice of Service gloves and netted caps were missing in 70 percent of the private hospitals.

Personal factors

Most patients have rated the taste of the meals invariably bland and the color unappetising and unappealing. On the other hands may patients have also addressed the same meals as healthy and as per the dietary needs. About half the patients interviewed especially the upper middle class and higher class had higher expectations towards meals served to them. More than 50 percent of the patients Questionnaire reflected that they are dissatisfied with the meals which accords with the Results and conclusions of Researches dne in the past (Hajifathali et al., 2008) and (Demir & Celik, 2002; Sahin, Demir, Celik, & Teke, 2006) Patients from different cultural backgrounds see the provision of meals in a different manner. The meal components are general in nature and might not suit many from different cultural backgrounds. Some patients who were under severe medications were not able to rate the meal quality attributes as the emotional or pschological status of the patient negatvely affect the meal consumption.

Conclusions

Mealtime interruptions and adherence to strict meal timings apart from meal qualy were the major factors affecting the patient meal satisfaction score. Patient food intake depends more on the acceptability of food served to them. A more serious attitude of the hospital management towards patient meal provisions is the need of the hour. Managing food provisions in an effective manner will help the hospitals to take control of the issue of Undernutrition in patients. Proper budgetary allocations and effective food provision systems to be modelled in order to satisfy patient;s nutritional needs. Training of food service staff and nurses will help improve the scenerio and increase patients meal satisfaction score.

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Spirituality in Business Management and Workplace

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ABSTRACT: Many people today are discovering that there's more to life—and business—than profits alone. Gone are the days when money was the single bottom line. In a post-Enron world, values and ethics are an immediate matter. The happening buzz today is about a "triple bottom line," a commitment to "people, planet, and profit." Employees and the environment are seen as important as economics. Compassion for mankind - and other ethical reference points for good leadership and management in business and organizations. It's all about bringing Individual spiritual values into one's workplace. Spirituality in the workplace means that employees find essential feed for both the vertical and horizontal dimensions of their spirituality at work. Spirituality in the Work setup is about individuals and organizations look at work as a spiritual path, as an opportunity to sprout and to contribute to society in a purposeful way. It is about care, compassion and support of others; about integrity and people being true to them and others. It means individuals and organizations attempting to live their values more fully in the work they do. Examples of vertical organizational spirituality include: meditation time at the commencement of meetings, retreat or spiritual training time set aside for employees, appropriate accommodation of employee prayer practices, and openly asking questions to test if company actions are alienated with higher meaning and purpose. Companies with a strong sense of the horizontal will generally demonstrate some or all of the following: caring behaviors among co-workers; a social responsibility orientation; strong service commitments to customers; environmental sensitivity; and a significant volume of social service activities. A poll published in USA Today found that 6 out of 10 people say workplaces would benefit from having a great sense of spirit in their work environment.

Keywords: Spirituality in Business, Spirituality in workplace, People Planet & Profit, Employees & Environment

1. Introduction

1.1 What is spirituality in business? There's a wide range of vital perspectives. Some people say that it's simply embodying their personal values of honesty, integrity, and good quality work. Others say it's treating their co-workers and employees in a responsible, caring way. For others, it's participating in spiritual study groups or using prayer, meditation, or intuitive guidance at work. And for some, it's making their business socially responsible in how it affects the environment, serves the society or helps create a better world. Some business people are comfortable using the word "spirituality" in the work environment, as it's more generic and inclusive than "religion." Instead of emphasizing belief as religion does, the word spirituality emphasizes how values are applied and embodied. Other people aren't comfortable with the word "spiritual" and prefer to talk more about values and ethics when describing the same things that others would call spiritual. But there are some businesspeople who talk about God as their business partner.

1.2 Key spiritual values

The value of truth, righteousness, peace, love and non-violence are found in all crucial spiritual paths. These spiritual values are also human values and are the fundamental roots of a healthy, vibrant, and viable work career. Our collective business experience showed us that these five human values were the fundamental roots of a healthy, vibrant, viable organization – and of healthy, vibrant, viable individuals. For example:

1. Truth fosters trust and honest communications.
2. Righteousness fosters high quality work.
3. Peace fosters creative and wise decisions.
4. Love fosters self-less service based on caring for others' well being.
5. Non-violence fosters win-win collaboration.

"Spiritual values" implies that they are something that human need to aspire to and hopefully someday achieve. We are well aware that most people view human nature as anything but spiritual – they typically see it as confined, imperfect, and so on. However, we know that we are spiritual beings first and foremost and that "to be human is to be spiritual." So, by calling these spiritual values "human values," it retrospect that they are inherent in our spiritual nature.

While the spiritual essence of the human values is ingrained within us, the cross-cultural and individual expressions are learned, developed and practiced throughout our lifetime in the social environment we breathe and work in. By delving into the cross-cultural and individual expressions of these five human values, we can bring them forth in our everyday routine and work.

1.3 Human values when inculcated in the normal work setup?

1. A professional would tell the truth about errors or delays, even if it meant a temporary reprimand.
2. A clerical person would do his or her best quality work, even if no one were watching.
3. An executive would continually strive to find creative new ways to deliver goods effectively and efficiently, without adding undue costs to his or her customers.
4. A sales person would actively seek to serve people rather than hide behind bureaucratic rules.
5. A manager would seek to keep the environment clean and unpolluted by wastes from the business.

1.4 How can we practice all five human values in a realistic way?

1. Truthfulness: Speak honestly with co-workers and customers.
2. Righteousness: Keep your agreements with your manager and colleagues, as well as customers.
3. Inner Peace: Practice equanimity, even in crises, in times of profit or loss, and in times of praise or blame.
4. Love: Listen generously and compassionately to others rather than being judgmental.
5. Non-Violence: Find win-win solutions to problems, rather than winning at another's expense.

1.5 Industry Examples: "No cord or cable can so forcibly draw, or hold so fast, as love can do with a twined thread." (Robert Burton, 1577-1640, English writer and clergyman, from *The Anatomy of Melancholy*, written 1621-51.) Love is a strange word to use in the context of business and management, but it shouldn't be. Love is a normal concept in fields where compassion is second-nature; for example in healthcare and teaching. These are embraced in a business context include integrity, honesty, accountability, quality, cooperation, service, intuition, trustworthiness, respect, justice, and service. Ex1: In almost all banks in India, we generally find the smiling face of the Father of the Nation advising the banks to respect their customers. Customer-friendly attitude is the motto of every organization in the world. Ex2: The CEO of Vermont Country Store in USA a popular national catalogue company, appreciated and applauded for-- instead of fired--an employee who told the truth in a widely circulated memo. This greatly raised morale and built a sense of trust in his company.

2.0 Spirituality, Workplace & Indian Philosophy

2.1 Workplace Spirituality: Workplace Spirituality or Spirituality in the Workplace is a movement that began in the early 1920s. It emerged as a grassroots movement with individuals chasing to live their faith and/or spiritual values in the work setup. One of the first publications to mention spirituality in the workplace was *Business Week*, June 5, 2005. The cover article was titled "Companies hit the road less traveled: Can spirituality enlighten the bottom line?" However, prior to that, William Miller wrote an article titled "How Do We Put Our Spiritual Values to Work," published in "New Traditions in Business: Spirit and Leadership in the 21st Century," 1992, San Francisco: Berrett-Koehler. Gilbert Fairholm wrote "Capturing the Heart of Leadership: Spiritual Community in the New American Workplace" in 1997 and Jay Conger wrote "Spirit at Work: Discovering the Spirituality in Leadership" in 1994, both considered germinal works in the field. Spiritual or spirit-centered leadership is a topic of inquiry often associated with the workplace spirituality movement

The movement began primarily as U.S. centric but has become much more international in recent years. Key organizations include:

- World Business Academy (WBA)
- Spiritual Business Network (SBN)
- Foundation for Workplace Spirituality (www.workplacespirituality.org.uk)

2.2 The Influence of Indian Philosophy on Management: Pragya M. Kumar and his co-authors have evaluated of the influence of Indian philosophy on the teaching of management. Writing in 2010, they state that about 10% of the professors at top US business schools are of Indian descent, noting the vision of C. K. Prahalad, in which companies "simultaneously create value and social justice." The authors cite an article

featuring the "spirituality in the workplace movement" as having become a "mini-industry." With regards to the Indian component of this industry, they state "A large number of Vedantic scholars are on a whistle stop tour of the U.S. counseling executives on the central message of [Bhagawat Gita](#) to put purpose before self." Ref: http://en.wikipedia.org/wiki/Workplace_spirituality

3.0 Research Trends:

3.1 The Key factors: Key factors that have influenced this trend of infusion of Spirituality in to management include:

1. [Mergers and acquisitions](#) destroyed the [psychological contract](#) that workers had a job for life. This led some people to search for more of a sense of inner security rather than looking for external security from a corporation.
2. [Baby Boomers](#) hitting middle age resulting in a large demographic part of the population asking meaningful questions about life and purpose.
3. The [millennium](#) created an opportunity for people all over the world to reflect on where the human race has come from, where it is headed in the future, and what role business plays in the future of the human race.

3.2 Spirituality & Reality:

Are spirituality and profitability mutually exclusive? Bringing ethics and spiritual values into the workplace can boost productivity and profitability as well as employee retention, customer loyalty, and brand reputation, according to a growing body of research. More employers are encouraging spirituality as a way to boost loyalty and enhance morale.

In the Corporate Social and Financial Performance report, Mark Orlitzky of the University of Sydney (Australia) and Sara Rynes of the University of Iowa (USA) reviewed studies over the last 30 years and found a significant relationship between socially responsible business practices and financial performance that ranged from "moderate" to "very positive."

A study done at the University of Chicago by Prof. Curtis Verschoor and published in Management Accounting found that companies with a defined corporate commitment to ethical principles do better financially than companies that don't make ethics a key management component. Public shaming of Nike's sweatshop conditions and slave wages paid to overseas workers led to a 27% drop in its earnings several years ago. And recently, the shocking disregard of ethics and subsequent scandals led to financial disaster for Enron, Arthur Anderson, WorldCom, Global Crossing, and others.

Business Week magazine drew attention on recent research by McKinsey and Company in Australia that found productivity raised and turnover declined significantly when companies engage in programs that use spiritual techniques for their workforce.

In researching companies for his book, *A Spiritual Audit of Corporate America*, business professor Ian I. Mitroff found that "Spirituality could be the ultimate competitive advantage."

Ed Quinn, a top business consultant in Philadelphia, found that many companies he works with demand confidentiality about the spiritual techniques he teaches them—but not because they're afraid of publicity about unconventional approaches. The real reason is they don't want their competition to learn how effective these approaches are.

Research by UCLA business professor David Lewin found that "companies that increased their community involvement were more likely to show an improved financial picture over a two year time period." A two year study by the Performance Group, a consortium of seven leading European companies such as Volvo, Monsanto, and Unilever, concluded that environmental compliance and eco-friendly products can increase profitability, enhance earnings per share and help win contracts in emerging markets.

Business Week reported that 95% of Americans reject the idea that a corporation's only purpose is to make money. 39% of U.S. investors say they always or frequently check on business practices, values and ethics before investing. The Trends Report found that 75% of consumers polled say they are likely to switch to brands associated with a good cause if price and quality are equal.

4.0 Values at the Workplace: Values

4.1 Spirituality is shown in a workplace when the following activities are looked after:

- Bereavement programs.
- Wellness information displayed and distributed.
- Employee Assistance Programs.

- Programs that integrate work/family.
- Management systems that encourage personal and spiritual transformation.
- Servant leadership – the desire to serve others first in preference to self.
- Stewardship – leadership practices that support growth and well-being of others.
- Diversity programs that create inclusive cultures.
- Integration of core values and core business decisions and practices.
- Leadership practices that support the growth and development of all employees.

4.2 Leading from within

"We share responsibility for creating the external world by projecting either a spirit of light or a spirit of shadow on that which is other than us. We project either a spirit of hope or a spirit of despair...We have a choice about what we are going to project, and in that choice we help create the world that is. A leader is a person who has an unusual degree of power to project on other people his/her shadow, or his/her light. A leader must take special responsibility for what's going on inside his/her own self, inside his/her consciousness, lest the act of leadership create more harm than good. (Conger 24-25)."

5.0 Case Studies:

5.1 Prayer and Meditation in the Workplace

There is a "Lunch and Learn" Torah class in the banking firm of Sutro and Company in Woodland Hills, CA. New York law firm Kaye, Scholer, Fierman, Hays and Haroller features Talmud studies. Koran classes, as well as other religious classes, are featured at defense giant Northrop Grumman. Wheat International Communications in Reston, Virginia has morning prayers open to all employees, but not obligatory. Spiritual study groups at noon are sometimes called "Higher Power Lunches"—instead of the usual "power lunches." In addition to prayer and study groups, other spiritual practices at organizations include meditation; centering exercises such as deep breathing to reduce stress; visioning exercises; building shared values; active, deep listening; making action and intention congruent; and using intuition and inner guidance in decision-making. According to a study at Harvard Business School published in The Harvard Business Review, business owners credit 80% of their success to acting on their intuition. Meditation classes are now held at many major corporations, such as Medtronic, Apple, Google, Yahoo, McKinsey, Hughes Aircraft, IBM, Hughes Aircraft, Cisco, Raytheon.

Apple Computer's offices in California have a meditation room and employees are actually given a half hour a day on company time to meditate or pray, as they find it improves productivity and creativity. A former manager, who is now a Buddhist monk, leads regular meditations there. Aetna International Chairman, Michael A. Stephen, appreciates the advantages of meditation and talks with Aetna employees about using spirituality in their careers. Avaya, a global communications firm that is a spin-off of Lucent/AT&T, has a room set aside for prayer and meditation that is especially appreciated by Muslims, as they must pray five times a day. Prentice-Hall publishing company created a meditation room at their headquarters which they refer to as the "Quiet Room, where employees can sit quietly and take a mental retreat when they feel too much stress on the job.

Lotus founder and CEO Mitch Kapor practices Transcendental Meditation and named his company after a word for enlightenment. A research project by Prof. Richard Davidson at the University of Wisconsin at Pomega, a biotechnology company that had a very high-stress work environment, found a mindfulness meditation training led to astonishing results in minimizing stress and producing positive feelings. Apparel manufacturer, Patagonia provides yoga classes for employees on their breaks, as does Avaya Telecommunications. A Spiritual Enfoldment Society has been meeting regularly at The World Bank for years, with lectures on topics such as meditation and reincarnation.

Executives of Xerox have gone on week-long retreats led by Marlowe Hotchkiss of the Ojai Foundation to learn a Native American model of council meetings and experience vision quests. The vision quests inspired one manager with the idea to create Xerox's hottest seller, a 97% recyclable machine.

5.2 A Growing Movement

A proliferation of book titles (currently over 500) reflects a growing national movement to bring spiritual values into the workplace: Megatrends 2010, The Soul of Business, Liberating the Corporate Soul, Working from the Heart, The Stirring of Soul in the Workplace, Jesus CEO, What Would the Buddha Do At Work?, Spirit at Work, Redefining the Corporate Soul, The Corporate Mystic, Leading with Soul, etc. Some books on

this theme, such as Stephen Covey's pioneering *The Seven Habits of Highly Effective People*, have sold millions of copies. To the surprise of many, this movement is beginning to transform corporate America from the inside out. Growing figures of business people want their spirituality to be more than just faith and belief--they want it to be practical and applied. They want to bring their whole selves to work--body, mind and spirit. Many business people are observing that the bottom line can be strengthened by embodying their values. They can "do well by doing good. People at all levels in the corporate hierarchy increasingly want to nourish their spirit and creativity. When employees are motivated to express their creativity, the outcome is a more fulfilled and sustained workforce. Happy people work harder and are more likely to stay at their jobs. A study of business performance by the highly respected Wilson Learning Company found that 39% of the variability in corporate performance is attributable to the personal satisfaction of the staff. Spirituality was cited as the second most important factor in personal happiness (after health) by the majority of Americans questioned in a USA Weekend poll, with 47% saying that spirituality was the most important element of their happiness.

Across the country, people increasingly want to bring a greater sense of meaning and purpose into their professional life. They want their work to reflect their personal mission in life. Many companies are finding the most effective way to bring spiritual values into the workplace is to clarify the company's vision and mission, and to align it with a higher purpose and deeper commitment to service to both customers and community.

6.0 Why Spirituality Is Popular

Why all the sudden interest in spirituality at work? Researchers point to several vital factors. Corporate downsizing and greater demands on remaining workers has left them too tired and stressed to be creative--at the same time that globalization of markets requires more creativity from employees. To survive into the 21st Century, organizations must offer a greater sense of meaning and purpose for their workforce. In today's highly competitive environment, the best talent seeks out organizations that reflect their inner values and provide opportunities for personal development and community service, not just bigger salaries. Unlike the marketplace economy of 20 years ago, today's information and services-dominated economy requires instantaneous decision-making and building better relationships with customers and employees.

Also, spending more time at work means there is less time available for religious activities. The New York Times recently reported that a growing number of companies are allowing employees to hold religion classes at work. This accommodates busy professionals who are pressed for time and afraid they have abandoned their faith. Many people are feeling more comfortable in the public expression of their faith.

Another factor in the popularity of spirituality at work is the fact that there are more women in the workplace today, and women tend to focus on spiritual values more often than men. The aging of the large baby boom generation is also a contributor, as boomers find materialism no longer satisfies them and they begin to fear their own mortality.

95% of Americans say they believe in God or a universal spirit, and 48% say they talked about their religious faith at work that day, according to a 1999 Gallup poll published in *Business Week*.

7.0 Protecting the Environment for Future Generations

Many companies see their commitment to the environment as their spiritual mission.

Sustainable business practices that help protect the environment and reduce global warming are growing rapidly, as companies find it helps the bottom line. A 1995 Vanderbilt University analysis found that in 8 out of 10 cases, low-polluting companies financially outperformed their dirtier competitors. Many large multi-national corporations are now making major changes, following the lead of small innovative companies which have laid the foundations for years. More than 560 pioneering San Francisco Bay Area firms are certified as "green businesses" by the Alameda, California county government and the Sustainable Business Alliance. Here are a few examples of large and small companies:

7.1 :Ray Anderson, founder of Interface Carpets, the world's largest commercial carpeting manufacturer, trained 8000 employees in environmental sustainability, with the goal of reducing pollution to zero percent in the next few years. Instead of buying a carpet, you now rent a carpet, and when it wears out, you bring it back to be recycled, and are given a new recycled one. Anderson estimates that his company has saved \$185 million on waste reduction efforts alone. Home Depot recently introduced a line of wood products grown through sustainable forestry practices. British Petroleum renamed itself Beyond Petroleum as it is developing alternative forms of fuel and lobbying governments in the scientific, economic and moral reasons for climate change so they will sign the treaty on global warming. Starbucks Coffee has partnered with

Conservation International to work with its farmer/suppliers in Mexico to promote water and soil conservation and reduction of chemical fertilizers and pesticides. By reducing, reusing and recycling, Fetzer Wine has reduced its garbage by 97%, buys recycled paper, cans and glass for their products, switched from petroleum to biodiesel fuel, and farms its own grapes organically. At Hewlett-Packard each product has a steward whose job is to minimize its ecological footprint by reducing packaging, reducing toxic materials in the product, increasing recycling, etc. Mitsubishi Electric American specified that their suppliers could not provide them with paper or timber from old growth forests. Once they set the example, almost 500 other companies followed their lead, and together they saved four million acres of forest. Whole Foods, the world's leading natural and organic foods supermarket recently made the largest renewable energy purchase anywhere to offset 100% of its electricity use in all 180 stores, and it is the only Fortune 500 company to do so. It is purchasing more than 458,000 megawatt-hours of renewable energy credits from wind farms—the same environmental impact of taking 60,000 cars off the road or planting 90,000 acres of trees. Whole Foods was ranked for nine consecutive years by Fortune Magazine as one of the "100 Best Companies to Work For," and CEO John Mackey says shareholders' interests take a back seat to customers' and workers' interests. Executive salaries are capped at 14 times the average worker's pay. Co-President Walter Robb, says, "We're not retailers who have a mission—we're missionaries who retail."

Wal-Mart recently made a huge move into organic foods, eliminating chemical fertilizers, antibiotics, etc. Amory Lovins, co-founder of The Rocky Mountain Institute and a world-respected pioneer in energy efficiency, is working closely with Wal-Mart to reduce green-house gases. Wal-Mart also pledged to run entirely on renewable energy and produce zero net waste. It committed to double the fuel efficiency of its huge truck fleet in 10 years – saving \$300 million in fuel costs per year. (San Francisco Chronicle 5/24/06) In 1986 The Caux Round Table, based in Minnesota, pioneered a list of Principles for Business, an international code of ethical values formulated by senior business leaders from Japan, Europe, and United States and Canada. And recently, 300 multi-nationals joined the UN Global Compact, pledging to support environmental protection, human rights, and higher labor standards.

7.2 Social Investment

A major effort to support good businesses is the Socially Responsible Investment (SRI) movement. More and more people want to invest in companies that embody values they care about—social, environmental, ethical-- and this trend will grow exponentially in coming years. By early 2009 social investing had become a \$2.7 trillion industry, 40% faster than the overall fund universe. Social investment includes four strategies: screening, shareholder advocacy, community investing, and socially responsible venture capital. Screening subjects stocks to a set of "screens" or criteria, asking, for example, "Does the company pollute the environment, violate fair labor practices, promote women and minorities, display integrity in advertising?" Many SRI funds avoid companies that produce firearms, nuclear power, tobacco and alcohol. Shareholder Advocacy is another powerful SRI strategy where shareholders have pressurized major corporations such as McDonald's and J.C. Penney to be more socially accountable through shareholder resolutions and divestment campaigns. Community Investing is a third strategy that motivates people to invest in valuable local projects that might not qualify for funding, such as adopting abandoned, deteriorating buildings and rehabbing them, thus creating good jobs and safe neighborhoods. Socially Responsible Venture Capital is the fourth SRI strategy, as socially conscious capital is the key for getting new start-up ventures with a social mission. A recent conference called Social Capital Markets organized by Good Capital recently brought together many interested ideas in social venture investing.

8.0 Conclusions

1. The sustainable business, social investment and spirituality in business movements are one of the hopeful signs that businesses may be transforming from within.
2. Each day, more and more businesses are helping to build a better world by being more socially responsible in how they treat people and the environment. They are proving that spirituality helps--rather than harms--the bottom line
3. A major effort to support good businesses is the Socially Responsible Investment (SRI) movement. More and more people want to invest in companies that embody values they care about—social, environmental, ethical-- and this trend will rouse exponentially in future years.
4. Across the world, people progressively want to inculcate a greater sense of meaning and purpose into their work life. Many companies are finding the most effective way to bring spiritual values into the work setup.

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Tourism - A Way Forward for Prosperity and Peace in Hills: Case Study of Himachal Pradesh

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ABSTRACT: Basic nature of human being is happiness and peace. We always find ways to prosper our life with different positive outcomes in our external and internal environment. Traveling and visiting new places always give pleasure to our soul and positive experiences help in framing a positive environment. Traveling helps us to know the unknown environment to meet new people, understanding them, their culture and uniting one person to another. For a developing nation, tourism forms the major source for foreign exchange earnings and prosperity. Tourism brings understanding and friendship. It is affecting human behavior which could lead to a positive and negative impact on the host and guest relationship. Establishing peace through tourism involves an entire system which consists of people, resources, planning and proper execution through host and guest population, government officials of the two countries, public and private service providers. This paper throws light on the aspect of tourism development creating prosperity and peace at a destination through proper planning with an example of the growth of tourism and its positive impact in the hill station of Himachal Pradesh.

Keywords: Prosperity, Peace, Tourism, Positive impact, Cultural linkage, Host and Guest Relationship

1. Introduction

Tourism is an activity in which people move from one place to another for enjoying their free time for recreation that can be religious, cultural and social in nature. It all depends on the time, money, desire and interest of tourist. Tourism is one of the important components of the service industry in the world. It also forms an important factor that not only supports but also strengthens the socio-economic development of a destination.

For a country to be successful in the tourism sector, it needs to satisfactorily develop, manage and market its tourism facilities and activities.

It helps in creating job opportunities in a number of tourist related sectors like accommodation, catering, transport, entertainment etc. Travel and tourism have taken a place among the world industries and it offers a significant share in Gross Domestic Product (GDP), employment and offer different opportunities for developing countries for their better growth. According to World Travel and Tourism Council (WTTC), Travel and Tourism World Report 2016, Tourism supports 10% of global GDP and out of 1 in 11 of the world's jobs, which forms tourism not only as an economic force but also a force for good.

Talking about India, Tourism accounts for 7.5 per cent of the GDP and it is the third largest foreign exchange earner for the country and it is expected to generate 13.45 million jobs across various sub-segments in Tourism Industry, such as Restaurants (10.49 million jobs), Hotels (2.3 million jobs) and Travel Agents/Tour Operators (0.66 million). (IBEF Tourism Industry Report)

Tourism is a multifaceted phenomenon which not only gives an economic boost but also strengthens socio-cultural bonds bring people together, increase understanding to nurture the national- international and inter-regional relationship. As millions of people interact and exchange views with each other every day. Travel & Tourism has often been recognized for its ability to drive peace, security, and understanding. As per UNWTO Secretary-General, Taleb Rifai, it is because tourism has become a means for exchanging ideas and beliefs that could be one of the most effective tools to promote mutual understanding, tolerance, and peace. As stated in Article 3 of UNWTO's mandate of its Statutes for the promotion of peace: "The fundamental aim of the Organization shall be the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity..."

Tourism and Peace

A destination is peaceful when it has, an effective business environment; healthy relations with people and geographical surroundings; highly professional and efficient human capital; treating everyone equally and accepting guest as God by Host and vice- versa; low levels of corruption; good government; free flow of

information; and the sustainable distribution and development of resources. Countries having a sustainable tourism sector tend to be more harmonious.

Tourism helps the government to focus on harmonious relationships between citizens and neighboring countries in order to attract tourists. Kashmir is the best example for this in India where cross-border tourism is an important factor in promoting harmony and reducing bitterness between India and Pakistan. World Travel and Tourism Council (WTTC) along with the Institute of Economics and Peace (IEP) has established a link between Tourism and peace. According to this link, the countries with a well-developed tourism sector tend to be more amicable. There people are more eco-friendly, responsible and thus lowering the level of violence and conflict. They treat everyone as friend and relatives and love to be harmonious and at peace with each other.

Along with peace, tourism has the virtue to bring prosperity as well. Prosperity not just from the economic point of view but also in terms of social and cultural sense. Some of the socio impacts like an increase in people interaction, urbanization, preserve historical monuments, exchange of traditions, culture, promotion of religious places and many other factors related to society and tourism. The social impact of tourism refers upliftment of living standards of tourist and the destination. Tourism can, therefore, be important for national and regional development, bringing employment, foreign exchange earnings, and infrastructure development benefiting local and tourist population. Therefore, tourism helps in reducing the negative environmental, social and cultural impacts and generating greater economic benefits for local people thereby providing sound living conditions to host communities while taking care of the local community and their interests by involving local people in decisions and planning for tourism development.

Tourism in Hill of Himalayas

The environment of a hill station is perfect for outdoor recreation, improving health condition and hence for tourism in all. Tourism has become an influential factor in the development of Himalayan and Sub-Himalayan districts and regions of the country and had brought many budgetary changes in the region. The fragile and rare ecology hill station offers many unexplored reigns and the most exotic resource base for tourism development. The hills are popular for nature tourism, ecotourism, calm, quiet, fragile environment with a wide range of ecological diversity. Natural attractions and scenic beauty, the socio-cultural dimensions, tribal life, ethnic culture, folk traditions, folklore and the countless religious shrines all have a specific attraction for diverse tourists in the hills. If planned properly these resources can provide immense scope for socio-economic development, bringing peace and prosperity to the hill destination and the host population.

Tourism development in hills is slightly different from that in plains and should be sustainably planned while keeping in mind the following things-

- Future impacts of tourism development on the local environment and the hill habitat,
- Evaluating the requirement and the type of tourist resources and infrastructure needs,
- Examining the carrying capacity of the area and various threshold limits of the establishment.

The Focus Should be Primarily on

- The improvement and up gradation of living standards of Localities.
- Protecting and maintaining the socio-cultural identity of the local population for a future generation.
- Protecting the distinct environment and peace of the destination.
- Increase in the overall socio-economic prosperity of the destination.

The growth of Tourism in Himachal Pradesh

In the early years of tourism development in 19th century Himachal Pradesh was only considered as a religious destination for pilgrimage visit but when British established their chain of hill stations and declared Shimla "The Summer Capital of India" in 1864, tourism received recognition in the State. With the number of investments increasing in the State after independence, the opportunities in the Tourism Sector elevated to new heights. But the enormous jump in tourism in the State occurred in the mid-80s and 90s.

While traditionally Himachal was known as a summer destination, the Department of Tourism & Civil Aviation has developed a variety of tourism products to attract tourists in all the seasons, and thus making Himachal Pradesh as "A Destination for All Seasons and All Reasons". The State Tourism Department has focused on the development of activity-based tourism and opening up of new unexplored destinations with

the evolution of infrastructure and tourism resources at the regional level in a sustainable manner. To promote sustainable tourism, the State along with the help of private sector is aimed to develop tourism-related infrastructure primarily focusing on quality tourists rather than mass tourists so as to maintain the existing ecology and environment.

Today Himachal Pradesh has become one of the most famous tourist destinations of north India. Promoting tourism in the state in its fullest potential aimed to be a prime engine for economic growth and prosperity of the state. Nature has bequeathed Himachal Pradesh with exceptional natural beauty and glory with its lush green valleys, snow-covered Himalayan ranges, a peaceful, hospitable and comfortable environment, simple and smiling people having a rich cultural heritage. It is such a combination of tourism product rare to find with all comfort and safety. The outer periphery of Himachal Pradesh is enclosed by Shivalik hills which are portrayed by shallow valleys and dense forests. The midranges have the majestic Himalayan cedar and spruces – followed by alpine grasslands that scatter themselves with snow clad peaks of greater Himalayas. Tourism contributes nearly 8% of the state's domestic product which is roughly the same as that of the horticulture sector. In order to bring this contribution up to 15 % by the year 2020, proper planning, revising tourism policy and sustainable action plan is needed. This may come out pretty well with the help of Public and Private Partnership (PPP) for the promotion and development of tourism-related activities.

Number of Tourist Arrival in H.P. (2015)

| Year/District | Tourist Arrivals | | |
|-----------------------|------------------|-----------|-------------|
| | Domestic | Foreigner | Total |
| 1. | 2. | 3. | 4. |
| 2013 | 1,47,15,586 | 4,14,249 | 1,51,29,835 |
| 2014 | 1,59,24,701 | 3,89,699 | 1,63,14,400 |
| 2015 | 1,71,25,045 | 4,06,108 | 1,75,31,153 |
| District-wise: | | | |
| 1. Bilaspur | 13,68,807 | 350 | 13,69,157 |
| 2. Chamba | 11,22,984 | 1,197 | 11,24,091 |
| 3. Hamirpur | 8,55,263 | 4 | 8,55,267 |
| 4. Kangra | 23,96,970 | 1,12,843 | 25,09,813 |
| 5. Kinnaur | 1,17,216 | 2,695 | 1,19,911 |
| 6. Kullu | 33,14,463 | 1,09,468 | 34,23,931 |
| 7. Lahaul-Spiti | 86,591 | 4,612 | 91,203 |
| 8. Mandi | 10,86,231 | 10,478 | 10,96,709 |
| 9. Shimla | 32,61,152 | 1,54,155 | 34,15,307 |
| 10. Sirmaur | 10,16,060 | 3,377 | 10,19,437 |
| 11. Solan | 10,72,486 | 6,692 | 10,79,178 |
| 12. Una | 14,26,912 | 237 | 14,27,149 |

Source: Statistical Abstract Report of Himachal Pradesh 2015-16

Himachal Pradesh is one of the states in India which is developing very fast. Its per capita gross state domestic product (GSDP) is assessed at US\$ 2,437.29, during 2015-16. Himachal Pradesh has a literacy rate of 82.8% as compared with the national average of 73.0%. Himachal Pradesh, known as the '*Dev Bhumi*', is famous for its ecological diversity and immaculate natural beauty. In 2015, the state witnessed a total of 17.53 million tourists, out of which 17.13 million were domestic tourists and 0.40 million were foreign tourists. Domestic tourist inflows in the state progressed from 11.04 million in 2009 to 17.12 million in 2015.

There are three airports in Himachal Pradesh – at Kullu (Bhuntar), Kangra (Gaggal) and Shimla (Jubbar Hatti). At Shimla airport, the runway was widened to 30 meters. However, the state government has made correspondence with the Airports Authority of India for a proposal to extend the 1,128-metre long runway by an additional 600 meters. Also, a proposal for the extension of 1,372-metre long Gaggal runway to 1,800 meters has been made by the Airports Authority of India. Participation of private players could encourage the state for the initialization of helicopter services from Chandigarh to Shimla and other tourist destinations, which in turn will promote tourism in the state. And for this, The State Government has identified three sites at Kandaghat (Solan district) and Nadaun (Hamirpur district) to establish international

airports in the state. There are 63 operational helipads, with plans for a few more helipads in the pipeline. New helipads are planned to be disclosed in Shimla and across multiple tourist destinations across the state to boost tourism activities. However, the proposal for building new helipads at Banredu, near the bye-pass of Sanjauli-Dhali is under construction.

In the 2016-17 Budget, the tourism department has proposed an investment of US\$ 15.28 million under Himalayan Circuit project for development of tourist destinations in the state. To boost tourism, the state plans to set up a golf course and improve connectivity by increasing the number of helipads.

To protect the ecology, environment and to promote sustainable tourism in the State, Sustainable Tourism Policy, 2013 was formulated. The state is enriched with geographical and cultural diversity, clean environment, snow-clad mountains, gushing rivers, historic monuments, welcoming and courteous people.

Tourism Industry in Himachal Pradesh has been given very high priority and the Government is continuously aspiring to strengthen the basic infrastructure to enable tourism development that includes the provision of public utility services such as roads, communication networks, airports, transport facilities, tapped water supply, and fairly good civic amenities etc. As of 2015, there were 3,250 hotels having a bed capacity of about 87,097 are registered in the state. In addition, there are about 662 Home Stay units registered in the State having about 1,838 rooms.

The state government is also focusing on new tourism concepts like rural tourism, farm tourism orchard tourism, ecotourism in a responsible manner. This makes it an ideal area for developing eco-tourism activities like jungle safaris, trekking, rock climbing, camping etc. Various eco-tourism societies have been established on CBET (Community Based Eco-Tourism) basis to cover the great Himalayan National Park (Kullu), Himalayan National Park (Shimla), Renuka Wildlife Sanctuary (Sirmour) and Potter's Hill Van Vihar(Shimla). The State has varied landscape, climate and forest cover and is endowed with a vast variety of flora and fauna. Currently, there are 32 Sanctuaries, 2 National Parks and 3 Game Reserves in the State. The tourism department aims to promote and set up adventure Sports' School in order to train youngsters in Paragliding, Rafting, Watersports, Mountaineering, Motorsports etc. in coordination with the WHMI Manali and the State Level Associations. Also, there is a great scope to set up Spa's, health resorts to promote health tourism. Potential of Panchkarma in the state encourages us to start this in a big way in order to attract a larger number of tourists for Panchakarma treatment. Training the youth in Panchkarma (Ayurvedic College Paprola) will be undertaken through the Department of Ayurveda who will then be employed in spa and health resorts. Promotion of local art and the culture and generation of income employment through it are major components of our tourism policy.

As per the statistics of Himachal State economic Survey Report 2015-16, to give a boost to Tourism in the State, the Asian Development Bank (ADB) has approved loan assistance worth US \$ 95.16 million under Tranche-I & Tranche-3.

Under Tranche-1, there are total 20 subprojects for which US \$33.00 million has been approved. The completion period of Tranche-1 is June 2017. All the 20 sub-projects have been awarded out of which 7 Sub-projects are complete and work on rest of the projects is under progress. In respect of Tranche-3, there are total 15 subprojects of civil works and the total financing approved is to the tune of US \$62.16 million, out of which 4 subprojects have been awarded and rest of the projects are in the procurement stage. The completion period for Tranche-3 is December 2019. Under the ADB funded project, Community Based Tourism Activities in Villages including Skill Development, and Training etc. are also being undertaken in 4 Clusters, namely Dhameta, Kangra-Pragpur, Naina Devi and Shimla. Community-based committees such as Panchayat Tourism Development Committee, 1 Town Tourism Development Committee and 14 Self Help Groups comprising of members from the local communities both female and male have been formed. Under the project, 15 sessions of training and workshops on tourism-related skills such as cooking, boating, water-based activities, solid waste management; marketing and communication etc with a total participation of 1,187 persons (including 703 women and 484 men) have been organized. Along the district of Kangra, projects related to the development of tourism infrastructure in Jawalamukhi, Dharamshala- McLeodganj, development of Naldehra, restoration of two churches at Shimla, etc. shall be awarded during 2016-17. Further, awareness drives on cleanliness, conservation of heritage and culture have been organized amongst school children through painting, slogan writing, and clean street competitions. More than 900 students have been involved in these awareness drives. It is expected that up to March 2017, 150 additional persons will be trained in tourism-related skills. During 2016-17 there is an allotment of '5,273.01 lakh under State budget for development of tourism in the State.

Under "SWADESH DHARSHAN," a scheme of Ministry of Tourism, Government of India, the Department has submitted projects worth `100.00 crores for sanction by the Ministry to strengthen the tourist infrastructure in the State. The projects are likely to be sanctioned by the Ministry in near future.

The Department of Tourism is encouraging the private sector to develop tourism-related infrastructure in the State without any adverse effect on the environment. In order to encourage private sector participation, following proposals for setting up Ropeways under Public Private Partnership (PPP), mode have been proposed:-

1. Dharamshala-Dalailama TempleMcleodganj (District Kangra)
2. Himani- Chamunda Ji (District Kangra)
3. Palchan to Rohtang/Vashisht to Rohtang (District Kullu)
4. Bijli Mahadev (Kullu), Neugal (Palampur), Kangra and Sarahan to Bashal Kanda (Shimla-Kinnaur)
5. Dharamkot-Triund(Kangra), Toba Naina Devi Ji (Bilaspur), Shahtalai-Deothsidh (BilaspurHamirpur)

In addition to the above, the Department of Tourism & Civil Aviation has following five sites which are being offered to be developed on a long-term

1. Baddi in District Solan
2. Jhatingri in District Mandi
3. Shoja (Banjar) District Kullu
4. Bilaspur District Bilaspur
5. Suketi, District Sirmaur

State Tourism Development Corporation (HPTDC) is also actively involved in the marketing of the State through print and electronic media. This is important because only then potential tourist will be aware of the State as a tourist destination. Department of Tourism prepares different types of promotional and publicity material like brochures/ pamphlets, posters, sunboards etc. and participate in various tourism fairs and festivals being organized in India and abroad. Various advertisements have been released in the print and Electronic Media by the department for the promotion of tourism from time to time. Tourism Policy, 2013 & Sustainable Action Plan for Dharamshala, 2013 have also been formulated. To save the tourists from the clutches of touts Himachal Pradesh Prevention of Touting and Malpractices against Tourist, Act-2015 is being processed.

The Department has designed various adventure and general training courses for the unemployed youths of the State like Trekking Guide, Water Sports, Skiing, and river rafting etc. and skill development programs for Police/Home Guards, Dhaba owner/workers, and taxi drivers. Furthermore, training has been provided to 822 youngsters in the State under various programs. The department has released scholarship/stipend to 150 (Himachal Economic Survey Report 2015-16), recognized Hotel Management Institutes in the State and out of the State, which are giving training to the students from Himachal Pradesh and also sponsors/organizes adventure sports activities for them. e.g. All India Open Catch-n-Release Trout, Angling Championship, etc.

Interactive Work Shop at village Jibhi, Teh Banjar, District Kullu, Himachal Pradesh, was carried and Paragliding World Cup, 2015 was organized at Bir Billing, District Kangra, Himachal Pradesh in which pilots not only from India but overseas also participated. By the administrative support of this department, the Himalayan Adventure Sports & Tourism Promotion Association (HASTPA), Shimla, organized 11th edition of Hero MTB Himalaya-India's Premier Mountain Biking Challenge in 2015, Himalayan Heli Adventures Pvt. Ltd., Manali, District Kullu, is conducting exploratory flights for Heli-Skiing and carrying out trials of the Snow Leopards Transport System in 2016

Various promotional events are being organized by the Tourism Department along with participating in various fairs and festivals to support tourism. During 2015-16 the Department has organized, supported and also has participated in the following events/festival:-

1. The celebration of World Tourism Day
2. Apple festival (Shimla & Manali)
3. Big Shimla Carnival
4. Have taken part in various India Travel Mart (ITM) at Amritsar, Lucknow, Jaipur, and International Travel Exhibition (IITE), Aurangabad and Indore, India International Travel Mart (IITM), Bangalore, Chennai, Pune, Hyderabad and Kochin Tourism & Travel Fair (TTF), Kolkata, Hyderabad, Ahmadabad, Surat and Pune and to be participated in Travel and Tourism Fairs at Nagpur, Vijayawada, Raipur, Chandigarh, Ahmedabad, Goa, Chennai etc.

Conclusion

Later or sooner state has realized the potential of the tourism industry for the growth, development, and prosperity of the state. No doubt Himachal Pradesh is the most peaceful state with educated, docile, polite and humble people and has developed a lot through tourism in the past but still, there is a long way to go. New technological advancements, social media tools for aggressive marketing of tourism, sustainable planning, and eco-development, keeping in mind the carrying capacity of the hill thereby diverting the quality tourist to other lesser known, unexplored destinations, having a potential for tourism can be explored. There is a requirement of infrastructure development but in an eco-friendly manner. Himachal being a peaceful and safe state has an advantage of attracting tourists more as compared to the neighboring states. There are different types and forms of tourism that are coming up, state should focus on the quality of tourist along with properly channelizing the quantity of tourist. What is needed is careful planning with community participation to safeguard the aesthetic aura of Hills of Himachal Pradesh because ultimately it is the people that bring prosperity and peace; for the people (Tourist, the Guest population) and by the people (Localities, the host population) and vice versa.

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Role of (QWL) Quality of Work Life on Employee Retention in Private Sector Companies: With Special Reference to Factories of Woollen Garments in Ludhiana

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ABSTRACT: In today's competitive scenario it is a costly and time taking activity to hire and train an employee and in the due course it is even more difficult to retain the same in the organization. As the WLO (world Labor Organization) defines the Qualified Worker as an employee with standard practices laid by the WLO and on the other hand this qualified worker can contribute to a large extent to the respective organization provided that the organization is able to retain the same. It is high time that organizations are learning how to respect the employee's individuality and their commitment to work more effectively and efficiently. Practically speaking Creating high quality of work life increases an organization's value. Quality of working life can be viewed as a system of generating opportunities in the personal and working environment of a person, if a person avails these opportunities then it reflects the positive state of quality of work life and vice versa. Moreover this phenomenon works more on the positive state of a person towards his or her working environment. Now there are certain issues to which people react, positively or negatively in a given work environment, these can be autonomy of work schedules, productivity, associated work groups, etc. here it is important to mention that if a worker is in a positive state of QWL then he or she will show more commitment towards work and vice versa. At times the state of quality of work life is viewed as the parameter of employee attrition and job satisfaction. In the present study the researcher will try evaluate the transaction level between the organization and individual worker, as far as, quality of work life is concerned. The study is based on the primary data collected from the factory worker of Ludhiana, Punjab. One way ANOVA is used to analyze the data and interpreted accordingly.

Keywords: QWL, employee attrition, job satisfaction, commitment

1. Introduction

In the current scenario the success and failure of a given organization is dependent on the commitment, skill, knowledge, satisfaction of its human resource. Apparently these are the qualities which are viewed on the part of the worker, on the other hand the same has to be transacted on behalf of the organization, i.e. the opportunities for growth and development, skill enhancement, job rotation and many other related issues. In order to mention, it looks easy but when it come to practice it become difficult to handle all the issues at the same time and a series of dissatisfaction and conflicts arise in the organization. These conflicts throw negative impact on the image of the organization and may damage the brand value and productivity of the workers. It has been observed that the countries endowed with the same level of natural resources, technology, and international aid have a great difference on the front of their development quotient. Their productivity and development mostly depend upon the availability, efficiency and committed human resources.

Today, organizations operate in an environment characterized by technological changes, which in turn, affect employment opportunities, skill requirement, management policies, strategies and style, expectations and aspirations of employees as well as the physical working conditions. In the industrial world, the thrust is now given to "quality" in order to foster a quality culture. Quality assumes a goal or an objective or even a priority. Quality work cannot be achieved easily. Besides, people's issues move to the foreground and technical issues take a supporting role. It is evident from history that to work is the nature of very human beings, the bigger picture is how they feel about the same. it is not so that every time the given organization is at fault, it can be the individual who is at fault and is not able to cope up with the work and family at the same time. With the rapidly changing technological, socio-economic, political, and legal environment, effective management of human resources has become a challenging job. Effective utilization of human resources requires better quality of work life by providing adequate financial compensation, good working conditions, suitable opportunities for growth and development, workers' participation in management and by ensuring social justice in the organization.

Quality of work Life

Robbins (1989) stated that QWL is a kind of system that generate responses to and from the employees. He believed that every individual joins the organization with the knowledge of all the priorities and related issues, and the occurrence of any kind of conflict at a later stage can be an environmental, policy or personal issue. We all know that change is the way of life, and the same stands true for the organizations in the current scenario, each and every aspect of any given organization is subject to change as per the rules of the market and are required to be accepted in black and white by the involved parties. The same stands true for the workers as well. Robbins also mentioned that a better quality of work life is the right of every individual but then again it is not a one way process. According to him following factors are responsible for framing the positive or negative QWL:

- 1) Working condition
- 2) Job security
- 3) Work place & economic gains
- 4) Productivity
- 5) Equal employment opportunity
- 6) Human needs & expectations
- 7) Relationship between motivation & leadership

As mentioned above, QWL is a phenomenon that is having multiple dimensions and the orientation of the same is subject to change at any given point of time, depending on the priorities of employee or the organizations. This change in the construct of QWL may occur because of changing need of workers for their careers and to the level these needs are met. For example there may be some workers who are working to meet the bare minimum necessities of life but same scenario may not be acceptable to a person who is looking forward for growth in life to a certain level. Now in these condition if there is a clash of opinions or job profiles then a negative QWL is perceived, which is not good for the individual and even for the organization.

Here it is important to know that the issues which are considered for a positive or negative QWL, some of such issues can be stated as follows:

- Availability of an opportunity to put the skills of a person at work and get the desired output and also the belief of the employee for the same,
- Arrangement for active participation of workers in the assigned job at different point of time,
- The level of excellence achieved by an individual for the assigned job, this has to be assessed on various parameters of success and failure,
- The sense of achievement that a person holds in the successful achievement of an assigned job.

Other than Robbins, *Walton* has also presented an eight point structure which he finds important for the achievement of desirable standards of QWL, these points can be stated as follows:

- 1) Adequate Compensation for the assigned job,
- 2) Conditions at the workplace should be safe and secure in all aspects
- 3) Environment of the organization should support the enhancement of human capacities
- 4) Opportunity for Career Growth
- 5) Presence of social integration among the workers
- 6) clear policies and priorities of the organization
- 7) Work and Quality of Life
- 8) Contribution to the society by the work done

Management Dilemma

In the current global and competitive scenario it is not that hard to find that that the private sector organizations are facing various challenges, especially in retaining talented employees' i.e. Qualified Workers. The average costs of meeting the high employee turnover are curbing away the profitability of even the wealthiest organizations. Hence the best and brightest of the pool must be selected and retained. All the people working at any level of management are always having another opportunity if they are not satisfied with the present work profile or the policies/opportunities of the present organization. Now this is the issue that lies with the respective organization i.e. how to retain the skilled and trained workforce, in

their respective organization, for a longer period of time. This all depends on the environment of the organization, a positive and growth oriented organization will be able to retain the human resource and will also act as the encouragement system for them. Moreover such an environment might be able to meet the diverse needs of the employees at one or the other level.

As detailed in the above discussion Retention program should be focused on the following five points:

1. Compensation
2. Environment
3. Growth
4. Relationship
5. Support to sustain their leadership and growth in the workplace.

There is always a need to establish a work environment which is safe and secure for all the workers at the first place as because such an environment will build up the confidence of the workers to work positively towards the achievement of the organizational goals. Many of the multinational organizations are taking various steps to facilitate their respective employees in different ways, like in some organizations they are offering flexible working hours and some others are offering home login facility and many other are in the line. More over such kind of facilities are not affecting the salary of the individual and all the emoluments are available like any other employee. Such kind of facilities has given a boost to the morale of the employees and also to their participation towards the development of the concerned organization and also helping the organization in retaining their employees. Hence the researchers are interested in studying the effect on quality of work life on employee retention among the employees of private sectors organizations.

Objectives

- To evaluate the demographic factors of the factory workers in Ludhiana
- To analyze the health and safety provisions related to QWL
- To analyze the working conditions of the organizations
- To evaluate the level of coordination between the worker and superior officers
- To know the satisfaction level of the employees

Hypothesis of the study

1) H0: The relation between the quality of work life and demographic characters is significant.

H1: The relation between the quality of work life and demographic characters is not significant.

2) H0: The relation between the quality of work life and experience of the respondents is significant.

H1: The relation between the quality of work life and experience of the respondents is not significant.

Research Methodology

For this present study the Descriptive and exploratory research design is used based on demographic and occupational characteristics of the employees. The universe of the study included the employees working in factories of woolen cloth manufacturers in the city of Ludhiana, Punjab. A sample of total 100 respondents was selected using stratified random sampling. The questionnaire used to collect data contains the questions of Five point Likert scale, dichotomous questions and some with the multiple choices. In this research it has also been tried to find out that if quality of work life has any significant relationship with job related variables and with demographic variables. The present study suffered from some limitations like small sample size and limited area of investigation which might not be true representative of the whole population of the private sector organizations.

Data Analysis and Interpretation

Analysis of Likert Scale Data

| Working Environment | | SD% | D% | N% | A% | SA% | Mean | SD |
|----------------------------|--|------------|-----------|-----------|-----------|------------|-------------|-----------|
| 1 | You are satisfied with your current job | 12 | 18 | 44 | 22 | 6 | 2.91 | 1.04 |
| 2 | On job, you know what exactly is expected from you | 14 | 28 | 37 | 15 | 6 | 2.72 | 1.07 |
| 3 | At the place where you work, you are treated with | 2 | 33 | 42 | 20 | 3 | 2.87 | .83 |

| | respect | | | | | | | |
|----|---|----|----|----|----|----|------|------|
| 4 | You trust the management at the place where you work | 30 | 38 | 14 | 10 | 8 | 2.31 | 1.28 |
| 5 | You feel proud to work for your present employer | 6 | 14 | 26 | 44 | 10 | 3.37 | 1.03 |
| 6 | The physical working condition is conducive | 2 | 9 | 21 | 32 | 36 | 3.94 | 1.02 |
| 7 | Employees are satisfied with their work schedule and rest | 10 | 14 | 38 | 36 | 2 | 3.07 | 1.00 |
| 8 | The safety of workers is one of the major priorities with management where you work | 14 | 14 | 24 | 28 | 20 | 3.36 | 1.03 |
| 9 | Employees and management work together to ensure the safest possible working conditions | 14 | 14 | 24 | 28 | 20 | 3.25 | 1.32 |
| 10 | There are no occupational hazards and accidents in your organization | 50 | 26 | 10 | 10 | 4 | 2.11 | 1.36 |
| 11 | There are no significant compromises/ shortcuts taken when worker safety is at stake | 16 | 18 | 36 | 18 | 2 | 2.63 | 1.03 |
| 12 | Employees are trained to do their work safely and competitively | 10 | 28 | 28 | 14 | 10 | 3.05 | 1.12 |
| 13 | Your productivity is utilized fully at your workplace | 18 | 38 | 32 | 2 | 10 | 2.48 | 1.12 |

| | Job Satisfaction | SD% | D% | N% | A% | SA% | Mean | SD |
|----|--|-----|----|----|----|-----|------|------|
| 1 | Your remuneration is at par with your assigned job, experience and ability | 14 | 14 | 26 | 28 | 18 | 3.19 | 1.31 |
| 2 | The chances for promotion are good and handled fairly | 4 | 26 | 36 | 24 | 10 | 3.11 | 1.00 |
| 3 | You receive enough help and equipment to get the job done | 10 | 18 | 30 | 35 | 7 | 3.12 | 1.10 |
| 4 | You have freedom to take decision for your own work | 18 | 38 | 32 | 8 | 4 | 2.37 | .90 |
| 5 | You receive variety of fringe benefits | 34 | 44 | 6 | 12 | 4 | 2.31 | 1.40 |
| 6 | The working environment is far better as compared to other companies of the same industry | 14 | 20 | 26 | 26 | 14 | 3.23 | 1.09 |
| 7 | You believe to have ample growth opportunities in term of designation and remuneration | 6 | 40 | 34 | 18 | 2 | 2.70 | .90 |
| 8 | You believe to have good facilities/opportunities for individual creativity and self- improvement in your organization | 2 | 22 | 28 | 40 | 8 | 3.28 | .96 |
| 9 | You believe to be benefitted by the quality of training programs conducted for you | 32 | 36 | 38 | 10 | 4 | 2.59 | .97 |
| 10 | Training programs help you to develop desired competitive skills and knowledge about your work | 36 | 32 | 28 | 4 | 0 | 2.19 | 1.25 |
| 11 | Job in this organization enhances your social prestige | 28 | 36 | 24 | 8 | 4 | 2.59 | .97 |

- There is a significant relationship between age and adequate compensation; however the age and the other dimensions like safe and secure work environment, availability of development opportunities, scenario of growth for the employees, positive social ambiance for the workers. All these factors may govern the establishment of positive work life for the workers and gain their confidence.
- From the above analysis it can be observed that the respective experience of the employee and the offered amount of compensation are very closely related. There is a significant relationship between respondent's income and safety features at the workplace, opportunities for development, opportunities for growth and security, constitutionalism and quality of work life feelings;
- As there is no significant relationship between respondent's income and the other dimensions of QWL like level of income and social integration. There is a significant relationship between respondent's family income and healthy the conditions at the work place.

- There are 37.5% of the respondents who adhere a positive perception for their present stature and stated a positive QWL. This is with respect to the opportunities for development and opportunities for growth and security.
- About 48% of the respondents reported to perceive a positive QWL as far as coordination at the social level is concerned.
- About 50% of the respondents reported to perceive a positive QWL as far as policies and priorities of the organization are concerned.
- About 55% of the respondents reported to perceive a positive QWL as far as availability of work space is concerned.
- 43% of the respondents reported that there is a high impact of QWL on their social lives they are able to identify the effect of the same in their daily routine life. About 38% of the respondents were not agreed to the point in question.

Analysis of Demographic and Professional Information

| | Socialization | SD % | D % | N % | A % | SA % | Mean | SD |
|---|---|------|-----|-----|-----|------|------|------|
| 1 | You share harmonious relationship with your colleagues | 10 | 14 | 38 | 36 | 2 | 3.07 | 1.00 |
| 2 | Your decisions are being affected by the opinions of your colleagues | 10 | 20 | 32 | 28 | 10 | 3.06 | 1.07 |
| 3 | The behavior of your colleagues is same at the work place and otherwise | 14 | 36 | 34 | 8 | 8 | 2.49 | .97 |
| 4 | Your superiors do not like to socialize with you outside the work place | 10 | 18 | 30 | 36 | 6 | 3.07 | 1.00 |
| 5 | Your subordinates are apprehensive in discussing matters which are not official | 10 | 27 | 33 | 30 | 12 | 2.48 | 1.12 |
| 6 | You carry positive attitude towards job | 2 | 8 | 30 | 40 | 20 | 3.56 | 1.03 |
| 7 | There is a sense of single community among the employees in your organization | 6 | 22 | 24 | 30 | 18 | 3.12 | 1.02 |

- 53 % of respondents had finished their Under Graduation courses, 34 % had finished their schooling and remaining 13 % of the respondents had finished their Post-Graduation courses.
- 62% of the respondents belong to urban areas, 18 % of the respondents belong to rural areas and remaining 20% of the respondents are from semi urban areas.
- 74% of the respondents are males and only 36% of the respondents are female.

Testing of Hypothesis

Summary of ANOVA Results Hypothesis I

| On the Basis of Age | | F | Sign |
|--|--|-------|-------|
| Your remuneration is at par with your assigned job, experience and ability | | .155 | .926 |
| the chances for promotion are good and handled fairly | | .688 | .559 |
| You receive variety of fringe benefits | | .660 | .577 |
| On the Basis of Education | | | |
| Your remuneration is at par with your assigned job, experience and ability | | 3.098 | 3.016 |
| The chances for promotion are good and handled fairly | | .534 | .711 |
| You receive variety of fringe benefits | | .983 | .817 |
| On the Basis of Income | | | |
| Your remuneration is at par with your assigned job, experience and ability | | .209 | .890 |
| The chances for promotion are good and handled fairly | | .579 | .629 |

| | | |
|--|-------|------|
| You receive variety of fringe benefits | .993 | .396 |
| You believe to have ample growth opportunities in term of designation and remuneration | .593 | .620 |
| Employees have improved the standards of living while working in the organization | .456 | .503 |
| On the Basis of Experience | | |
| Your remuneration is at par with your assigned job, experience and ability | .082 | .970 |
| The chances for promotion are good and handled fairly | .360 | .782 |
| You receive variety of fringe benefits | 1.355 | .256 |
| You believe to have ample growth opportunities in term of designation and remuneration | .660 | .577 |
| Employees have improved the standards of living while working in the organization | .313 | .416 |

Interpretation

As far as the demographic characteristics are concerned, age, income, experience, and education are taken into consideration. From the above analysis result researcher can say that, in case of age the respondents were less variable against the questions related to their salary and related issues. As far as the growth opportunities and issue of socialization with the superiors and subordinates is concerned, they were not found much comfortable because of the reason that the employees who have recently joined the organization are not fully comfortable with their superiors and were in less communication with the subordinates, in such a case there responses become negative. On the other hand the employees who have spent more than one year in the organization were found more comfortable with these issues, moreover employees with more experience in their respective organization had opposite view regarding the salary related issues, after working for a particular time in their respective organization they found that the organization is not paying them what actually they deserve.

Result

In light of the above interpretation it can be inferred that there is a significant relationship between demographic characteristics (age, education, etc) and Quality of Work Life and hence the null hypothesis stands true and accepted.

Testing of Hypothesis

Summary of ANOVA Results *Hypothesis II*

| Working Environment | F | Sign |
|---|--------------|--------------|
| On job, you know what exactly is expected from you | 7.056 | .000 |
| At the place where you work, you are treated with respect | 7.369 | .000 |
| You trust the management at the place where you work | 2.923 | 2.034 |
| You feel proud to work for your present employer | 1.705 | 1.165 |
| The physical working condition is conducive | 10.697 | .000 |
| Socialization | | |
| You share harmonious relationship with your colleagues | 15.531 | .000 |
| Your decisions are being affected by the opinions of your colleagues | 7.887 | .000 |
| The behavior of your colleagues is same at the work place and otherwise | 4.537 | 4.004 |
| Your superiors do not like to socialize with you outside the work place | .316 | .414 |
| Your subordinates are apprehensive in discussing matters which are not official | 17.921 | .000 |
| Job Satisfaction | | |
| Your remuneration is at par with your assigned job, experience and ability | 3.445 | .017 |
| The chances for promotion are good and handled fairly | 14.360 | .000 |
| You receive enough help and equipment to get the job done | 3.352 | .019 |
| You have freedom to take decision for your own work | 4.508 | .004 |
| You receive variety of fringe benefits | .510 | .676 |

Interpretation

For the above hypothesis all the components related to the Quality of Work Life were tested against the unitary component of experience, here the term experience refers to the total experience of the respondent from the starting of his career.

In the above case the respondents were divided in four categories of experience, starting from the minimum experience of 1 year to the maximum experience of 12 or more years. Under this criteria, as obvious case respondent with the experience of less than 3 years were not found satisfied with the practices of Quality of Work Life in their respective organization. Employees who are having the experience of more than 5 years or so, had chosen to work with their respective organization on their own will and are in a situation to compare the same with the other organizations in the same industry.

The respondents found the working environment comfortable and were satisfied with the level of socialization in the organization as such. In some of the cases the respondents were not satisfied with the remuneration and related issues, but those who posted a negative response, later it was discovered that this dissatisfaction was due to their personal grudge.

Result

On the basis of the above interpretation it can be stated that there is a significant relation between work experience and Quality of Work Life and hence the null hypothesis is accepted.

Conclusion

The phenomenon of QWL generally considers people as 'asset' to the organization rather than 'costs'. Employees should love their work and love the place where they are working with the quality of work life that they are coming at par with the job. Good quality of work life promotes human dignity and growth, collaborative work, compatibility of people, organizational goals, etc. in the present scenario; the environment of the organization plays an important role to buildup the good or bad quality of work life. As a matter of fact QWL is the perception that an employee holds from the environment of the respective organization, there is no said standard for a good or bad QWL, but still the employees become satisfied, motivated, involved and committed individuals with respect to their lives at work.

In the present study, about 48% of the factory workers were recorded to be satisfied with their present quality of work life, the employees have a few problems and issues related to quality of work life, like there is no legitimate policy for the promotion of the employees, no reasonable change in the living standard of the respondents, minimum steps taken by the organization to minimize the work related stress. Even the employees are not having adequate amount of freedom to experiment with their working methods, there are no counseling cell or person to deal with the related issues. There incentives for good work but there is no public appreciation for the same. Respondents have recorded that top management is least interested in understanding their work related issues or problem, rather they are more interested in completing the targets and work orders. At times the issues of discrimination were also recorded. The respondents also stated that the management is least interested in providing training to their employees and if they demand for the same, only symbolic implications are there. To ensure a positive outcome, attention to the factors identified in the suggested framework is important for improved quality of work life.

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Regional Cuisine as a New Tourism Product

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ABSTRACT: *Regional cuisines globally are known for their unique taste, flavor, cooking methods and are extremely popular among tourists. With the rapid evolution of the tourism industry, culinary tourism is one such niche that is on the verge of becoming a new façade of destination marketing. Speaking about the growth of culinary tourism, ethnic food restaurants are a frequent sight in many foreign cultures now. Tourist's interest in food has been steadily increasing, thereby transforming food tourism into the new global trend, fueled by countless unique food experiences. Food is an integral part of every culture and increasingly tourists want to do the complete local experience with a cocktail of culture, tradition and cuisine. Every culture has its own distinguished cuisine and is so authentic that travelers look forward to visit a particular destination to satisfy their palate. Today region food has gained such significant popularity among international tourist that they are now becoming more and more open to novel food and also trying their hand at regional delicacies. Today travel agents carefully curate their tours to include ethnic food joints that give great emphasis on quality and hygiene to be able to assure foreign tourists a safe experience. The present study is analytical in nature and aims to focus on food and tourism relationship. The study helps us to understand how food, culture and tourist are related and how regional cuisine plays an important role in overall touristic experience. The study contributes to the existing literature in context of culinary tourism and can help different stakeholders like hotels, restaurants and tour/ travel agencies to promote regional cuisines and can develop a suitable content as part of their destination-marketing strategy.*

Keywords: *cuisine, culture, culinary tourism, regional food, tourist*

1. Introduction

Tourism has been a major social phenomenon of societies all over the world. Tourism today is a leisure activity of the masses. An unprecedented number of people are travelling around the world, and the figure is expected to rise, with international arrivals growing from 25 million in the 1950s to 1.2 billion in 2016 and to 1.8 billion by 2030 (World Economic Forum 2017). Iqbal and Sami (2016) stated that over the last two decades, Travel and Tourism has played an important role in the economic development of many countries. R. (2005) in their study revealed that globally tourism is viewed as a separate industry that can be helpful for overall development of economy. According to WTTC (2018) the total contribution of Travel & Tourism in global GDP was USD8, 272.3bn (10.4% of GDP) in 2017, and was forecast to rise by 4.0% in 2018, and to rise by 3.8% pa to USD12, 450.1bn (11.7% of GDP) in 2028. Smith, Melanie K. (2003) identified that different segments which generate profitable revenue from tourism include transportation services (airlines, cruise ships, trains, and taxicabs) hospitality organizations (hotels and resorts and different food and beverage outlets) and entertainment segments (amusement parks, shopping malls, restaurants, casinos) etc. Out of these food and food related services are considered to be an important segment of travel experience that contributes significantly in tourism. Regional food of a particular region can be an excellent tourist attraction while traveling to rural destinations and eating local cuisine might be an integral part of the travel experience as food of a particular region serves as an entertainment as well as a cultural activity Bessiere (1998). Stephen and Xiao's (2008) in their study showed that cuisine can be recognized as an imperishable part of travel because travelers are able to enjoy unique local experiences through the cuisine, which need not be exotic or foreign. According to ITTFA (2010) food has always been a component of tourism but it has been recognized recently only for the significant part it plays in the overall experience of a tourist destination. The cuisine of a particular travel destination is a feature that is of utmost importance as far as the quality holiday experience is concerned (UNWTO 2012). Food provides an entry into different cultures, through its taste, food preparation methods and the whole eating environment. Food and drinks impart long lasting memories that define a complete travel experience. Banerjee. M (2015) in her study stated that across the globe tourists spend almost 40% of their budget on food while traveling.

Various studies have been conducted till now that have revealed and examined tourist behavior and experience with regard to travel, accessibility, attractions and accommodation, the impact of local food on tourist experience is often neglected. Eating food is a human need and also a cultural and social activity. When tourists eat at a particular destination they not only satisfy their hunger but also experience the local

culture and interact with their hosts. Some tourists travel solely for gastronomy in the region, some see local food as a by-product of their cultural experiences, and some others rather look for familiar food when they travel. Therefore we can conclude that local cuisine is an integral aspect of collective travel experience and attractiveness of local cuisine contributes significantly in promoting tourism.

Objective of the Study

The objective of the study is to understand how cuisine of a region can be considered as a new tourism product by understand food and tourism relationship and role of food in overall touristic experience.

Scope of the Study

A need is felt to investigate the aspects of destination marketing from the perspective of regional cuisine, an area that has only recently been discussed in tourism studies and research. Moreover, investigating the use of local cuisine in destination marketing strategies can unlock the doors of deeper collaboration between different stakeholders within the destination resulting in developing Indian cuisine as a tourist attraction and at the same time it can address the key issues encountered by them.

Research Methodology

The study in conceptual in nature follows an analytical approach deduced after reviewing the literature available in the concerned field through different credible sources like research articles, journals & other such published material written both at national & international level by scholars & academicians.

Literature Review

For more than two decades academicians have shown a huge interest in identifying and exploring food gastronomy as a branch of the tourism and hospitality research field. A considerably large number of publications were found between 2005 and 2013 concerning the relationship between food of a tourist destination and tourists' travel experiences. The following research studies have been taken into consideration for developing a theoretical framework that identifies the relationship between food and tourism as role of food is an integral part of tourist travel experience. For convenience the studies are clustered in following sub groups:

- Studies on Food and Tourism relationship
- Studies on role of food in overall touristic experience
- Food as tool of tourist attraction
- Indian cuisine perceived by foreigners
- Stakeholder's involvement in tourist attraction

Food and Tourism relationship

Various studies in this regard showed that cuisine is inextricably linked to the destination in terms of its cultural heritage, political, social, and economic identity. Reynolds (1993) advocated that if a culture is to prove sustainable in the face of tourism, then traditional and ethnic foods must be preserved along with other art forms. Van, (1999) stressed that gastronomy, heritage and tourism are old friends; the relationship between them is mutually parasitic. A destination's local cuisine is deeply rooted in a particular place, space, and time; its culinary traditions reveal the character of the society and mentality of its members (Bessiere, 1998). Besides the aspect of the tourists' motivation to escape ordinary life, food and food habits is a good way for tourists to understand and get to know each other and a different culture. Montanari & Staniscia (2009) stressed that food is not merely a source of nourishment: depending on production methods, food can also become a cultural reference point, an element of regional development and a tourist resource. (Cohen, 1986; Bell & Valentine, 1997) stated that food can also connect consumers with the people and places that produce the food and that connection is a powerful part of an integrated tourism experience (Kneafsey et al 2004; Clark & Chabrel, 2007). According to Tikkkanen (2007), Hall and Mitchel (2003; 2002) and Misiura, (2006), food in the tourism industry has been recognized as a part of the local culture, which tourists consume, a part of tourist promotions, potential component of local agricultural and economic development and an important regional factor that is affected by the consumption patterns and preferences of tourists.

Role of food in overall touristic experience

Explorations on the centrality of cuisine in contributing to a holistic travel experience have grown in number. According to World Food Travel Association (2010) food tourism is the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near. Van, (1999) opined that gastronomy's role as a cultural force in developing and sustaining heritage acts as a catalyst in enhancing the quality of the tourist experience. He also concluded that place and setting enhance the food experience and arguably vice versa. Associating gastronomy with tourism by creating an awareness of the specific cuisine of a specific region is a viable strategy to enhance visitor experiences and create a strong destination image (Sims, 2009). Cohen and Avieli, (2004) discussed the various ways in which culinary establishments mediate between the tourists and the local cuisine. They considered the authenticity of dishes in such establishments and the varieties of culinary experience. However, the Hygiene standards, health considerations, communication gaps, and the limited knowledge of tourists concerning the local cuisine, role of ethnic restaurants at home in preparing tourists for the food abroad are questioned. Henderson (2010) conducted his study on food hawking in Singapore which indicated that food serves a number of purposes, including meeting local food needs and providing food experiences for tourists. Golani .N, Manglik.A, & Panwar.S (2017) conducted a study on factors influencing customer satisfaction and customer delight in fine dining restaurants and concluded that the most important factors for customer satisfaction in fine dining restaurant are food quality and service quality. Food quality includes factors like taste of food, temperature, quantity of food etc. while the service quality includes factor like customer friendly staff, proper training of employee's, cleanliness etc. A. Kirilova, I. Gauge (2017) discussed that food culture practices and food heritage are an integral element of a tourist's experience in the destination. Food tourism is a factor of regional agricultural and economic growth and can play a vital role in the development of SMEs. Local gastronomy can add value to the traditional tourism experience; especially for those tourists who wants more and are seeking for new experiences. It contributes to the revenue growth, increases the guests' traffic, enhances the average spending of the visitors and strengthens the image of SMEs and the local food and beverages as well. Tarik Sengel et al. (2015) aimed their study to determine the factors effecting local food consumption of the tourists, so that restaurants located in tourist destinations can develop their marketing strategies according to the results. The study revealed that the restaurants that serve tourists might be able to increase the impact of positive word of mouth by especially trying to satisfy married males and single females as these groups tend to have more tendencies to share their local food experiences with their friends and relatives. Food is also one of the most shared attributes in social media and concentrating on these groups might improve effectiveness of marketing efforts. There are also significant differences among gender and marital status that the tourists who stay at 4- and 5-star hotels have less interest in local food consumption compared to 3-stars and below and/or boutique hotel guests. Consequently this result could be usefully to infer a tourist profile that has more tendencies to consume local food at a destination. In this perspective restaurants should mainly target the 3 star and below or boutique hotel accommodators as their potential targets. Another finding derived from analysis of variances show that gender difference is an important demographic factor influencing local food. Gender should be taken into consideration while developing management strategies. For instance males tend to be more loyal and the findings prove that they solely get back to the destinations to try local food. Therefore food turns into a travel motivation for males and the females are more concerned to collect information before their trips accordingly managements can direct their advertisement targeted to female tourists. Cohen.E; Avieli.N (2004) in their study focused on the general tension between the attraction and repulsion of novelty in food, to analyze the dilemmas faced by tourists in unfamiliar culinary situations at their destinations. The principal line of the presentation was to deal first with the variety of constraints experienced in such situations, and then turn to the different ways by which culinary establishments facilitate the overcoming of those constraints. The article has shown how they provide a "culinary environmental bubble" to tourists. However, through this process aspects of the local cuisine are, to different degrees, filtered and transformed, thus making local dishes accessible to tourists. In the process a tourist cuisine frequently emerges, which, like tourist arts, is not just an impoverished variant of local food, but often features innovative dishes, creatively composed of elements from different origins. The analysis related primarily to Western tourists' encounters with Third World cuisines, with which they may be only superficially acquainted at home and to which they are generally positively disposed. This article did not deal extensively with Western tourism to other Western countries, with whose cuisines tourists might be considerably more familiar. It is surmised that in such cases the various constraints dealt with in this article will be less salient when making the local food more directly accessible to tourists. This way, they will be less dependent on the intermediation of a "culinary

environmental bubble'. Consequently, such cuisines will undergo fewer adaptations or transformations under the impact of tourism than those with which the tourists are less familiar.

Food as tool of tourist attraction

Over the past two decades, academics have paid more attention to exploring the linkages between food within the context of gastronomic tourism, as well as the marketing of tourist destinations. (Henderson, 2009; Everett & Aitchison, 2008; Rand & Heath, 2006; McKercher, Okumus, & Okumus, 2008) in their study revealed that role of food as a supporting element in destination marketing as well as tourist satisfaction, is expanding. (Getz, Robinson, Andersson & Vujicic, 2014; McKercher, Okumus, & Okumus, 2008) presented an analytical frame work in their study and acknowledged food as an important element in tourist destination experiences, and revealed that for some tourists food experiences are their primary reason for visiting a destination. They also concluded that the focus of food as an important element in tourists' expectations has gained increasing focus among all stakeholders in the industry. Ab Karim, S. & Chi, A.G. (2010) revealed in their study that that there is a significant correlation between destinations' food image and the travelers' intention to visit. Understanding the influence of a destination's food image could further enhance the location's overall image. In order for tourists to experience a sense of place, it is crucial for a destination to clearly define its local cuisine as part of its identity (Civitello, 2011; Timothy & Ron, 2013). By doing so, the place or region can showcase the uniqueness of its food in order to promote itself as a tourism destination. (Beltran, Cruz & Lopez-Guzman, 2016) revealed in their study that it is important for a region to identify and clearly define its local cuisine in marketing and branding itself as a tourist destination, as well as to survive in a highly competitive environment. (Gentile, Spiller & Noci, 2007) notified that sensory experiences are commonly highlighted in the process of marketing local cuisine available at a particular tourist destination. Distinctive sensory experiences (i.e. color, texture, etc.), meanings and motives always exist within tourism products and services and marketing approaches.

Stakeholder's involvement in tourist attraction

(Mulcahy,2015) concluded in his study that the quality of the tourist destination experiences, especially the local cuisine as part of tourism attractions, depends in part on how stakeholders are interconnected. Pinto and Kastenholz (2011) asserted that tourism organizations never operate in isolation. The collaboration involved in marketing a tourist destination is based on strategic alliances in which two or more stakeholders jointly collaborate over time to gain a competitive advantage (Palmer & Bejour, 1995). Hashimoto and Telfer (2006) found out that stakeholders are divided into two groups in marketing cuisines in i) product stakeholders, including food producers such as restaurant operators and chefs, and ii) marketing stakeholders, including DMOs, regional associations, event organizers, exhibitors, individual food operators and media partners. Chiappa and Bregoli (2012) argue that the internal governance of a DMO and its relationship with stakeholders are pivotal in a tourist destination's brand development. The relationship between stakeholders is extended to the engagement of tourists in local cuisine marketing activities as co producers. Richards (2012) argued that tourists are easily attracted to information spread by word-of-mouth through social networks. This means that one tourist's experiences can also influence the experiences of others. Therefore, cooperation and collaboration between DMOs and relevant stakeholders is important for the success of planning and implementing tourist destinations' marketing strategies (Buhalis, 2000; Fyall, Callod & Edwards, 2003).

Conclusion

The analysis of the study suggest that tourists pursue a memorable food or drink experience by developing a better understanding and/or consuming local food or drink with the essence of culture in them. It is considered first-hand cultural experience and it is on top of the tourist attraction list. As regional cuisine has become growing tourist attraction, tourists are able to plan thoroughly as to which places to visit and what food or drink to try. To conclude, culinary experience is becoming more and more a focus for traveling. Today it is believed that dining is not the 'final destination' for food tourists, rather, it is learning about where the food comes from and how it was produced. This can be considered as the future of food tourism. This means that there is an increasing request for a memorable cooking experience, and it is crucial for hotels and tour agencies to expand their regional food choices in order to meet their customers' demands and provide quality food tourism experiences.

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The Relationship between Job Satisfaction and Job Involvement: A Study of Indian Hospitality Education System

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ABSTRACT: The teacher is also called a Nation builder of a country. The real sense of development of the hotel industry lies with the teachers who train hotel professionals. Because for a flourishing development of the hotel industry and the society all begins with teachers. This study will be present and analyse various factors which affect the job satisfaction level of hospitality teachers. The result of this study makes the Indian hospitality education system better. Teacher can be truly rightly called a nation builder. The aim of this paper is to find out the relationship between job satisfaction and job involvement in hospitality education system. The Data used in this study are Secondary in nature. The whole Indian education system rotates round the teachers. The purpose of doing this study is to communicate the importance of job satisfaction and job involvement to the policy makers, IHM Principals and HOD'S of Universities for making better rules and policies for the satisfaction of the hospitality teachers because teachers who are satisfied with their jobs may properly play their role, discharge their responsibilities well, take interest in their job and also in the development of the student and do hard work for the promotion of their organisation. On other hand dissatisfaction badly affect the institute performance and the overall environment of the college. Job involvement and job satisfaction directly affect the performance level of a teacher. This study is also help in reducing the turnover rate of teacher's hospitality institutes This research will also help in study the positive and negative impact of satisfaction and dissatisfaction of job among hospitality teachers.

Keywords: Job satisfaction, Organisational commitment, Hospitality Education, Job Involvement.

1. Introduction

Hotel industry is one of the oldest industries providing employment to number of people from the old times. These hotels were called Inns and taverns in the olden times and with the invention of the wheel this industry grew tremendously and in the late 19th century due to globalisation the movement from one country to the other became very frequent due to number of reasons. Hence the growth of hospitality industry needed skilled people who could look after the needs of the varied travellers. To equip these skilled people number of colleges, institutes and universities started various training programs to provide them proper skills and knowledge to them. To train these people number of trainers were required who had a good knowledge about the background of the hospitality industry. The hotel industry is a service and people-oriented business. To be successful in a competitive market, it is important that hotel managers know how their employees feel at work and what they want. To look in recent years, there has been significant growth in the number of higher education tourism and hospitality programs in the India. As a result, the demand for qualified instructors to fill academic vacancies at the various levels of hospitality education is required at the graduate as well as the post graduate courses.

The teacher is also called as nation builder of every country. The real sense of development of the hotel industry lies with the teachers who train these professionals. Because for a flourishing development of the hotel industry and the society all begins with teachers. Teacher can be truly rightly called a nation builder. Flourishing national development and a society truly prosperous with knowledge all begins from its teachers. Teacher is instrumental in providing and helping in acquiring the knowledge which cannot be gained in the ordinary way of learning. Teachers therefore, have to play a cardinal role in the building up of the character of these people for the hospitality industry. It is fact that the hospitality industry cannot rise out of a skeleton of mere ideas and abstract concepts. Hospitality industry can only grow if the skilled people find a concrete shape in the practical behaviour of a nation, based on these principals and concepts. The necessitates the provision of a learning atmosphere throbbing with life in our educational institutions through the presence of a teacher, with a view to infuse confidence in our students and to enable them to be proud of their work culture, to respect their moral character and national environment with their learning received from these hospitality institutes. These skilled people need to stand firm on the international standards of the century's old foundation of their culture tradition and at the same time should establish standards of excellence in their academic performance. Because of this, teachers need to have a high level of

commitment towards their duties and responsibilities but now a days teaching profession is facing problems related to teacher job satisfaction.

Objectives of Research

The purpose of this paper is to find out the relationship between job satisfaction, job involvement and in hospitality education system. Another objective of the study is to explore the positive and negative impact of satisfaction, involvement and non-involvement of job among hospitality teachers.

Research Methodology

This study is based on the descriptive information available from secondary sources. Secondary data related with job satisfaction, job involvement and is collected from combination of journals, magazines, publications, media, reports, articles, research papers and various websites. Through that secondary data we find the importance and relationship of job satisfaction, job involvement of hospitality teachers.

Literature Review

Job Satisfaction

Anari, (2012): This study adopted a survey method to investigate the relationship between job satisfaction and organizational commitment and emotional intelligence. Self-report Emotional Intelligence Test (SREIT), Self-report Job Satisfaction Survey (JSS) and Self-report Organizational Commitment Questionnaire (OCQ) were used for the study. It was found in the study that there was a positive significant correlation between emotional intelligence job satisfaction. In other word high level of emotional intelligence is directly related with level of job satisfaction.

de Lourdes Machado-Taylor et al, (2016): The aim of the study was to present and analyse the findings of a nationwide study on satisfaction and motivation of academics and to identify the career issues and their impacts on academic staff job satisfaction and motivation and to offer additional insights into relationships and strategies that can promote satisfaction and motivation. Survey method was adopted for the data collection with the help of a questionnaire. Dimensions of satisfaction considered in this study were: teaching climate, management of the institution/department/unit, colleagues, non-academic staff (administrative staff, technical, and laboratorial staff), physical work environment, conditions of employment, personal and professional development, institutional culture and values, institutional prestige, research climate, and general satisfaction. Findings of this research indicate that Portuguese academics are not very highly satisfied or even motivated with their job.

Alonderiene & Majauskaite, (2016): The aim of the study was to investigate the impact of leadership styles on faculty job satisfaction. A representative quantitative empirical research was conducted before the final study to relationship between job satisfaction. Job satisfaction influences the performance of staff directly and organizational performance subsequently. There was a significant positive impact of leadership style on job satisfaction of faculty where servant-based leadership style has been presented.

Amorim Neto, Picanço Rodrigues, & Panzer, (2017): The study was employed a snowball sampling strategy for exploring the relationship between entrepreneurial behaviour and job satisfaction among teachers, and identifying the demographic characteristics associated with both variables. A series of independent sample t-tests and analysis of variance (ANOVA) were performed to identify the demographic characteristics associated with entrepreneurial behaviour and job satisfaction. The findings of this exploratory study open a strain of research on the connection between job satisfaction and entrepreneurial behaviour in the educational field. They also add to the studies on entrepreneurship in education and to the competency-based perspective on the studies of entrepreneurship. Beyond these theoretical contributions, this study also has practical implications for educators and leaders in the educational field, who are mainly policy-oriented.

Milledzi, Amponsah, & Asamani, (2017): The purpose of the study was to examined the effect of age, rank, marital status and gender on job satisfaction among academic staff of universities. Job satisfaction have two parameters individual's social and psychological wellbeing at the work place. Socially, it means individual is satisfied with the relationship with his or her co-workers and Psychological wellbeing means the worker is satisfied with the emotional support system at the work environment. The descriptive survey method was adopted for the study to find out the relationship between these variables.

Job Involvement

Sukri, Asogan, & Waemustafa, (2015): job involvement was an essential of primary source of an organizational commitment, motivation and job satisfaction that affect employee's job performance. The purpose of the study was to identify the related factors that create a massive collision on the job involvement at University level. This study used an empirical analysis to analyse the relationship between job involvement variables, which consisted of motivation, organizational citizenship behaviour and job satisfaction. The findings of the study were that job involvement of University staff is depending on the three-dimension factor of job involvement in organisation which are motivation, organizational citizenship behaviour and job satisfaction. Job involvement was a major element in order to achieve organization objectives.

Sethi & Mittal, (2016): Teachers are an important tool of the overall Indian education system and the success and failure of an education system depends on the quality and skills of the teacher. Job involvement is the degree of level to which an employee identifies with his or her job and actively participated in it. The purpose of this research was to study job involvement of teachers with reference to their gender (male and female), with type of school and with subject stream. standardised job involvement scale (JIS) was developed by Santosh Dhar, and Upinder Dhar. The major finding of the study was that government school teachers and private school teachers had the same level of job involvement. Another major finding of the study was there were significant gender difference in the job involvement of teachers.

Chih-Chung, How-Ming, & Tsang-lang, (2017): The objective of the study was to explain the relationship between workplace friendship, job performance and involvement. employee's friendship indirectly influences job performance by job involvement. This study shows there was positive relationship between workplace friendship and job involvement. Employees workplace friendship is very important in organisation. Policy-makers must examine employees' workplace friendship, improve and enhance their workplace friendships, and use workplace friendship to increase employees' job involvement and organizational identification.

Chih Wang, How Lin &Tsang Liang, (2017): Job involvement represents an employee positive work motivation which makes a particular employee willing to play work role and actively participated in an organization. job involvement is the passion of high energy, insistence, aggressive objective orientation. Therefore, job involvement is positively related to aggressive behaviour. This study used quantitative analysis method, and used statistical package software SPSS 22.0. The purpose of this study is to compare the relationship between job satisfaction and job involvement of teachers with urban-rural discrepancy, as well as to include it into moderator for investigation according to organizational climate theory. Organizational climate also puts a significant effect on job involvement. The relationship between job satisfaction and organizational climate had a positive effect on job involvement.

Paul, Bamel, & Stokes, (2018): High performance teams were directly connected to job involvement levels. Job involvement levels means as the extent or the degree of saturation in which an individual employee feels enthusiastically involved and attached in his job. The aim of the study was to deliberate on the introduction of a merged way of making teachers more connected in their profession with the aim of increasing the quality of education and research. Benchmarking HPTs in Indian HE has the potential to elevate the involvement level of teachers in their profession. HPTs in educational settings, teachers would also be able to develop their competencies in relation to research activities.

Conclusion

This study has contributed knowledge about job satisfaction, job involvement and organisational commitment. On the basis of the above study, there is a direct relationship between in these. This study contributes to existing body of knowledge by providing a deep relationship exist between work life balance, job satisfaction, job involvement and organisational commitment among hospitality educators. This study will help principals, universities HOD'S to understand the importance of effective implementation of policies regarding with job satisfaction, job involvement. This study will help the institutions to reduce the teacher's non-involvement and dissatisfaction by providing them good salaries and personal growth environment.

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Requirement of Soft Skills in Tourism - A Case Study on MBA Tourism & Hospitality Students

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ABSTRACT: Market requirement for skilled professionals in tourism industry is changing rapidly and is increasing day by day. Tourism industry is looking for high level of soft skills professionals from tourism and hospitality management institutes as the size of market is increasing day by day. Individual who have good and effective soft skill are highly required by the service industry. Being tourism a service industry there is a great significance and requirement of professional soft skills expected from tourism and hospitality management institutes. The objectives of this study were to find out the requirement of soft skills for management students. and major soft skills components that can be improved after the exposure to soft skills training. Primary source of information has been used and data was collected via structured questionnaire using 5 point likert scale to record the responses. The data was collected from the students studying MBA tourism and hospitality in university or institutes. Most of the university institutes teaches or provide training on soft skill. It has been founded that oral and spoken communication, team work, self-motivation etc are very important and we receive a positive response for the requirement of soft skills in both male and female students studying tourism education and founded that they required good soft skills to work in tourism industry.

Keywords: Soft skills, Industry, students.

1. Introduction

Soft skills are the personal character traits or qualities each of us has. They make us who we are, generally encompassing our attitudes, habits and how we interact with other people. They refer to abilities that make people better employees and open doors for many opportunities that are not directly related to the subject matter of their jobs. In other words, soft skills refer to a person's ability to relate to others, to get him/her and others organised, to communicate in written, spoken or other forms. (Manmohan,2017) Soft skills are also known as People Skills. These are desirable qualities for certain forms of employment that do not depend on acquired knowledge, rather they include common sense, the ability to deal with people, and a positive flexible attitude.

Soft skills have been defined by the World Health Organisation as follows:

UNICEF defines these skills (called life skills) as Soft skills include psychosocial abilities and interpersonal skills that help people take decisions, solve problems, think critically, communicate effectively, build healthy relationships, demonstrate qualities of leadership and team building, manage time effectively, and cope with the stress and strain of life in a healthy and productive manner.

"Soft skills are the abilities for adaptive and positive behaviour that enable individuals to deal with the demands and challenges of everyday life."

"A behaviour change or behaviour development approach designed to address a balance of three areas: knowledge, attitude and skills."

Soft skills helps people to perform work effectively and efficiently using technical skills and knowledge. It also help in improving the way we interact with the society (our bosses, co-workers and customers/clients etc.). They allow us to get our work done on time and influence how one can feel about their jobs and how others perceive them. Due to constant and rapid change in the work environment, customer-driven market, information-based technology and globalization leads to change in demand and reliance of soft skills. The development of soft skills in tourism industry is very important as there is a huge competition for many available opportunities. The ability of individual to develop and use soft skills can make the difference between the achiever and the non-achiever.

In Earlier times management was focused on 'hard' skills. The emphasis was on the technical skills which were considered necessary to perform the task effectively. Hard skills are closely related to the actual task being performed. Now every single occupation demands specific soft skills. The most important thing is that soft skills are transferable between jobs or one can go back to studies to learn new technical skills if you

change careers, whereas one can always take their soft skills with themselves as they are valued in a variety of fields.

Tourism industry are required people with efficient soft skills. These are key skills to effective performance across all types of job. With the changes occurring in the world, and the nature of work has also been changed, the skill set required for managers and other executives has changed with changing time..

Tourism is all about people. It is about communication, relationships and about presenting yourself, your company and your ideas in the most positive and impactful way to the tourist. Human element is as important as the skills mentioned above. That is why a strong set of soft skills is considered to be very important.

Literature review

Scarlett C. Wesley (2017) studied that how student rank the importance of soft skill and compare the ranking in faculties of tourism and management. He conducted the cross-sectional survey of students, faculty of tourism and retail management and industry leaders. He found Variations in the importance of soft skills were reported between the three groups. Variations in the importance of the soft skills characteristics were also identified between the students, faculty, and industry leaders. communication was identified as the most important soft skills by all three sample groups, experiences was the least important for students and leadership was the least important for faculty and industry leaders.

Wushe et.al. (2014) examine the effect of business soft skills on service delivery in the hospitality industry in Harare. The research was focused on establish the knowledge levels of business soft skills, the impact of training on business professional skills and identify the extent to which business soft skills have enhanced service delivery in the hospitality industry. He found the soft skills such as interpersonal skills, communication skills, strong work ethic and team work skills were highly required and seen difficulties in leadership and decision making skills. He also find that business soft skills were low among all the types of employees. soft skills are very important in showcasing hard skills.

Daniela & Kevin (2011) identifies the competencies perceived as essential for hospitality industry leaders and offers some reflections upon hospitality management higher education of Portuguese undergraduate degrees and discussed whether the current educational offer matches specific industry demand. soft skills are consistently rated as being the most important to effective performance in the field and Students show deficit in soft skills. He proposes the adoption and tutelage of student by industry managers.

Melvin et. al. (2009) identify and investigate the competencies needed by hospitality managers since the 1980s. he found that in hospitality management essential competencies are skills that can be classified as soft skills. The study focused on the industry professionals especially entry-level hospitality management positions and their rating on the importance of soft skills.

Sisson & Adam (2013) investigate the competencies which are essential for graduates to possess and revise the curriculum to meet these soft skills. They also determine the differences exist between competencies needed by managers in lodging, food and beverage, and meeting and event management in their different functional work areas. They found that programs should stress teaching hospitality students soft competencies in favor of hard competencies.

Luka (2015) Studied the importance of employability skills and competences. The study demonstrate the significance of such employability skills as problem solving, teamwork, leadership, communication in foreign languages. they conducted the study within the framework of Erasmus+ project "Key Skills for European Union Hotel Staff", is to analyze the industry needs and language teachers' perceptions on teaching languages for tourism and hospitality industry. They found the significance of communication skills, collaboration skills and team work, intercultural competence which is the specific needs of each partner country.

Manigandan (2018) investigate how to improve the traveller enchant through delicate abilities preparing in the nation and its time get profited from India's magnificence of Nature and after that there are lofty landmarks, the wonders of artisanship and age old customs of cooking and garments-delights that can take into account the visitor of each taste. India's profound prevalence over the West as said by Swami Vivekananda.

The Study

This paper aims to find out the significant improvement that soft skills training can bring forth in the life of a management student. The nature of impact of soft skills training on management students was measured by comparing their soft skills levels before and after the intervention.

Objectives of the Study

1. To find out the requirement of the soft skills for management students.
2. To find out the major soft skills components that can be improved after the exposure to soft skills training.

Hypothesis 1. Soft skills training is highly required by management students.

Hypothesis 2. Soft skills training will significantly improve the soft skills of management students.

Methodology of the Study

Data Collection

The study was focused on the primary source. The secondary sources of data included relevant books and journals. The study collected most of the data from primary source through structured questionnaire. The Likert-type five (05) point's scale was used to know about executives' opinions regarding different relevant study issues. In this five (05) point's scale 5 indicates 'highly required'; 4 indicates 'very much required'; 3 indicates 'required'; 2 indicates 'less required' and 1 indicates 'very less required'.

Selection of Sample

The study selects random sample of student studying MBA tourism and hospitality as a regular subject. Initially, the study took 89 sample of faculty belonging to different genders (male and female) out of which 89 students were responded and data was collected from them via structured questionnaire. Questionnaire consisted of questions related to requirement of soft skills in tourism.

Analysis of the Data

The collected data have been analysed using percentage method.

Table 1

| Demographic profile of the Respondents (N=89) | | |
|---|----|-------|
| Gender | N | % Age |
| Male | 71 | 79.78 |
| Female | 18 | 20.22 |

Table 1 show the demographic profile of the respondents. The gender distribution of the respondents was 79.78% male and 20.22% female. In terms of level of education, all of the respondents were post graduates. As per the work experience, they have gone through the 6 weeks of industrial training in tourism companies.

Table 2: Requirement of soft skill components in Tourism

| Soft Skills Component | Very Less Required | | Less Required | | Very much Required | | Required | | Highly Required | |
|------------------------|--------------------|-------|---------------|-------|--------------------|-------|----------|-------|-----------------|-------|
| | N | % Age | N | % Age | N | % Age | N | % Age | N | % Age |
| Communication skills | 0 | 0.00 | 7 | 7.87 | 37 | 41.57 | 32 | 35.96 | 13 | 14.61 |
| Teamwork | 0 | 0.00 | 6 | 6.74 | 42 | 47.19 | 24 | 26.97 | 17 | 19.10 |
| Self-motivation | 2 | 2.25 | 5 | 5.62 | 44 | 49.44 | 22 | 24.72 | 16 | 17.98 |
| Risk-taking skills | 8 | 8.99 | 4 | 4.49 | 30 | 33.71 | 25 | 28.09 | 22 | 24.72 |
| Adaptability skill | 2 | 2.25 | 3 | 3.37 | 45 | 50.56 | 18 | 20.22 | 21 | 23.60 |
| Interpersonal skills | 5 | 5.62 | 2 | 2.25 | 45 | 50.56 | 19 | 21.35 | 18 | 20.22 |
| Working under pressure | 0 | 0.00 | 3 | 3.37 | 38 | 42.70 | 29 | 32.58 | 19 | 21.35 |
| Negotiation skills | 0 | 0.00 | 4 | 4.49 | 48 | 53.93 | 18 | 20.22 | 19 | 21.35 |
| Self-management Skills | 2 | 2.25 | 5 | 5.62 | 30 | 33.71 | 34 | 38.20 | 18 | 20.22 |
| Problem-solving skills | 0 | 0.00 | 5 | 5.62 | 46 | 51.69 | 21 | 23.60 | 17 | 19.10 |

| | | | | | | | | | | |
|------------------------|---|------|---|------|----|-------|----|-------|----|-------|
| Multicultural skills | 1 | 1.12 | 2 | 2.25 | 38 | 42.70 | 23 | 25.84 | 25 | 28.09 |
| Time management skills | 0 | 0.00 | 3 | 3.37 | 45 | 50.56 | 25 | 28.09 | 16 | 17.98 |

Communication skills: Oral and spoken communication skills are required in tourism. Both one-on one and in groups (e.g., presentations). They don't just listen but they have to speak in front of the people also. 41.57% student said that the communication skills are very much required in tourism followed by 35.96% of the students said that its required. The %age of highly required is 14.61% and less required is 7.87%.

Teamwork skills: Work with others to accomplish tasks in tourism. We ask students do they think that working with people in 26 groups wastes your time or encourages your work. The study indicates that 47.19% of the students said that teamwork is very much required followed by 26.97% who said that its required. 19.1% said its highly required and 6.74% said it is less required.

Self-motivation: Doing things without needing to be told or persuaded. We ask student that Are your Assignments always due last day, or do you complete it on day one only? Majority of the students i.e. 49.44% responded that it is very much required and 24.72% said its required followed by 17.98% who said that its highly required. Some of the students i.e. 5.62% also responded that self motivation is less required and 2.25% said that it is very less required.

Risk-taking skills: Taking a considerable chance on something new, different or unknown. We ask student that Do they think taking risks is too risky. They responded that it is very much required i.e. 33.71% and 28.09% of the students said its required followed by 24.72% said it is Highly Required. 8.99% and 4.49% said it is Very Less Required and Less Required respectively.

Adaptability: Going with the flow and adjusting with unforeseen circumstances. We ask the students that Do they keep the rulebook on their bedside table or they are an easy going person, who do work according to the situation. 50.56% and 23.6% of the students said that it is very much required and highly required respectively. Whereas 20.22% if the students said that it is required and 3.37% of the students said that it is less required. whereas 2.25% of the students said that it is very less required.

Interpersonal skills: Relating with other people and communicating with them in everyday interactions. Students were asked Do they like to be alone, or do they wish to be with other people. Maximum student i.e. 50.56% said that it is highly required and 21.35% said that it is very much required. 20.22% student said that its required. Some of the student i.e. 5.62% and 2.25% also responded that it is very less required and less required respectively.

Working under pressure: Handling the stress that accompanies deadlines and other limitations or constraints. Students were asked that can they handle deadlines by ignoring them or by doing their most creative work under any kind of pressure. The responses shows that working under pressure is highly required (42.7%), very much required (32.58%) and required is 21.35%. 3.37% respondent also said that it is less required.

Influencing skills: Persuading others to think about or adopt a different point of view. We asked the respondents that Are they influenced by the other people or they take their own decisions. 53.93% of the respondent said that it is very much required, 21.35% of the respondent said that it is highly required and 20.22% said it is required. 4.49% of the respondent said it is less required.

Organizational skills: Being organized and methodical, especially in work-related situations. We ask respondent that Do they organise their things themself or depend on others to organise them for you. Respondent said that it is required (38.2%) and Very much Required (33.71%) followed by 20.22% said it is Highly Required. Some of the respondent 5.62% and 2.25% said that it is Less Required and Very Less Required respectively.

Problem-solving skills: Analyzing the potential causes of a problem and coming up with a solution. We ask student that Do they usually know the reason of this problem and then solve it themself or they ask others

for the suggestions that how to solve it. 51.69% of the students said that problem solving skills are very much required and 23.6% said it is required followed by 19.1% said it is highly required. 5.62% said it is less required.

Multicultural skills: Understanding and relating to people who are different from you, perhaps by using a second language. We ask student that all your friends are just like you, or when someone says, "hello" do you reply in their language. 42.7% of the student said that multicultural skill were very much required followed by 28.09% said its highly required. Student said required were 25.84% only and 2.25% of the student said that it is Less Required and 1.12% said it is Very Less Required.

Time management skills: Using your time wisely and consistently staying on schedule and meeting deadlines. 17.98% of the students were said that they highly required the time management skill followed by 50.56% very much required. 28.09% said it is required. Few student i.e. 3.37% were also said that its is less required.

5. Findings of the Study

- Both Oral and spoken communication skills very much required in tourism.
- Teamwork is very much required in tourism to accomplished the task.
- Self-motivation is very much required in tourism to do work.
- Risk-taking skills are very much required in tourism
- Adaptability to new environment is very much required in tourism.
- Interpersonal skills are highly required in tourism
- Working under pressure is highly required in tourism.
- Influencing skills are very much required in tourism.
- Organizational skills is required on moderate level in tourism.
- Problem-solving skills are very much required in tourism.
- Multicultural skills are very much required in tourism.
- Time management skills are very much required in tourism.

6. Conclusion

On the basis of above analyse we received a very much positive response on the requirement of soft skill in tourism. On the basis of both male and female students studying tourism education we can say that the majority of the students are agreed that they require soft skills to work in tourism industry. Both Oral and spoken communication skills are required in tourism are 41.57% very much required in Communication skills. Working with others to accomplish tasks is 47.19% very much required in Teamwork skills. Doing things without needing to be told or persuaded is 49.44% very much required in Self-motivation. Taking a considered chance on something new, different or unknown is 33.71% very much required in Risk-taking skills. Going with the flow and adjusting with unforeseen circumstances is 50.56% very much required in Adaptability. Relating with other people and communicating with them in everyday interactions is 50.56% highly required in Interpersonal skills. Handling the stress that accompanies deadlines and other limitations or constraints is 42.7% highly required in Working under pressure. Persuading others to think about or adopt a different point of view is 53.93% is very much required in Influencing skills. Being organized and methodical, especially in work-related situations. 38.2% required in Organizational skills. Analyzing the potential causes of a problem and coming up with a solution is 51.69% very much required in Problem-solving skills. Understanding and relating to people who are different from you, perhaps by using a second language are 42.7% very much required in Multicultural skills. Using your time wisely and consistently staying on schedule and meeting deadlines are 50.56% which means it is very much required in Time management skills.

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Orientation of Leadership in the Current Scenario: It is Individual Centric or Issue Centric?

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ABSTRACT: Most studies on leadership have focused on the individual and the personality traits of the leaders like charisma and the other personal qualities. The focus and the obsession with the individual personality has been to such an extent that the term 'leadership' has almost become synonymous with the few qualities of the individual like charisma, democratic, autocratic and similar other qualities. But the fact remains that today our understanding of leadership must extend far beyond the individual. While the fact remains that leadership cannot exist without the context of the individual, it is also starkly evident that the world has become a highly complex place and there are many issues which have become extremely relevant today which are intrinsic for leadership. In the opinion of the researcher the challenges in leadership have become so compelling and the complexity of the issues is such that all the sectors face the common challenges though the extent of these may vary. So instead of segmentation and compartmentalization of leadership into sector – specific areas, the researcher has attempted to re-look leadership as a holistic, issue based subject facing common challenges and issues.

Keywords: Leadership, personality, traits, individual, leader

1. Introduction

The meaning of the term leader can be understood in many forms, it is an advance version of the verb 'to lead' and the expected adjectives of the term leader can be stated as excel, benchmark, guide and even govern the individual or the group of individuals for one or more than one structured tasks. As an individual person the leader does not have a separate recognition, rather it is the nomenclature for the person who leads his or her followers. As a matter of fact it is easy to pronounce oneself as a leader but it is very difficult to get established as a leader, because a leader should have certain qualities and these qualities should be one step ahead of the respective followers. Even the respect and recognition of a leader is based upon such advance qualities and this has to be on a progressive stage. As a matter of fact only the behavioral characteristics are not sufficient, a leader has to be proficient on other grounds as well, like professional in work, technically more sound and know how to manage the issues coming up in routine course of work. Only the possession of the above stated qualities is not sufficient, one has to upgrade the same at regular intervals and do whatever it needs to excel in the same.

As far as the work ethics are concerned, the recognition of a leader is related to his or her ability to take a stand and maintain it against all odds and also motivate the respective followers to do the same. a person who loses hope and becomes impatient quickly cannot appear as a leader. These two are the very basic qualities of a leader. Apart from this, a leader should not become arrogant with the respective achievements of life and maintain a stable attitude.

One of the most crucial responsibilities of a leader is to guide the actions of his followers, and all his actions should be directed towards the achievement of the stipulated goals and targets with the help of his or her followers.

Leadership Defined

Leadership is "interpersonal influence, exercised in a situation, and directed, through the communication process, toward the attainment of a specified goal or goals" (Tannenbaum, Weschler, & Massarik, 1961, p. 24).

"Leadership is an interaction between members of a group. Leaders are agents of change, persons whose acts affect other people more than other people's acts affect them". (Bass, 1985, p. 16).

Theories of Leadership

1. Great Man Theory of Leadership

This theory assumes that great leaders are not made, they are born that way. According to this theory leader is person who is able to do heroic works, can create myths from his or her deeds and is able to take the lead as and when required irrespective of the trade he/she belongs to. The term '*great*' in this theory refers to the military leadership, where leadership was considered as a male dominated activity.

2. Trait Theory of Leadership

This theory was more or less based on the '*Great Man Theory of Leadership*' as it believes that the respective traits of leadership are already present in an individual and they cannot be inculcated in the due course of one's life. This theory focuses on the traits or the qualities of a person to become leader. The biggest criticism that this theory had faced was that if every leader is having the inherent qualities of a leader then why there are certain individuals who possess these qualities but are not leaders and they are not having any desire for the same in future.

3. Contingency Theories of Leadership

This theory entails the actual meaning of contingency i.e. there are a number of issues in the environment and these issues will require different type of qualities at different point of time, the basic style of leadership has to be recognized in these situations. In fact, a leader having certain qualities of leadership may not become handy in all type of problem situations, rather there are some related issues like capability of a leader, understanding of the followers and the related features of the problem situations.

4. Situational Theory of Leadership

This theory focuses on the fact that a leader will identify the best available solution to the problem at hand i.e. identify different solutions to different problems. This theory also states that decision environments are different in different situations and the actions of the decision makers should be directed towards the same, moreover in situations where the followers are also learned and experts, it becomes easier to decide on the related factors of the decision environment.

5. Behavioral Theory of Leadership

This theory is just opposite of the '*Great Man Theory of Leadership*', and states that it is possible to create great leaders and they are not born that way. This theory does not focus on the inherent qualities of a leader but believes that the capability of a person to take decisions can be enhanced by the way of learning, training and observations.

Research Question

As mentioned in the abstract of this paper that in most of the previous studies the researchers and the authors have given priority to the individuals and their respective personalities, according to such studies 'leadership' is reflected by the respective qualities of an individual like charisma of the person, motivating ability, ability to lead, effect on decision making and many other. But in the current competitive and rapidly changing scenario, is it sufficient to rely on the individual style of leadership? Or there is any other system or body that can be indulged for the same? From the earliest times of manufacturing to the recent past of technological advancement the task of leader was to motivate the people following him and achieve the stipulated task, and these tasks were also limited to a certain extent, like completing manufacturing targets, keep the factories rolling maintaining decorum, etc. But in the current scenario there are issues which require sudden attention and remedy. This calls for a different style of leadership.

Objectives

1. To examine the shifting focus in leadership from the individual to the ten issues identified by the researcher.
2. To evolve a leadership model which can integrate the urgent issues identified by the researcher as crucial for sustainable development.

Hypothesis of the study

Hypothesis I

H_0 : There is a significant relationship between the need of leadership and different issues arising in the related environment.

H_1 : There is no significant relationship between the need of leadership and different issues arising in the related environment.

Hypothesis II

H_0 : In the current scenario, only updated knowledge of technology can provide the leaders with the competitive edge above the others.

H_1 : In the current scenario, only updated knowledge of other factors than technology can provide the leaders with the competitive edge above the others.

Research Methodology

For this present study the Descriptive and exploratory research design is used based on demographic and occupational characteristics of the respondents from various sections of the society. The universe of the study included the people belonging to the sections of the society like politics, corporate, religion, etc. from different cities of Himachal Pradesh. A sample of total 200 respondents was selected using stratified random sampling. The questionnaire used to collect data contains the questions of scale, dichotomous questions and some with the multiple choices. In this research it has also been tried to find out that what the prevailing practices are in the current scenario, as far as leadership is concerned. This present study is not free from limitations, some of the limitations can be stated as the small size of the sample and limited area of investigation which might not be true representative of the whole population of the state or the country.

Data Analysis and Interpretation

Hypothesis I

In order to test the above hypothesis the required traits of a leader and their respective capability to handle them have been considered as the dependent and independent variables respectively.

a. The level of integration is directly related to the foresightedness of a leader.

| Descriptive Statistics | | | |
|------------------------|------------|----------------|-----|
| | Mean | Std. Deviation | N |
| Integration | 6834250.00 | 277796.538 | 220 |
| Foresightedness | 1498075.00 | 127027.051 | 220 |

| | | Correlations | |
|-----------------|-----------------------------------|-----------------|-----------------|
| | | Integration | Foresightedness |
| Integration | Pearson Correlation | 1 | .772 |
| | Sig. (2-tailed) | | .628 |
| | Sum of Squares and Cross-products | 231.000 | 499.000 |
| | Covariance | 771.667 | 166.333 |
| | N | 220 | 220 |
| Foresightedness | Pearson Correlation | .472 | 1 |
| | Sig. (2-tailed) | .528 | |
| | Sum of Squares and Cross-products | 49964701000.000 | 48407614802.000 |
| | Covariance | 16654900333.333 | 16135871600.667 |
| | N | 4 | 4 |

Interpretation

As can be seen from the above table that there is a high degree of positive correlation (.772) between foresightedness of the issue and level of integration of the leader, which shows that there is actually a decrease in the rate of defects if the employees are trained appropriately.

- b. Collaborative assessment of the issue and decisions made by the leader are having significant correlation.

| Descriptive Statistics | | | |
|--------------------------|-------------|----------------|-----|
| | Mean | Std. Deviation | N |
| Collaborative assessment | 13972500.00 | 771772.635 | 220 |
| Decision | 1929201.25 | 567570.743 | 220 |

| | | Correlations | |
|--------------------------|-----------------------------------|--------------------------|-----------|
| | | Collaborative assessment | Decision |
| Collaborative assessment | Pearson Correlation | 1 | .963* |
| | Sig. (2-tailed) | | .037 |
| | Sum of Squares and Cross-products | 1786.000 | -1265.000 |
| | Covariance | 5956.000 | 4219.333 |
| | N | 220 | 220 |
| Decision | Pearson Correlation | -.963* | 1 |
| | Sig. (2-tailed) | .037 | |
| | Sum of Squares and Cross-products | 1265.000 | 9664.750 |
| | Covariance | 4219.333 | 3221.917 |
| | N | 220 | 220 |

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation

As given in the above table that there is a high degree of positive correlation, (.963) between collaborative assessment and respective decisions, which shows that high level of collaboration to the concerned issue can give solutions to the dynamic issues.

- c. Holistic approach of the issue and decisions made by the leader are having significant correlation.

| Descriptive Statistics | | | |
|------------------------|-------------|----------------|-----|
| | Mean | Std. Deviation | N |
| Holistic Approach | 16235500.00 | 179565.216 | 220 |
| Decisions | 2628808.50 | 174220.836 | 220 |

| | | Correlations | |
|-------------------|-----------------------------------|-------------------|-----------|
| | | Holistic Approach | Decisions |
| Holistic Approach | Pearson Correlation | 1 | .590 |
| | Sig. (2-tailed) | | .810 |
| | Sum of Squares and Cross-products | 9673.000 | 1787.000 |
| | Covariance | 3224.667 | 5957.000 |
| | N | 220 | 220 |
| Decisions | Pearson Correlation | .190 | 1 |
| | Sig. (2-tailed) | .810 | |
| | Sum of Squares and Cross-products | 1787.000 | 9105.000 |
| | Covariance | 5957.000 | 3035.333 |
| | N | 220 | 220 |

Interpretation

As can be seen from the above table that there is moderate degree (.590) of positive correlation is shown between the holistic approach and the decisions made by the leaders which shows that without considering the problem in its completeness any problem cannot be solved merely on the previous knowledge of a leader.

Result

On account of the above discussion it can be said that the null hypothesis “*There is a significant relationship between the need of leadership and different issues arising in the related environment.*” can be accepted and the alternate hypothesis can be rejected.

Hypothesis II

The tested components are as follows:

1. Consistency
2. Predictability
3. Scalability
4. Repeatable
5. Replicable

1. Consistency

| Chi-Square Tests | | | |
|------------------------------|-------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .159 | 3 | 3.677 ^a |
| Likelihood Ratio | .148 | 3 | 3.821 |
| Linear-by-Linear Association | .822 | 2 | .050 |
| N of Valid Cases | 220 | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.90.

2. Predictability

| Chi-Square Tests | | | |
|------------------------------|-------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .243 | 3 | 2.827 ^a |
| Likelihood Ratio | .257 | 3 | 2.718 |
| Linear-by-Linear Association | .097 | 2 | 2.758 |
| N of Valid Cases | 220 | | |

3. Scalability

| Chi-Square Tests | | | |
|------------------------------|-------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .265 | 3 | 2.488 ^a |
| Likelihood Ratio | .148 | 3 | 3.821 |
| Linear-by-Linear Association | .822 | 2 | .050 |
| N of Valid Cases | 220 | | |

4. Repeatable

| Chi-Square Tests | | | |
|------------------------------|-------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .063 | 3 | 5.537 ^a |
| Likelihood Ratio | .054 | 3 | 5.830 |
| Linear-by-Linear Association | .800 | 2 | .064 |
| N of Valid Cases | 220 | | |

5. Replicable

| Chi-Square Tests | | | |
|------------------------------|-------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | .445 | 3 | 1.621 ^a |
| Likelihood Ratio | .436 | 3 | 1.659 |
| Linear-by-Linear Association | .330 | 2 | .949 |
| N of Valid Cases | 220 | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.39.

Result of Chi Square test

| Components | Consistency | Predictability | Scalability | Repeatable | Replicable |
|----------------|-------------|----------------|-------------|------------|------------|
| Value | .159 | .265 | .445 | .631 | .943 |
| Sig. (2-sided) | 3.677 | 2.488 | 1.621 | 6.145 | 2.860 |

Interpretation

As far as the job performance is concerned it can be seen from the above tables that in most of the cases the significance value is more than the calculated value, which states that on the basis of age there is a high level of homogeneity in the answers of the respondents. So it can be inferred that in most of the cases people believed that mere knowledge of the technology is not sufficient for the current leaders. There are other qualities also which are required and expected from a leader in the dynamic decision making environment of the current scenario.

Result

On account of the above discussion it can be stated that the null hypothesis "*In the current scenario, only updated knowledge of technology can provide the leaders with the competitive edge above the others.*" can be rejected and the alternate hypothesis can be accepted.

Conclusion

There are clear implications from this study that a person considered to be a leader may not go with the instincts, as there are specific implications at each and every step of decision making. This is irrespective to the particular class of the society like politics, religion, corporate, etc. then the same stands true for the policy related issues, these policies can interpreted wrongly if they are not based on the knowledge of the current scenario. As far as the corporate sector is concerned the decision makers are called 'business leaders' and they are not in the situation to spare time and other resources on a single issue, as their effort is being distributed on a number of issues and all the issues are having the fear of uncertainty and failure. So focusing on one issue may fail them on the other fronts which may not be good for them and even for the organization. Then to keep the track of business trends is equally important for the leaders and it is expected from them to ace the related issues as and when required.

The finding of this present study can also be extended to the framing of the basic norms for deciding on environmental issues, as the leaders are required to change their roles through their core competencies, to whatever section of the society they belong to, and act as center of decision making. They can also set benchmarks for other people to come in near future. For those involved in management, the shifting demands of leadership have important implications for how leaders are being identified, supported and nurtured today and in the future.

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Horse Gram / Kulthi Dal- A lentil unexplored

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ABSTRACT: "We are what we eat"- our life is directly proportional to the food what we intake. The list of food ingredients are unlimited and how to choose the correct food in our diet has become the most important topic to be discussed however if we know the medicinal use of the the ingredient then it makes our life more easy. Our life span totally depends on our food habit.. This research is based on the facts and nutritional values of "Horse gram". We have unbreakable connections with the organic food and what organic food is suitable for us that is totally depends on the circumstances and climate of that particular area. Horse gram is neither unique nor ordinary. When it comes on the health the importance of this Gram comes in the mind. It is lesser known and many people still doesn't recognize this precious ingredients. The medicinal effect of horse gram is enormous. To cut down the impurities from the body with the almost no side effects evening consuming with large quantities also here is only one thing which ranked on the top and i.e. Horse gram. The Horse gram doesn't plays an important role in any cuisine but it can make cuisine healthier and can enhance the nutritional value once it will be fully adopted by any of regional cuisine. There are some extraordinary kulthi recipes which still remain in the heart of our people who really knows the amazing medicinal effect of kulthi daal

1. Introduction

Horse gram is a beans and lesser known among the people. Other name in Hindi- Kulthi,Bengali-Kulthikalai,Tamil-kollu,Telugu- Ulavalu,Kannada-Hurule,Oriya-Kolatha,Gujrati-kadthi ni dal, commonly used for making daal which can be eaten with boiled rice and even with chapati.

These plants are generally originating to the southeastern part of India. They are also found in other parts of the world including Australia, Africa, and Malaysia. Horse gram is enriched in vitamin A and it is similar to the Urad daal but red in color. It is famous in Ayurvedic cuisine as well with some hilarious medicinal benefits. It has protein of around 20%. It is very famous among farming community, it doesn't have the taste as compared to other beans but has excellent amount of Iron.

In Uttrakhand kumaon villages this is very popular and known by the name of (Gahat) it is the choice of villages because of their food habit and climate conditions.it is also became the part of Uttrakhands cuisine especially in (Kumaoni region) It also grows in the state like, Himanchal, Tamilnadu and Madhya Pradesh. Horse gram cultivates under dry agriculture land. Like chickpeas and kidney beans Horse grams need to soak before cooking the advantage of soaking is to avoid wastage of fuel and the daal will cook nicely with short span of time.

Other ancient benefit of Kulthi daal is earlier Kulthi daal was used to boil with large amount of water and that daal and the extracted water of the daal was used to break the large stones into pieces the water of kulthi daal penetrates into stones and makes it loose. So it was easy to break large stones into small pieces. The consistency of the kulthi daal after cooking is watery and it will not be having a texture like (arhar, masoor,moong,urad). The kulthi daal doesn't melt when over boiled but the texture of the daal will be softer.

Review of literature.

To be able to understand the health benefits of the horse gram and to create various recipes from horse gram which can enhance the bodily function of human body, Enormous are suffering from kidney stones and became one of the common disease around the world. Horse gram known by various name as per the states own regional language but effects remain the same of this lentil. We should be aware and promote the healthy lifestyle and it is quite possible when there will be enough knowledge about the ingredients.(Aelign and petros) 12% of the world population are suffering from the kidney stones and later it could turn to the renal failure .Mankind is suffering from kidney stones since many centuries (Prashant ,2016) paste of the horse gram cans sooth the localized swelling because it helps to open the spores of the body which helps to flushes out the toxics. Inflammation happens when body has swelling, pain or any kind of irritation or body injury horse gram has inflammatory properties The composition of chemical which comes from the horse gram cures from chronic inflammatory disorders (giresha, Narayanappa, Joshi, vishwanathan, krishnappa2015).

Observation

Horse grams known for impressive medicinal uses it has vigorous combination of different chemicals which is quite accepted by the human body. It is observed that Horse gram water and its simple daal also helps the body to fight against severe diseases and some of the chronic diseases as well. it could be alternate of regular using lentils and it could be a gainful step towards healthy lifestyle. People got relief from the Kidney stones, inflammation after consuming Kulthi daal.

Medicinal use

1. Horse gram seed possess anti hyperglycemic properties which controls the glucose level in the blood. it lessen the absorption of carbohydrate and copius of soluble fiber.
2. M.uniflorum seeds used to make anti-inflammatory drugs which efficiently neutralized indirect hemolytic activity.
3. Horse gram seed has anti-microbial property against bacillus subtilis (Bacillus subtilis, known also as the hay bacillus or grass bacillus, is a Gram-positive, catalase-positive bacterium, found in soil and the gastrointestinal tract of ruminants and humans). Staphylococcus aureus (Staphylococcus aureus is a Gram-positive, round-shaped bacterium that is a member of the Firmicutes, and it is a member of the normal flora of the body, frequently found in the nose, respiratory tract, and on the skin)
4. Diuretic activity- By consuming horse gram the kidney stone dilutes in urine and comes out through urination, it also increases the flow of urine; So that it creates the pressure on the deposited stone due to this pressure the stone comes downside and comes through urination. Soaked Horse gram water helps to remove uretic or kidney stones
5. Horse gram water is being used in Andhra Pradesh for the treatment of Jaundice.
6. Horse gram water is also used for relieving cough and cold.
7. By applying the paste of Horse gram on face it helps to control the boils and skin rashes.
8. By consuming plenty of horse gram helps to reduce the body weight. Also we can add powdered horse gram with sour butter milk and apply on the fat deposited area it helps to reduce the fat.
9. it also very helpful in pregnancy stage because it helps to increase the blood count.
10. it also keeps body warm during winter that's the region it has become the choice of people who live in cold climate.

Preparations of kulthi Daal to remove the Kidney stones

Kidney Stones could be 1.5 mm to 2.5 mm and there is some efficient method to take out these stones from the body



Source-Joyson

1. Making of Kulthi water

It is a lengthy process but truly natural without any side effect.

Soak 25 grams of horse gram in 250 ml of water overnight and on morning strain the water and drink this water in empty stomach and later on add same amount of water in the old soaked horse grams and drink in lunch continue this process for 6 months it will help to break kidney stones.

Later on you can make thin daal of these soaked horse gram and it can be consumed with rice or roti (joyson2011).

2. Making kulthi soup

It is a long process of making this soup and method of cooking is slow cooking. Take 200 grams of kulthi daal with 2 liter of water start boiling it in slow flame and it takes around 4 to 5 hours when it reduced it to half consume it in lunch having this soup alone. Within a week or two week it will start working.



Source-Isha sadhguru

The nutritional value of Horse gram for 100 gram

| Nutrients | Amount |
|---------------|-----------|
| Energy | 321 Ecals |
| Protein | 22 gram |
| Carbohydrates | 57 gram |
| Calcium | 287 mg |
| Phosphorus | 311 gram |
| Iron | 7 mg |
| Fiber | 5 gram |

Other common recipes are

- Horse gram rasam
- Kollu chutney
- Horse gram dosa
- Horse gram soup
- Horse gram gravy
- Horse gram korma

Research Discussion

The purpose of the study is horse gram is lesser known but it has miraculous effect on the body. Nowadays the usage of the kulthi is also less preferable by the people because of its supply in the market and obvious food habit of current generation. We can't neglect the medicinal effects benefit of horse gram and to spread the health benefits among the people it is necessary to know about the Importance of Horse gram. The issues related to the health have been increased and horse gram is one of the finest ingredients available in the home itself to get rid out of it. Only it needs small initiative i.e. "what to eat".

Analysis and interpretation

Eat the right food according to body requirement and include the food in the diet which can boost the immune system. There is no doubt that Horse gram has amazing effects on the body.

There are many diseases which can be easily controlled by the usage of Kulthi daal in our food habit. There are many ways to cure the diseases but the natural way is the only way that actually heals the body too. The kulthi daal is also enriched with carbohydrate and protein so it's also complete food ingredient which provides the sufficient energy to the body. There are varieties of recipe and can be eaten as per the persons choice.

Conclusion

Horse gram is popular among the person who knows its importance.it is very easy to digest and it is one of the main ingredients to solve the kidney stone problems but it has several more contributions towards the human health. It is very suitable for all the age groups and it is one of the foods which is having near to no side effects. In the busy life style where we prefer all the medicines and spending our money on the treatments there are natural ingredients available with us which can cure us. The quote which suits this circumstances is "Eat healthy live healthy"

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Formal Study- Lucknow as a Smart city and Tourism Opportunities

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ABSTRACT: *Tourism is driving force around the world which is attracting people from different culture and communities to mix together and explore new destination. It is not only provides an income for the host population but also provides 1/10 job in the world. Lucknow, with exception is coming up as an opportunity for Tourism development. Being a smart city Lucknow is competitive eye to eye which often city to world, but another finds an opportunity to improvement in the sector of Pilgrims, Historical monuments, Culture and their Food. The city viewpoint at a rise of approximately 123 meters above sea level. Lucknow region covers an area of 2,528 square kilometers. Surrounded on the east by Barabanki, on the west by Unnao, on the south by Raebareli and in the north by Sitapur, Lucknow sits on the northwestern shore of the Gomti River. Presence a historically significant place Lucknow is one of the well-known visitor attractions in Uttar Pradesh. Now the city of Nawab is undergoing the smart City Programme including improvement in the economy and service favoring, inexpensive, self-sustained, satisfactory infrastructure, care, conserving ethnic heritage and professionalism in excellence services*

Keywords: Opportunities, Specifics Technologies, Development of Economy & Excellence Services.

1. Introduction

The World Tourism Organization defines tourism more generally, in terms which go “beyond the perception of tourism as being limited to holiday activity only”, as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Tourism can be domestic or international, but international tourism has both incoming and outgoing implications on a country balance of payments. Nowadays, tourism is one of the key sources of revenue for many countries and they mark the economies of both source and host country. The Indian Travel Industry has grown more influence because of an original and fresh conception named Smart City Mission by the Government of India. Smart City Plan is an urban renewal and growth program by the Government of India. The assignment of this is to grow 100 cities all over the nation and creating them citizen friendly and sustainable. It is launched by the Prime Minister Narendra Modi in June 2015. Rs980 billion has been sanctioned by the Indian cabinet for the growth of 100 smart cities and renovation of 500 others. Smart cities concentration on their most pressing requirements and on the ultimate opportunities to growth lives. They segment a range of approaches- digital and information technologies, urban development finest practices, public-private corporation and policy change-to make a modification. Uttar Pradesh is second behind Tamil Nadu to after maximum number of cities to be make over under the smart cities. It's only after ministry obvious to pick cities of some state which had lost out in the first list that Uttar Pradesh Capital Lucknow acted in the second list. 10 cities of Uttar Pradesh State have been nominated for Smart City Mission. Lucknow smart city aims to influence its culture, food and heritage by investing in inclusive and transformative result that enhances the quality of life for its Citizens. Tourism is one trade which is crying for courtesy and which has the maximum potential to grow in the coming years. While Lucknow Mahotsav is a yearly event, Lucknow needs something that can sustain its tourism industry. Pilgrimage tourism owing its proximity in Allahabad which has a huge demand, Lucknow can be that go to place, which otherwise is being fulfilled by Madhya Pradesh, Gujarat and Uttrakhand. Lucknow is known all over the world for the tehzeeb or the courteous behavior of its people, As Lucknow is a city of nawabs, kabab and dargah (Hazrat Abbas) which can attract national and international tourism. This city was known by the name of Awadh during olden times.

Sub-Goals for Lucknow Smart City

- Make sure cleanliness through adoption of decentralized waste management and encourage zero waste technology.
- Upgrade of tourism to best the potential derived from religious features of the city. Increase regional connectivity through air and rail and motivate tourist facilitation services.

- Drive financial growth based on invention, knowledge and fitness care services: Promote establishing of world class frame to attract investment in knowledge and healthcare services.
- Eco sensitive tools for cost effective infrastructure.
- Implement technology to certify accountable governance and faster delivery of civilian services.

Objectives of the Study

- To study the citizen opportunities or the reserved opinion about the Smart City Plan in the development of quality tourism in Lucknow.
- To study the various points taken under this proposal for the development of tourism in the city.
- To study the motivational factors that disturbs the Lucknow tourism as given in the Smart City Project.
- To study the prospects for the development of older tourist attractions as specified in the Smart City Plan.
- To study the restrictions of Smart City Project in the growth of tourism in Lucknow. i.e., what has been ignored in the Smart City Mission?

Scope of the Study

The scope of the study is to have a detailed analysis of the Lucknow Tourism and the development of the tourism industry after the operation of the Smart City Plan. The study is directed within Lucknow City only. Study will be made centered on the primary information collected from the visitors of the various tourist places of Lucknow as well as some tourist escorts. The study also desires secondary data for the investigation of growth of the tourism industry in Lucknow over the years.

Method of the Study

Primary Data: Primary data can be composed using questionnaires from 60 respondents.

Secondary Data: It is composed through various papers, books, magazines and particular tourist websites i.e., internet sources.

Literature Review

- Bijender K. Punia of Kurukshethra University in his study on 'Difficulties and prospects of Tourism in Haryana' has stated that "The potential of travel development in any area, region, state, or a country largely depends on the availability of exclusive and varied tourist resources. But at the same time, the amenities and the services too have very essential bearing on the overall tourism development views of a place or region. Such elements like climate, seasonality, accessibility, approach of host population, accessibility of manpower resources and the forecasting expertise that have energetic role to play in this context." He advised that close coordination between private and the public sector travel organizations at different levels is the major to success in travel development when the state responsibilities of tourism must play a vital role.
- Maneet Kumar in his book 'Tourism Today- an Indian perception' says that "Effective management of tourism will comprise a range of procedures including marketing and publicity facts and interpretation as well as planning, control and traffic management." This means tourism includes people, places and planning a facility in harmony with its atmospheres.
- Bhatia A.K in a book 'Tourism Development' creates a detailed coverage of tourism psychology, motivation for travel, organization of tourism, measurement, planning and development, tourism marketing and promotions and economic and social impact of tourism.
- Sharma K.K in his book 'Travel in India' advice to improve the hospitality services associated with tourism as "For the healthy development of tourism in a country like India-a land of contrasts, it is necessary for the Government to provide services for training in hotel management, tourism and travel agency work. Great emphasis must be laid on linguistic proficiency in the main languages of Europe."
- About tourism planning, in the book 'Significance of Tourism in India', Veera Sekharan says, "Tourism is a multi sectoral movement and planning for it is complicated and comprises both physical and institutional elements. The present tourism planning emphasizes on integrated and comprehensive method to meet development objectives without creating socio economic and environmental hazards"
- Batra G.S and Dangwal R.C, Editors of the book 'Travel promotion and development' illuminate are eighteen contributions on tourism representing various aspects. R.C Dangwal in his presentation Marketing of Tourism in India; New paradigms says that "India has excessive tourism potential due to its

unique cultural and natural attractions. The potential has not been fully exploited and whatever attempt made in this direction has not met the expected." He further explores immense vistas in India for skiing, river rafting, trekking, paragliding, water sports and wildlife tourism.

- Mathieson A and Wall G in their book 'Tourism- Economic, Physical and Social effects' describe that "The study on tourism is the study of people requirements of the travellers and of the impressions that they have on the economic, physical and social well-being of their hosts. It grips the motivations and participation of the travellers, the potentials of and modifications made by residents of the reception zones and then roles played by the numerous agencies and institutions which negotiate between them. They reflect tourism as a "consumer product" and therefore a financial action having social and physical impressions.
- Manohar Sajini, in the preface of the book 'Indian Tourism Business' reveals that "World Tourism is a US\$350 billion business. One out of ten persons in the world is a traveler. Travel industry adds 10.9% to the world's Gross National Product (GNP) and employs over 200 million public's accounting for 11.2 per cent of the international labor force. Annually, 595 million tourists across the world securing goods and services worth US\$3.6 trillion which is 10.69 per cent of the gross universal creation."

Analysis of Survey Data

Table Displaying Profile of the Respondents

| Elements | Frequency | Percentage |
|--|------------------|-------------------|
| Below 15 | 4 | 7 |
| 15-25 | 28 | 47 |
| 26-50 | 23 | 38 |
| 50& Above | 5 | 8 |
| Sex: | | |
| Man | 35 | 58 |
| Woman | 25 | 42 |
| Salary Range: | | |
| Up to Rs5000 | 21 | 35 |
| 5000-10000 | 4 | 6 |
| 10000-30000 | 16 | 27 |
| 30000 & Above | 19 | 32 |
| Residential status: | | |
| Lucknowites | 26 | 43 |
| Non Lucknowites | 34 | 57 |
| Awareness surrounded by the Respondents about Smart City: | | |
| Aware | 45 | 75 |
| Not Aware | 15 | 25 |
| Judgment on Rank for tourism in Lucknow City: | | |
| Yes, should be given | 49 | 82 |
| No | 11 | 18 |
| Propose of visit to Lucknow by the Respondents: | | |
| Pilgrimage | 12 | 20 |
| Natural and Historical monuments | 30 | 50 |
| Business | 5 | 8 |
| Curiosity | 10 | 17 |
| Others | 3 | 5 |
| Aims to prefer Lucknow as a Tourist Destination: | | |
| Cuisine | 36 | 60 |
| Holy Places | 9 | 15 |
| Cultural Interest | 9 | 15 |
| Organization Available | 5 | 8 |
| Others | 1 | 2 |

| Kind of Transport Chosen by the Tourists: | | |
|---|----|-------|
| Taxi/Tourist Vehicles | 7 | 12 |
| Public Transport | 12 | 20 |
| Own Vehicle | 34 | 57 |
| Train | 3 | 5 |
| Air | 4 | 6 |
| several changes of Tourism activities made: | | |
| Self | 40 | 67 |
| Travel agents | 6 | 10 |
| Family/Friends | 14 | 23 |
| Others | 0 | 0 |
| Residences of Stay desired by the Respondents: | | |
| Hotels | 15 | 25 |
| Resorts | 16 | 27 |
| Family/Friends | 26 | 43 |
| Others | 3 | 5 |
| Respondents judgment on Tourism potentiality of Lucknow City: | | |
| Yes , it has | 52 | 52 13 |
| No, it doesn't | 8 | 52 13 |
| Main Contributors to the Travel Industry: | | |
| Government | 30 | 50 |
| MNC/Private Business Houses | 18 | 30 |
| Associated chamber of Commerce and Industry | 5 | 8 |
| Others | 7 | 12 |
| Public judgment on the History and Culture of Lucknow: | | |
| Yes | 30 | 50 |
| No | 7 | 12 |
| To some extent yes | 23 | 38 |
| Fields in which Public/ Private body's character is important: | | |
| Transportation | 12 | 20 |
| Maintenance | 29 | 48 |
| Popularizing the places | 18 | 30 |
| Others | 1 | 2 |
| Respondents who have challenged problems in the City while on a trip: | | |
| Faced | 34 | 57 |
| Not faced | 26 | 43 |
| Public belief about the Future of Lucknow Travel: | | |
| Growth Oriented | 26 | 43 |
| Competitive | 14 | 23 |
| Creative/Innovative | 16 | 27 |
| Outdated | 4 | 7 |
| Main drawbacks of Lucknow Travel: | | |
| Transportation | 25 | 41 |
| Infrastructure | 11 | 18 |
| Problems by the Local Public | 7 | 12 |
| Scarcity of Resources | 10 | 17 |
| Pollution | 7 | 12 |
| Others | 0 | 0 |
| Public view on the Places that need special care in order to gain Worldwide Recognition: | | |
| Religious Places | 12 | 20 |
| Historical Places | 19 | 32 |
| Nature Parks | 18 | 30 |

| | | |
|----------------------|----|----|
| Festivals of Lucknow | 11 | 18 |
| Others | 0 | 0 |

Summary of Findings

- As per the study conducted among 60 respondents only 75% of them were aware about the Smart City Plan in Lucknow City. The remaining 25% of them were not ware about it.
- The study revealed some of the places of Lucknow that the people loved to visit. They were, Dargah Hazrat Abbas, Chandrika Devi Temple, Dr. Ambedkar Park, Nawab Wajid Ali Shah Zoological Garden, Chota Imambara, Rumi Darwaza, Bara Imambara, British Residency etc.
- As per the study 82% of the respondents have agreed that Lucknow Tourism Industry should be given more importance under Smart City Mission and the rest 18% of them said that it should not be given much importance.
- Under this study 60 respondents have spoken about their purpose of visit to Lucknow. Majority of them said that they visit Lucknow for the purpose of Natural and Historical monuments during vacations etc. Other purposes were Pilgrimage (20%), Business purposes (8%) and Curiosity (7%).
- The study found out that 60% of the respondents preferred Lucknow as the tourist destination because of the Historical and Natural Beauty that is available in Lucknow. Other reasons were the various Religious Places, Cultural interest and Infrastructural Facilities of Lucknow. Some respondents have also told that Lucknow food is one of the best and delicious tastes that you can get in the world.
- The study shows that the majority of the tourists prefer to travel in their own vehicles around the city. Particularly they prefer two wheelers to travel in and round the city. The main reason for this is the traffic problems in the city. Very few of the respondents opted for Taxi, Tourist vehicles, public Transport and other modes of transportation.
- This study also found out various alternatives of tourism arrangements opted by the tourists. 67% of the respondents wanted to make the tourism arrangements by themselves than depending upon the travel agents, family members and friends. But preferred places of stay were their Family/Friends' houses than the Hotels and Resorts.
- Majority of the respondents have agreed that Lucknow has a potentiality as a preferred tourist destination. Only 13% of them said Lucknow does not possess such a potentiality.
- The study found out whom, according to the public are the major contributors towards tourism industry under Smart City Plan. 50% of the respondents pointed at the government, some pointed at the MNCs and Private Business Houses and only few said it is The Federation Chambers of Commerce and another few opinioned that it is the General public and the Lucknow City Corporation.
- Among 60 respondents major portion of the respondents have agreed that the unique history and culture of Lucknow plays an important role in Tourism Industry. Others have partially agreed to the statement.
- As per the public, in the field of Maintenance the public or the Private body's role is important. It is true that some of the attractive places of Lucknow have not been popularized among the tourism lovers. Even in this field some more steps by the Private bodies are needed to popularize such places.
- On the visit to Lucknow City, majority of the respondents have faced various problems such as Parking and Traffic problems, Garbage etc. it is true that some of the Non- Residents of Lucknow have faced problems from the local residents of Lucknow.
- According to the study, public have the opinion that Lucknow Tourism Industry is Growth Oriented. Only few people have the opinion that it is Outdated.
- One of the objectives of the study is to find out the limitations of tourism Industry of Lucknow under Smart City Plan. According to most of the respondents Lucknow City traffic issues are the major drawbacks which cannot be corrected even after the implementation of Smart City Project with much care. Respondents have also agreed that the problems with infrastructure, local public, scarcity of resources and pollution have an effect on Tourism Industry; but they can be changed with the cooperation and teamwork of the Government, private bodies and the General public.
- As per the study, Lucknow tourism can be developed under Smart City Plan by giving first preference to Maintenance and cleanliness of the city. Setting up of a separate department for the betterment of the Lucknow tourism also would be a nice idea if the Government shows some more interest on that.
- As per the study, if Pilgrims and Cultural are given special care and importance they may even gain Global recognition. The Lucknow Pilgrims and Cultural have such capacity. People from every religious

belief come to Dargah of Hazrat Abbas to prayer with much respect. The atmosphere, especially during Nauchandi jumerat, is extremely holy and enlightening which can attracts the tourists even from other states.

- As per the study, public are not fully satisfied with Lucknow Tourism industry. Majority of the respondents have rated it Good and Satisfactory. Very few are fully satisfied and graded Excellent. But 7% of the Respondents are not at all satisfied with the Tourism Industry of Lucknow.

Suggestions

- Hospitality should be given more prominence in Lucknow Tourism. Law and order concerning this should be strictly prepared. Safety of the travellers should be taken care.
- Traffic difficulties in the City in growing day by day. Suitable actions can be taken by the Government concerning to this issue. Roads can be broadened in the city and Flyovers can be built wherever necessary.
- Difficulties relating to supply of Tobacco products and Drugs should be banned. Government should take necessary activities to prevent the problems concerning to Communal violence and other problems relating to the residents of Lucknow to ensure the safety of Lucknowites as well as the tourists to make Lucknow city tourism friendly.
- Infrastructural facilities nearby some of the foremost tourist attractions can be developed and made innovative.
- Cleanliness and Maintenance of the tourist attractions should be given significance and the vacant places in and around the City should be used for some productive dedications such as construction of Nature Parks, water Parks etc. for the public usage.
- Government or Municipality track complexes at minimum rent are to be made so that the road side vendors can provide accommodations and trade through them.
- More number of strict traffic guidelines should be implemented.
- Activities which sustain on Culture and Heritage should be given priority.
- Lucknow is a city of Nawab and is famous for Pilgrims, Historical monuments and also for Awadhi Cuisine. These places should be popularized even outside the state and made convenient to the visitors by various plans and strategies. Government can also set up a separate department for this purpose.

Conclusion

Our comprehensive research in the field of Tourism threw up various remarkable views by the public which can be realized in the above analysis. The overall impression that we collected during the Data Collection was the huge awareness and knowledge among people about Smart City Plan in Lucknow City. People are considering for the Government's interference in the Tourism Industry for the improvement of Tourism in the City. People in extensive have kept brightness and opportunities on the fresh concept Smart City and are willing to provide their best submissions to make it imaginable. The general happiness level among public on the subject of Lucknow Tourism still necessitates improvements, but there are chances under the innovative and current concepts Smart City Mission, Make in India Advance etc.

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Emerging Food and Beverage Trends

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ABSTRACT: Food and tourism are always been closely integrated. The increasingly discerning demands are continued to be demonstrated by the travellers. The pressure drive of social media increases the importance of dine and experiences worth sharing across vast borders engulfing various cultures and traditions. Then also the ultimate goal of every food & beverage strategy is to meet the driving revenue. Pitching the advertisement is what makes the experiences of the guests unique since food and beverage has always been a key point of difference for hotels, and it is of significance to stay updated about the latest food & beverage trends. The hospitality industry consists of hotels, restaurants, bars, banquets etc., and it is an imminent part of the tourism industry. The prime interest of the tourist in a hotel other than the location is what the cuisine offered and the ambience that follows. A quality food & beverage service operations are continuing to improve and develop with the demand for more extravagant presentation. The quality service of good food and beverage not only judged by the parameters of taste and its outlook but also on the manner of its service.

Nowadays, with the rise of number of food bloggers and food hopping adventurers, people get a glimpse of a variety of food art presentation and thus the concern rises not only regarding the taste of the food but also how it's served and presented. They also observe the quality and standards maintained by the service personnel dealing with them. The food and beverage service quality helps to attract the potential tourist to any tourist destination in current environment because it shows positive image of particular place and local people. A vast variety of trends are followed in food and beverage industry which have impact on the success of the business. This study is a deep analysis of what all new trends that can be implemented in food and beverage sector and critical evaluation of all the positive aspects related in introducing next generation trends in food and beverage service. This study also offers a deep clarification, why menu plays an important role in food and beverage service and how restaurants can attract the people to the particular place and for profitability.

Keywords: Hospitality, Food & Beverage Service, Trend, Quality

1. Introduction

Many countries have a massive economic boost based on the revenue collected from their tourism sector. It is important to create both word of mouth and potential repeat customers leading to a more established customer's loyalty for alluring the tourist and their satisfaction of their travel experience. If the tourist is satisfied then there are higher tendency to revisit the same destination and provide positive comments to friends and families which could be reflected in higher income generation to a country.

Market drive initiated introduction of many tourism products, ranging from tangible to experiential, to attract the tourists. As the time changes a numerous brands of choices are available in the market to opt for. There is an immense activity going on in Food & Beverage Service industry in the last 5 years, including exciting new concepts, offerings and innovative service strategies.

Objective

The objective of this study is to analyse how the emerging food and beverage trends can be implemented in order to improve the experience of the customers in the food and beverage sector of the hospitality industry.

Need

Increased interest in the investment circle for this segment with some big investments deals taking place in the recent times therefore questions arise that what are the rising and current trends in the Food & Beverage Services industry? How will people eat, behave and be served in coming years? In this regard there is a need to look at some of these foreseeable trends that will become part of the everyday life soon.

Significance

This study shows that what all positive aspect are related in introducing next generation trends in food and beverage service for example, now people are very health conscious so they wants healthy food. The

knowledge from this study will help the food and beverage sector of the hospitality industry to prepare for the future demands of their prospective customers in line with the emerging trends.

Literature Review

In this section some significant literature on the subject is reviewed. Fairly similar topics are found since in this topic only a few researches have been conducted. The purpose of this section is to understand the importance of food and beverage service in the hospitality sector and the need to implement new trends in same to provide newer experience to the tourists in the aspect of food and beverage service keeping in mind the role of menu in gaining more profit. Elegant and satisfying dining experience is one of the most important factors that relate to customers judgment by comparing customer's expectation on restaurant tangible and intangible product, with the actual performance of restaurant.

Parameters included are price, quality, standards, experience, flexibility and the welcome customer care and service which, many tangible and intangibles deliverance is incorporated along with accurate consistency, quality, and creativity. D. Melia (2011), *Trends in food and beverage sector of the hospitality industry*, has expressed the various benefits that can be attained by the service quality such as establishing guest satisfaction, contributing to overall business image, establishing guest loyalty, and providing a competitive advantage to a business establishment. Yang (2012), *International Journal of Hospitality Management*, has reported evidences that food outlet menus may consist of prime spots where the first gazes of customers focus on. The management of restaurants needs continuous improvements in service quality to get optimum guest satisfaction.

The topic, as per Outlook (2012), *The Emerging Trends in Food & Beverage Services Retailing in India features entertainment facility*, service quality also plays a significant role in order to allure the guest for spending quality time on the table of a food outlets. C. Stewart (2015), *Trends in Food and Beverage Industry*, shares the ideas about the menu planning as a process of selecting menu items and evidences are stated by their research that the criteria of menu item selection are depending upon the cost of raw materials, cost of labour, profitability of menu item, the skill level of staff needed, space and equipment requirements, and customer demand. Nayyar, A. (2018), *These food trends will rule 2018* and Goswami, S. (2018), *Top 7 food trends that will hit the Indian market in 2018*, discusses in details about the upcoming food trends for the that will dominate the indian market in the coming years.

Research Methodology

- The primary data is collected through personal interview along with questionnaire with hotel and restaurant managers, supervisors as well as entrepreneurs who are well versed with the emerging trends in the field of food and beverage.
- Journals, books and various websites, etc., form the source of secondary data.

| Sl. No | Organization name | Organization type | Emerging F & B trends |
|--------|------------------------------|--|---|
| 1. | Taj Bengal, Kolkata | 5 Star hotel Taj group of Hotels Pan India | Environmental sustainability Mainstreaming vegetarian food Fusion cuisine Social media |
| 2. | HHI, Kolkata | 5 Star hotel Kolkata & Varanasi | Food presentation Innovative beverages Online booking Social media |
| 3. | BB's Restaurant, Kolkata | Free standing restaurant Under Trincas group of Restaurants | Regional cuisine POS System Local procurement |
| 4. | Amrakunj Resorts, Kolkata | Resort | Homemade food Mobile food app Local procurement |

Source

The emerging trends in Food and Beverage have been collected by direct interviews with hotel, resort and outlet managers, supervisors, entrepreneurs (resort) and by the use of the questionnaires for the managerial and supervisory level positions. The sample size for the same was 30.

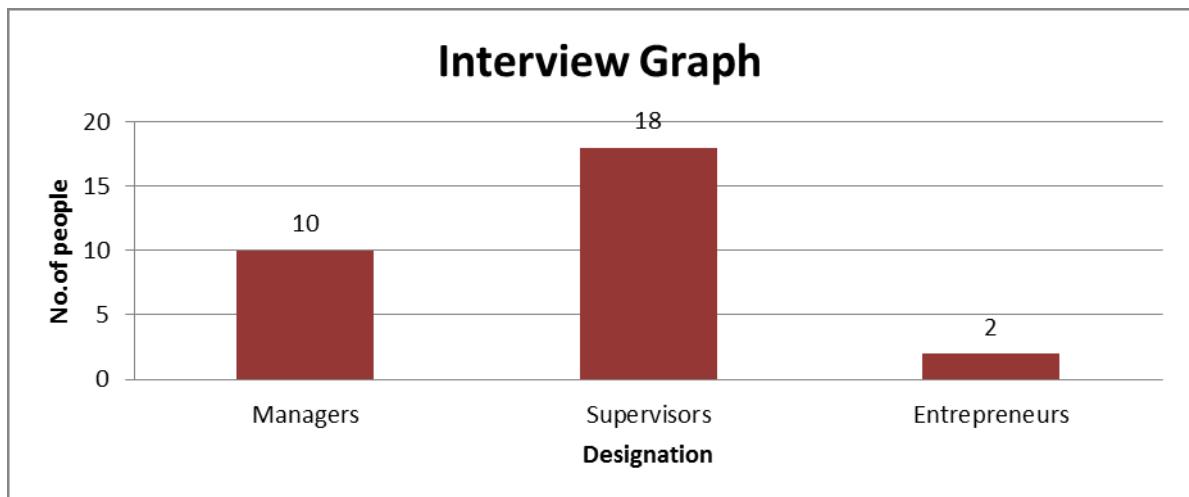


Fig 1: Questionnaire interview of emerging trends in food and beverage of 10 Managers, 18 Supervisors and 2 Entrepreneurs

Findings

The appetite drive for the newer items based on the currents trends seems to rise every year. People go crazy over newer introduction in the gourmet list which branches out sometimes to a weirder versions like cheese tea and cotton candy on one hand, on the other hand, to sustain and encourage heath conscious eaters a delicious plate of good farm produce and celebrated. Now is the trend of heath and food lover going side by side if there is a passion for Instagramable food art, there is also people's awareness of their guts viability. The demand has lead to sponsoring the rise of innovative chef's who recreates and discovers innovative style of cooking and presentations, which is worth the time and money spent in anticipation. Here are some of the positive food trends that will hit the market in a big way in the forth coming years. Take a look, and get ready.

Food Trends

Minimally processed natural foods

Chef's around the world are putting on their magic hat to lead a revolution to educate and excite their customers about the ultimate gourmet experience as close to their natural essence as possible, and not overly seasoned or processed. As the plant-based ingredients replacing processed food, a steady awareness is spreading about the dangers of sodium, sugar and saturated fat, and guests are demanding healthier food.

Local procurement

In the context of the fresh market produces in India, it is not only in the trend to maximize its use but it is a way of life as well. The chef's are highly experienced in knowing the fresh produce of the season which is locally available at a desirable rate. Thus, the menu planning is a joyful aspect in every hotel. It is an incredible experience which inspires innovation while walking among a thousand vendors selling every imaginable herb, spice and vegetables.

Sustainability and environment

In today's scenario the consumer are well educated about the relation of their health with the deep values of the planet. Being creative and thoughtful is the key challenge and salvation in order to promote sustainable and environmental friendly practices. To be aware about the innovations in equipment and programs that is open in the market

Food presentation

In dining presentation has been a key element, but there are great deal of options available on social platforms such as Instagram. As the new trend continue to grow in mobile and social networks, emphasis are not on just producing food for eating, but food for sharing. As expected, food and beverage professionals plan to go even further in their efforts to make every plate in Instagram worthy. The majority of chefs, and bartenders, plan to make their work visually satisfying to enhance every part, of the dining experience.

Mainstreaming vegetarian proteins

Nowadays, meat alternatives are being provided by the kitchens extensively which is appealing to vegans and omnivores as well, diminishing the needs to relegate vegetarian or vegan foods as special part of the menu. For their flavour, texture, and presentation, meat free dishes are featured. On a general note more carnivores are expected to choose among the meat alternatives and their interest in plant-based proteins continue to grow, as people of the younger generation increasingly opt for vegan.

Fusion cuisine

Fusion cuisine evolved from the hybrid food trend. Respecting the craft and traditional techniques of two culinary worlds, is what fusion cuisine is all about. It also combines items into a harmonious well balanced menu. One of the most popular trends amongst the youth is exotic hybrid menus with elaborate buffet layouts.

Regional Cuisines

All our celebrity chefs, from Vikas Khanna to Kunal Kapur, travel throughout India to seek the unknown flavours, regional cuisines which provide a better boost in the upcoming years. It can be expected that more restaurants will start focusing on cuisines from the Northeast and the tribal belt cuisines of India, and even specialty restaurants may focus on serving the foods from Odisha, Chhattisgarh and Himachal Pradesh.

Homemade food is an industry today

Thus homemade food has become a luxury since the present generation is always 'on the move' which explains the reason why small companies that make homemade food available to the customers are alluring most stakeholders to invest in them. Homemade has changed the functions of the food and beverages industry because of which at a local level has increased from which the customer behaviour can now be studied better.

Mobile ordering

Food is no exception where the tech-savvy world prefers everything on the go. Nowadays, mobile apps provide interactive menus for ordering fresh food which has become a significant part of the modern urban life. Various outlets have created customized apps of their own, where they not only provide food delivery keeping this trend in mind; but also loyalty points to their customers. For the ease of access to their menus, a number of high end hotels have created apps which can be utilized whenever and wherever they are needed.

Importance of menus

The face of any food & beverage outlet is their menu card. The type of cuisine on offer, what is available, and the categories of food and drinks along with their prices are detailed in the menu. Menu cards are well designed to add to the class of an establishment. The theme of the place often reflects the format of a menu card. To effectively communicate the overall dining experience to the guest the style of menu must be similar with the idea and theme of the restaurant. Many restaurants are trying to create a great experience from the menu. 3D style menus from which guest can feel how the dishes look like will become popular in the future. In stimulating the customer appetite this is going to be very helpful. To give the guest the knowledge of food and beverage and how hygienic chef is preparing the food video menus can be used to see how chef is preparing their meals.

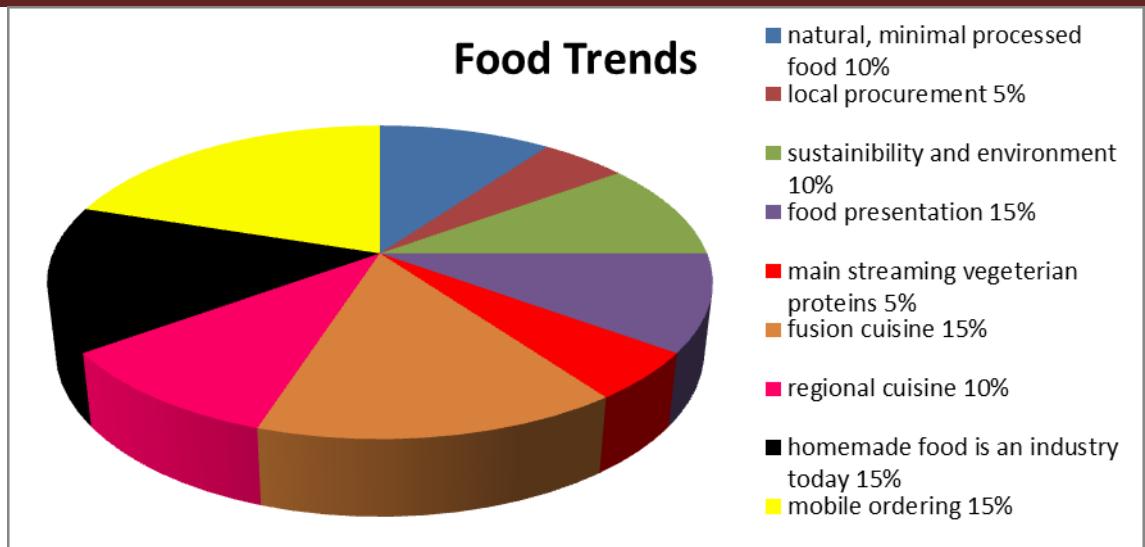


Fig 2: Graph showing the Food Trends and the percentage of their market share

Beverage Trends

Beverage innovation

The array of products including alcoholic drinks, non-alcoholic drinks, juice/health drinks, and aerated drinks is what the beverage industry is made up of. As their market potential is growing beverages are currently receiving considerable attention. Progress during last several years in terms of production the soft drink industry has made significant growth. Refreshing beverage and varieties with decorative and innovative beverages is where the soft drink industry has made significant growth. The beverage drinking styles are just as attracting as the important ingredients that are in it.

Some of the unique style of beverage categories and their delivery methods are given below:

Shots

Nowadays pocket shots are available in the markets which are very easy to carry and consume. They come in small 50 ml test tube containers. It can be reclosed by the lid. They also come in single use tubes.

Sports beverages

For increasing stamina or to get fast recovery from tiredness these drinks are launched in the market. Since these contain fluids, it is also beneficial for sports person as they cannot drink water after workout or practice.

Enhanced water

It is a category of beverages which contain additional ingredients, ranging from natural or artificial flavours, sweeteners, vitamins, minerals and other "enhancements" but are marketed as water. Non-diet soft drinks are higher in calories per ounce than enhanced water. Enhanced water is marketed by a number of beverage companies market

Mocktails

Simple water or chemically laden soft drinks are not what non drinkers want be limited to. Non-alcoholic beverages that are imaginatively presented can be presented by the planner. There is a rise to mocktails and alcohol free takes on Mojitos, Martinis and Bloody Marys with infusions of fresh fruit and colourful garnishes due to the current concern with health and safety. New ways to incorporate vegetables into their concoctions are being researched by professional mixologists. These types of drinks have certain health benefits as shown by some research, yet forming another selling point at the lobby bar.

Tisanes

Fruit teas and herbal infusions are becoming increasingly popular and they are healthy stimulating beverages. In India green tea has become a household name. Tisanes are going to be an integral part of future beverage menus if trends are to be believed.

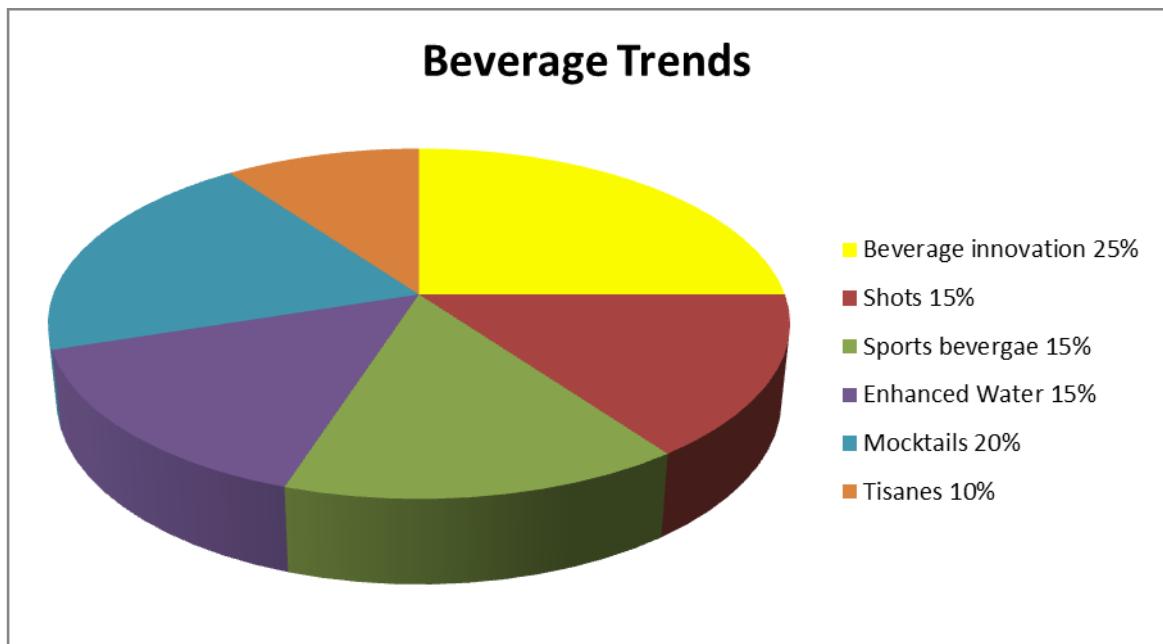


Fig 3: Graph showing the percentage of various beverages occupying the Beverage Trends.

Technology Trends

When customers are using apps to book tables, get food delivered, can restaurant owners stay far behind? Thus this industry has been hit by a wave of technological innovation like every other industry.

Online table booking

Booking your table on the click of a button has now been facilitated by so many new apps. Before heading to a new place to eat, more and more customers prefer to reserve a table. Because they are evidently giving them more business, restaurants are more than willing to be placed and listed on such apps. Digitalization technology is also making complications like table reservations, less time consuming, just like easy food delivery with the help of an app.

POS Systems

A majority of restaurants are already making use of POS Systems for the efficient and seamless functioning and management of their outlets. To utilize customer preferences, history and behaviour to send them personalized notifications and lure them into ordering from them; there are analytical tools present. Mobile app notifications, e-mails and text messages help to make sure restaurant customers are retained by sending discount codes, vouchers, schemes and coupons. This makes the entire process faster and more convenient.

Social media

Chefs take the help of the social media to share their recipes, reach out to their followers, and make announcements related to business directly to guests who visit their outlets on a regular basis. This has also helped restaurants to reach the audiences about their new menus launch, happening events amongst other things. Their stronghold on social media handles have been a source of great interface, as the outlet and F&B service sector is always evolving. So it is difficult to be updated along with the trends to keep the business alive.

Technological Trends

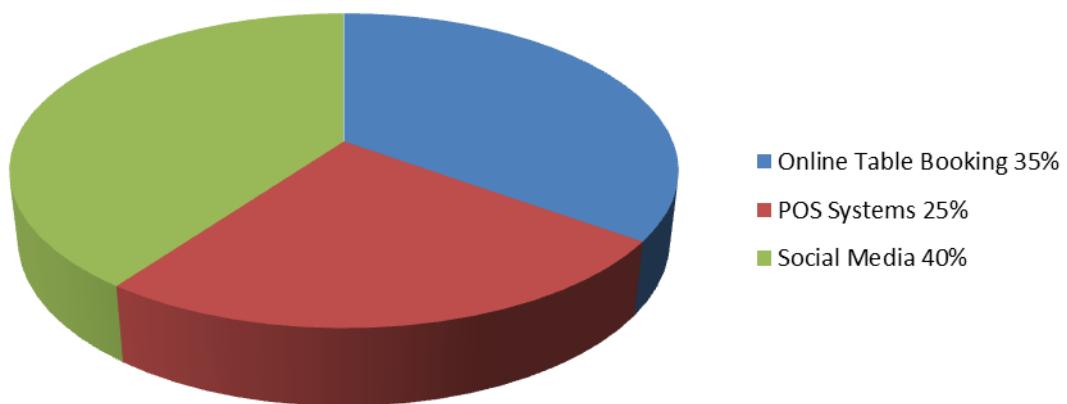


Fig 4: Graph showing the percentages of Technological trends occupied by, Online Table Booking, POS Systems and Social Media

Limitations

The food and beverage service sector is a vast area and includes various outlets like restaurant, coffee shops, bars, banquets and room service. There are constraints with regards to generalization of the mentioned trends and their applicability in various food service areas.

Conclusion

It can be concluded that food & beverage service trends are changing at a steady pace every other day. A much more challenging and complex environment is emerging within food and beverage service sector. A flexible, creative response to guest demands is due to these demands. It is the customer who are always looking for the latest and innovating trends have been introduced in the food & beverage service sector, and not just the from the service provider's side. Today customers are educated and well exposed; Customers look for creative things that allure them differently. These days, Customers are comfortable in paying good money as far as they are getting value for it. These consumers are health conscious and are sensitive to price and not only good food but innovative food and beverage service.

The new generation people want to make this industry more entertaining because most as people enjoy eating food outside, the new generation aim to make this industry more entertaining.

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A Study on the Effect of Organizational Culture on Performance Management and Competency Development in a Private University in Himachal Pradesh

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ABSTRACT: *Performance management is the art and zen of harnessing the power of human minds for attainment of mutually beneficial goals by improving the competencies of individuals, groups and the system itself. Unifying elements and practices from a behavioral perspective is investigated a limited way. The purpose of this study is to analyze the bondage between factors of organizational culture and performance management practices in a University system that has adopted global practices in education and established international group.*

This investigation was carried out within the frame work of exploratory research to reveal the bondage of the two variables as given above. Primary data was collected through questionnaires from 60 faculty members namely Indus International University, it contains male and female members. Correlation and Regression Analysis was used for Stastical analysis using SPSS. The Pearson correlation was used to reflect the degree of linear relationship between two variables and determines the strength of the linear relationship between the variables. One-Way ANOVA was employed to determine the significance of the relationship.

The stastical analysis reveals that dimensions of organizational culture have significantly positive relationship with performance management practices; employee involvement is highly correlated with consistency and adaptability. This investigation was carried out in the only University in the district of Una, Himachal Pradesh. The findings of this study would be an eye opener for investigation in institutions of similar settings. This would enable better understanding for educational administrators for the development of the University. This research paper is an attempt to study the variables of organizational culture and competency development in a academic organization in the State of Himachal Pradesh. Few such studies have been carried out in similar settings.

Performance Management, Organizational Cultural Traits, Employee Involvement, consistency, adaptability.

1. Introduction

Several scholastic studies examined the link between organizational culture & performance ,however not much research has been done on organizational culture as a key factor of performance management .Therefore the purpose of this paper is to examine the relationship between components of organizational culture & performance management practices, a pervasive human resource development and management practice. The core of human resource management is performance management . Employees & managers gets immense benefit of organizational culture as a key factor as the results of study would be revealed. The present empirical study Denison theory of organization culture is used which focuses attention on four cultural traits involvement, consistency, adaptability& mission as key pillars of organizational performance.

Literature Review

Organizational Culture

Organizational culture forms part of the complex human behavior and social phenomena. It is a multi layered construct which could be compartmentalized into layers according to these phenomena's observability and accessibility . The term of organizational culture has been define as patterned of shared values and beliefs over time which produces behavioural patterns that are accepted in solving problems (Owens 1987; Schein, 1990).

The internal environment of an organization is visually seen in its culture and is plagued by assumptions & beliefs of managers & employees (Aycan.,1999). It has manifested in beliefs ,assumptions , values, attitude & behaviours of its members hold key to firms competitive advantage (Hall, 1995; Peter 1998) since it formulates organizational procedures, unifying the whole organizational capabilities into a cohesive whole , provide solutions to the problems face by the organization and there by hindering or facilitating the organizations achievement of its goals (Yilma 2007)

Performance Management

The goal of performance management is to transform the raw capabilities of human resource into performance by removing barriers as well as motivating and rejuvenating the human resource (Kandula, 2008). Competitive capacity of organization can be increased by building strong people & effectively managing & developing people (Carbrera & Banacheol, 1999) which is in essence performance management.

The Relationship Between Organizational Culture and Performance Management

According to Kandula (2008) the key to good performance is a strong culture. He further maintains that due to difference in organizational culture, same strategies do not yield same results for two organizations in the same industry and in the same location. A positive & strong culture can make an average individual perform & achieve brilliantly whereas a negative and weak culture may demotivate an outstanding employee to underperform.

Denison's Framework of Organizational Culture

At the core of Denison's model are the underlying beliefs & assumptions that represent the deepest compartments of organizational culture. These fundamental assumptions provide the foundation from which (1) more surface-level cultural components such as values & observable artifacts – symbols, heroes, rituals, etc. – are derived, and (2) behavior & action spring (Denison, 2000). (p. 292). In Denison's model comparisons of organizations based on relatively more "surface-level" values and their manifest practices are made. Such values are deemed both more accessible than the assumptions and more reliable than the artifacts.

Purpose of the study

The purpose of this study is to analyze the bondage between factors of organizational culture and performance management practices in a University system that has adopted global practices in education and established international group.

Therefore the hypothesis are

H1: Organizational Culture has significant and profound positive relationship with performance management practices.

H2: Cultural traits of involvement, consistency, adaptability, and mission in organizations has a significant positive influence on performance management practices

Methodology

This investigation was carried out within the frame work of exploratory research to reveal the bondage of the two variables as given above. Primary data was collected through questionnaires from 60 faculty members namely Indus International University, it contains male and female members. Correlation and Regression Analysis was used for Stastcial analysis using SPSS. The Pearson correlation was used to reflect the degree of linear relationship between two variables and determines the strength of the linear relationship between the variables. One-Way ANOVA was employed to determine the significance of the relationship.

Analysis of the Data

The Pearson correlation was used to reflect the degree of linear relationship between two variables and determines the strength of the linear relationship between the variables., One-Way ANOVA was used to determine the significance of the relationship. Based on the confirmation of directionality shown in table 1 , there exists sufficient evidence to accept hypothesis H1 that with a confidence level of 0.99 organizational culture is positively and strongly associated with performance management practices. Table 2 also confirms that with a confidence level of 0.99 each of the four organizational cultural traits of involvement, consistency adaptability and mission are positively and strongly associated with performance management . Based on this there is exists strong evidence to accept hypothesis H2.

Table 1: Correlation Analysis Organizational Culture to Performance Management Practices

| | | Organizational Culture | Performance Management Practices (PMP) |
|------------------------|---------|------------------------|--|
| Organizational Culture | Pearson | 1 | .839** |

| | | | |
|--|---------------------|--------|------|
| | Correlation | | |
| | Sig. (2-tailed) | | .000 |
| | N | 42 | 42 |
| Performance Management Practices (PMP) | Pearson Correlation | .839** | 1 |
| | Sig. (2-tailed) | .000 | |
| | 1 | 42 | 42 |

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows that the value of R square is .744 the same is explained as variance in the dependent variable performance management practices by organizational culture traits. As value of R= .83 which show the model fit and quite acceptable value for acceptance of model.

Table 2: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .863a | .744 | .695 | 8.80383 |

a. Predictors: (Constant), Mission, Involvement, Consistency, Adaptability

Conclusion

This research shows that all the variables must be positive to get better results from PM Practices. Organizational culture and design of human resource management practices such as performance management have been studied independently for organizational success. The literature review strongly suggests that organizational culture leads to enhanced organizational performance. There could & probably several factors organizational elements that provide a link between employee's behaviors motivation and values.

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Food Preferences of the Students in GNA University, District Kapurthala, Punjab, India

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ABSTRACT: Food has been identified as an important aspect to sustain life before the actual discovery of nutrients and identifying the role nutrients play in the growth and development of the human body. Evolution of man has reported significant changes and up gradation in the food preferences. These food preferences vary with the factors as seasonal availabilities, climatic conditions and religious beliefs of the people in communities. Today's world has a variety of food to offer to mankind extending the scope from vegetarian dishes to meat delicacies to a level that food is both cooked and preserved using chemicals compounds. Food menus at the same time are available in the from highly elaborated classical food dishes to fast food items symbolizing modern culture in satisfying customers in relatively short of time. Changing life styles in the Indian population has resulted in an extensive growth in fast food industry. Moreover, an elaborated choice available in the fast food satisfies the gastronomic preferences of people from all the regions. In this paper efforts are made to study the food preferences of students in GNA University which has about 5000 students from different parts of India. Fast food outlets in GNA University cater almost all popular fast foods through 6 major canteens/subsidized food outlets for students. Analysis of the surveys shows that a major part of the students like burgers, pizzas and rolls while the male students prefer fizzy drinks, shakes and juices and female students recommend coffee, ice creams and fresh juices. It is also concluded that both males and females students' emphasized factors like product quality, hygiene, timeliness of the service and price reasonability to choose fast food from the varied available choices.

Keywords: Fast Food, GNA University, Consumption Behavior, Food Preferences

1. Introduction

Any food item or a meal which is pre-prepared or which is processed to the level that it can be converted into ready to eat product in very little time when it is ordered is referred as Fast food. Burgers, sandwiches, chips, French fries, nuggets, fried meat balls etc. are also called as finger food as one needs not to use cutlery and crockery to eat fast foods. The outlets serving such food items are named as fast food outlets. Fast food industry is one of the fastest growing industries in the world as well as in India. People irrespective of their demographic backgrounds are attracted towards various fast foods. International fast food outlets have judged the potential of Indian markets and entered India in 1990's i.e. the time of liberalization in Indian economy. American fast food company MC Donald's gets acceptance in the Indian markets after introducing vegetarian menus according to the Indian palates and including selected non-vegetarian options which excludes beef and pork. This step to adapt in the market shows the interest from the fast food chains in Indian markets as well as the potential growth associated with the popularity of such fast food outlets. Growth of fast food industry symbolizes the acceptance of fast food in the life style of inhabitants in a country. Keeping in view the persistence growth of fast food industry in India, this study has attempted to examine the food preference of the students in the GNA University towards the fast foods.

Literature Review

Schlosser, 2001 stated in his paper that starting from California in 1940, the fast food industry altered the food habits of people in many Asian and other countries around the globe. Bender & Bender in 1995 have defined fast food as a term used for the foods that are easy to cook on production lines i.e. can be cooked in a less time and sold by the specialized suppliers such as sandwiches, burgers, pizzas etc.

A study was conducted to review the fast food preferences of the students at University of Ankara, Turkey. In the study various outlets in the University and the fast foods were surveyed on the basis of points given by total 401 students. Out of 401 respondents 74% (297) were females and 26% (104) were males. The study determined 98% of the students preferring fast food outlets during week days and weekends. The respondents preferred pizza as the most liked fast food followed by chicken doner and burgers. Fizzy drinks were found to be most favored beverage for the students in University of Ankara, Turkey.

Huang and Howarth in 1996 have concluded that the undergoing changes in the economy in Asian countries and rapid urbanization have shown changes in the food demands. Huang and Howarth have also stated this trend to be continued in the coming years. According to another study conducted in Canada and US by Kara, Kaynak and Kucukemiroglu, people in the age group of 12-24 tend to seek variety, price, delivery and location in America. In Canada, price and novelties are preferred most by the same age group.

In the year 2013, a study was conducted in Lovely professional University by Harsh kumar, Amandeep Kaur and Rajdeep Palaha to study the preferences of the students living in the hostels. The study Conducted in LPU provided the direct link between advertisements, the role of parents and the behavior of the students.

About GNA University

GNA University is an academic excellence initiative by GNA Group, which has over 70 years of corporate legacy. Established in 1946, GNA group has exceeded a turnover of \$100 million. GNA University (GU) is designed in year 2014 to be a leading higher education organization engaged in creating, preserving and imparting knowledge to a diverse community of students. The University is situated about 7.5kms away from Phagwara city, District Kapurthala in Punjab. GNA University is proving itself as a synonym to academic excellence with six different institutes as Faculty of Hospitality, Faculty of Engineering, Design & automation, Faculty of computational sciences, Faculty of animation & multimedia, Faculty of physical education and Faculty of Business studies offering undergraduate, post graduate and doctorate programs in all Faculties.

Methodology

A survey was conducted in order to study the food preferences of over 5000 students attending various educational disciplines in GNA University. A reasonably structured questionnaire containing fifteen close ended questions based on demographics and food buying/consumption patterns. Keeping in view the technological inclinations, the questionnaire was been circulated to the students through Google forms. The questionnaire was distributed to the students of different age groups. A sample size of 100 respondents was considered randomly from different disciplines including Hotel Management, Computational sciences and Business studies. Further to maintain the quality of the data collected, questions were explained well to all the respondents by bilingual explanations. Data was collected primarily in the month of February 2019 by the students living the University hostel as well as from the day scholars.

Analysis and Outcomes

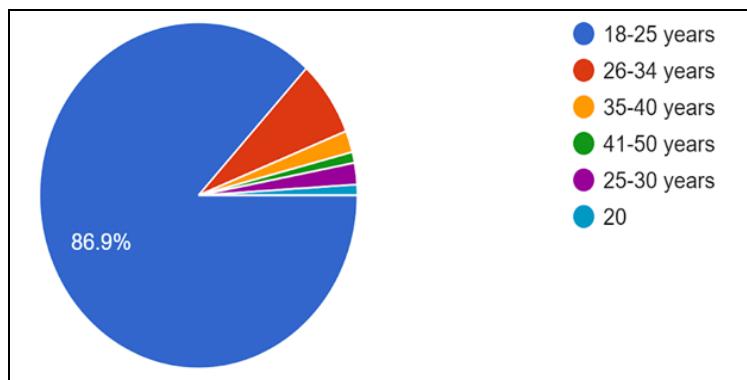


Figure 1

Inference: It has been found that majority of the respondents fall into an age group of 18-25 years(86.9%) followed by age group between 26-34 years(7.1%).

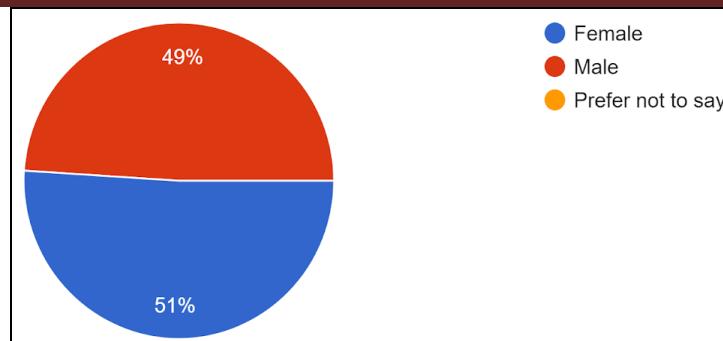


Figure 2.

Inference: Out of the total respondents (100), 51 were female students and 49 were male students studying various disciplines in GNA University.

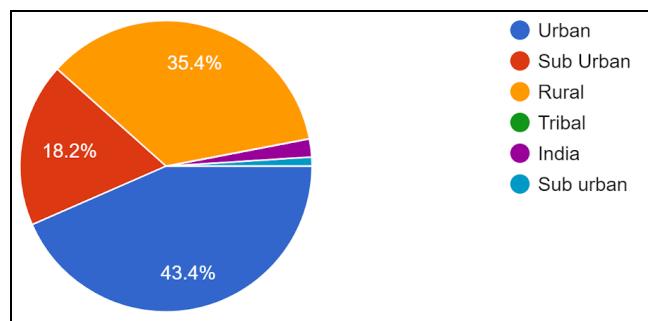


Figure 3.

Inference: Figure 3 interprets that GNA University is an educational institution for students from a mix social background as 43.4% of the total respondents have stated their residence in the urban areas, 35.4% of the students belong to rural locations and 18.2% of the respondents have reported their residence in the sub urban areas.

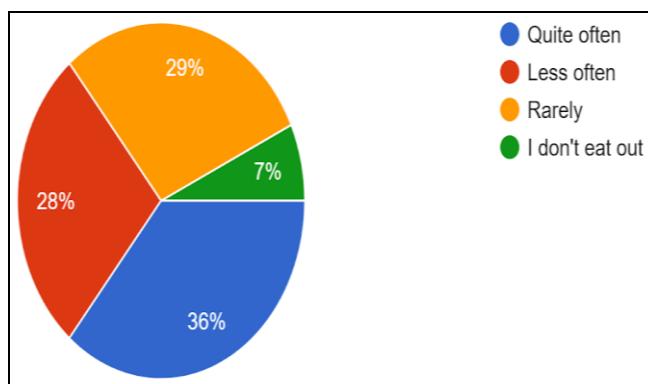


Figure 4.

Inference: Figure 4 infers that a major part of the respondents (36%) have expressed that eating out is common among the group, 28% of the total respondents have stated that they are not regularly eating out of their homes or buying food to eat frequently and 29% of the students specified that it is very rare for the group to eat out or buy food to eat from the market.

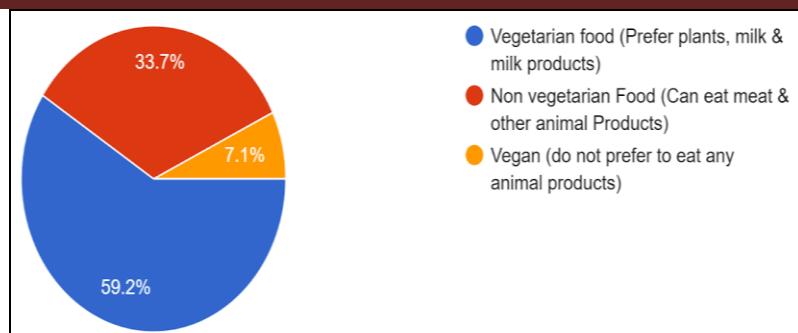


Figure 5.

Inference: With the help of Figure 5, it is easy to state that a major part of the students (59.2%) in GNA University prefer to eat vegetarian food dishes as a part of their daily diet and 33.7% of the student consider themselves to be meat eaters.

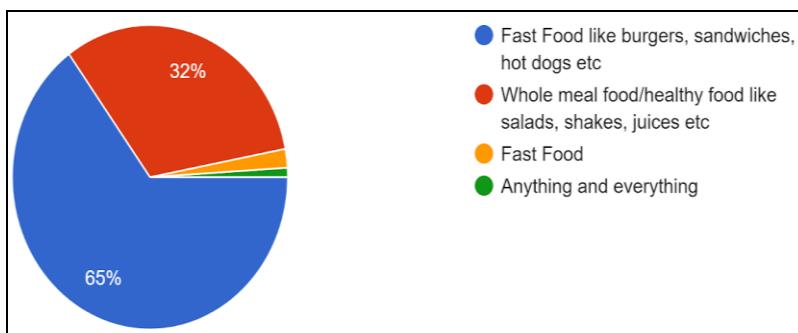


Figure 6.

Inference: In figure 6, it is clearly concluded that a major part of the respondents irrespective of their frequency to eat out (figure3) prefer to choose fast food items like burgers, sandwiches, hot dogs etc. as a part of their meals. There exist good numbers of students (32%) who aim to have whole meal foods/healthy food items as a part of their meals when they are eating out or buying food for themselves.

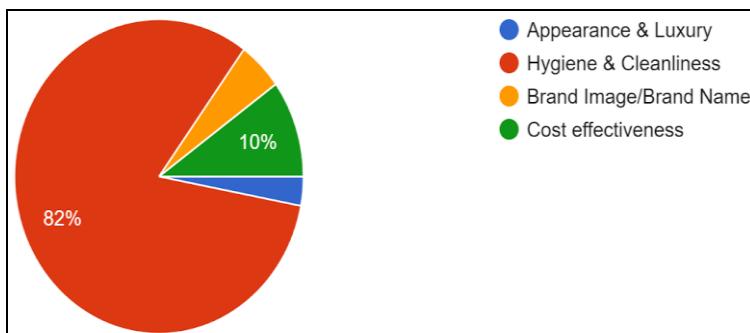


Figure 7.

Inference: Figure 7 clarifies that 82% of respondents are concerned about the hygiene and cleanliness maintained at the food outlet. 10% of the responding students have also expressed cost effectiveness as a factor after cleanliness to choose an outlet to buy edibles from.

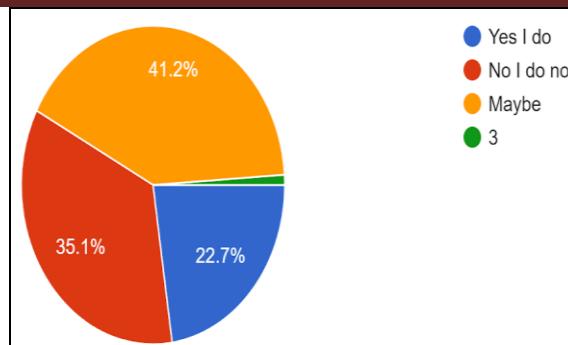


Figure 8.

Inference: From the figure 8 it is been stated that a very less (22.7%) numbers of students in their age category are concerned about the total calories taken in the day through meals, majority of the students (35.1%+41.2%=76.3%) either do not consider the calorie intake or not sure if they are taking the calorie count as a serious aspect to choose food dishes as a part of their meals.

Results and Conclusions

Fast food is getting popular among the young generation in both males and females in GNA University. The students staying away from their home places in the hostels or those eating out during working hours in university, the teenagers frequently eating out and those who prefer less to eat out, all choose fast foods like burgers, pizzas, sandwiches etc. as their preferred meal type. A major part of youngsters from urban and sub-urban locations including many from the rural locations studying in various disciplines seek good knowledge about the food, they prefer to eat. It has also been concluded from the surveys that major part of the young generation considers hygiene and cleanliness as a factor in selecting food outlet to buy food. Further the survey enlightened that a major part of the students do not consider daily calorie intake while buying food.

The study conducted in the University has confirmed that fast food has made its place as most favored food type in all the meals taken out by today's youth. The study also directs an unwilling nature of the youth to change their food habits. An increase in the fast food consumption can be concluded as a result of factors like advertisements, social media, time limitations, lack of interest towards cooking for self and frequent outings with friends.

Limitations of Study

The study has been conducted in GNA University through e-questionnaires filled by students in the campus only. All the conclusions and results are based on the observations and preferences of those students who are dully verse with technology. To generalise this study for each and every student in the age group, questionnaires are required to be filled in the in hard copies and other means of collecting data like interviews, group discussions etc. would have added more relevance to the concluded results.

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Role of Swach Bharat Abhiyaan on Indian Tourism: With Reference to Tourist places of Himachal Pradesh

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ABSTRACT: As far as India is concerned tourism has lot to contribute towards the economic goals of the country, like the generation of income, jobs, and foreign exchange, Foreign Direct Investment, etc. Tourism development of a destination depends on the basis of two factors Resources and Environment. As a matter of fact many cities of Himachal Pradesh can be considered as prominent tourist spots but above all Manali, Shimla and Dharamshala are some of the cities that are being visited most by the foreign and domestic tourists. So it can be said that these places are considered as some of the fastest emerging tourist destination of the country. Apparently, the physical environment of a given tourist place is the cleanliness and hygiene. With all the other good things these are the two factors which are being discussed, once a tourist visits the destination and this forms the perception of the other people. Now the government has launched a program related to this, called as "Swachh Bharat Abhiyaan" or "Clean India campaign". The present study has been conducted to evaluate the before and after impact of "Clean India "Campaign".

Keywords: Tourism, Hygiene, Clean India campaign, Gaps

1. Introduction

In an International Conference on Tourism held in 1981, organized by the Tourism Society of England, classified Tourism as, '*Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home*'. And in the later years this classification was firmly accepted by IASET. (Burkart&Medlik, 1984).

Most of the experts in the field of tourism study the concept of the same as one of the basic human activity, which includes two basic types of areas i.e. area which receives the tourist and other which generates tourist. The above said studies included the parameters of physical environment, resources to cater tourists, actual landscape available to cater the tourists.

Himachal Pradesh is located in the northern region of India. The adjoining states to Himachal Pradesh are Jammu & Kashmir on the North, Punjab on the West and the South-West, Haryana on the South, Uttar Pradesh on the South-East and China on the East. Being a sub-Himalayan state, Himachal Pradesh has a varied climate that changes with altitude. The climate ranges from warm and sub-humid tropical at low altitudes to cold and icy at high altitudes. There are three main seasons: winter from October to March, summer from April to June and rainy from July to September. As we know that India is a agriculture based economy and following the same Himachal Pradesh also is largely a agriculture based economy where the total contribution of the same is around 45% and apparently it is the main source of revenue and even employment in the state. As a matter of fact more than 90% of the states economy is dependent on the agricultural produces.

According to the Ministry of Tourism, H.P. accounted for 3.45% of the tourists arrival in India in 2015. FTV (Foreign Tourists) in H.P. were recorded at 4.01 lakhs in 2009 and this number went up to around 5 lakhs in 2017 with a CAGR of 2.55% (2009-17). During the same period, domestic tourist visits increased from 11.4 Million to about 19 Million, recording a CAGR of 8.32% (2009-17). Same can be seen from the figure 1 and 2 given below.

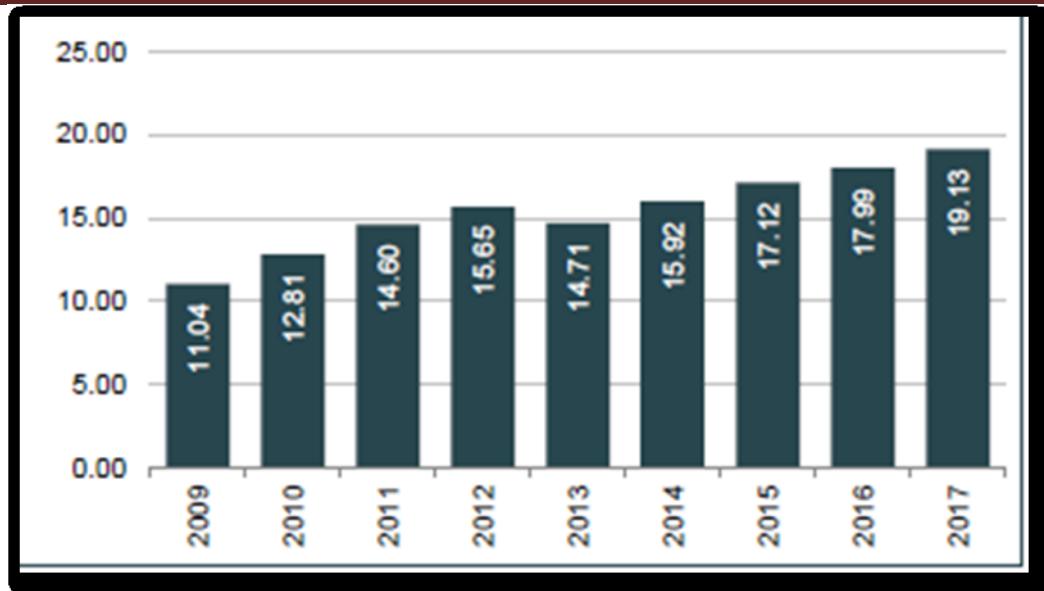
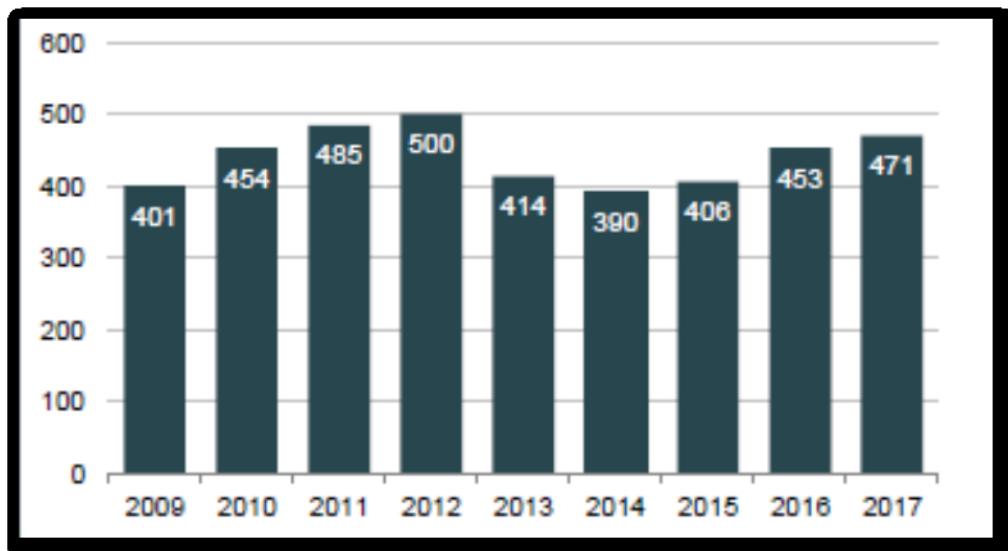


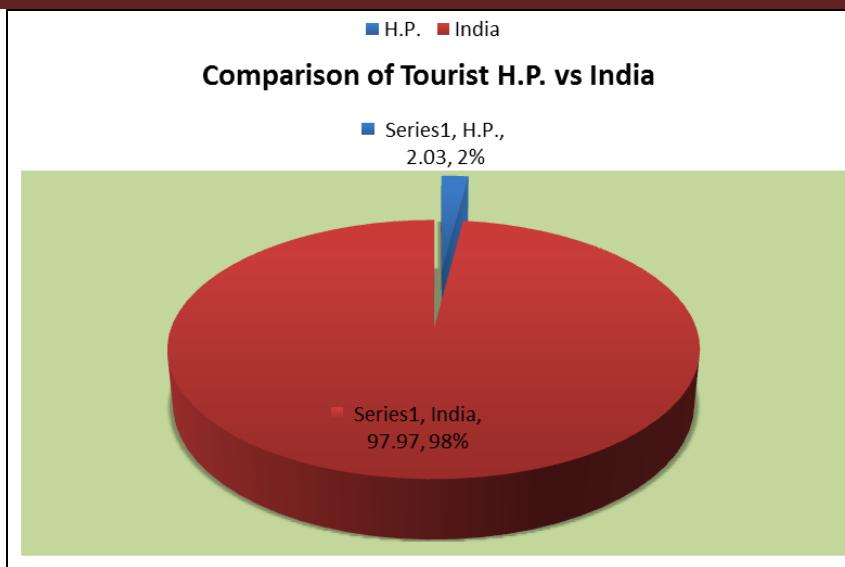
Fig 1: Domestic Tourists in H.P.



Source: Ministry of Tourism, Government of India, Himachal Pradesh Economic Survey, 2017-18

Fig 2: Foreign Tourists in H.P.

Tourism is one of the most important sectors for the state economy in terms of foreign exchange earnings and creation of employment opportunities. Himachal Pradesh is endowed with topographic diversity, historical monuments and religious shrines. As of 2017-18, there were 2,907 registered hotels in the state. The tourism sector of Himachal Pradesh contributes to 6.6 per cent in the state GDP. Domestic tourist inflows in the state reached 19.13 million in 2017 while foreign tourist arrivals reached 470,992. To boost tourism, the state plans to set up a golf course and improve connectivity by increasing the number of helipads.



Tourist Circuits

Himachal Pradesh is part of established tourist circuit formed by New Delhi, Uttarakhand and Punjab; visited both by international & domestic tourists. Being an elementary location of the tourism, H.P. witnesses high influx of tourists every year. There are nine tourist circuits as identified by Rajasthan Department of Tourism, based on their geography, attractions and coverage by independent / group tourists.

1. Shimla Circuit
2. Kullu -Manali Circuit
3. Chamba Circuit
4. Kangra-Dharamshala Circuit
5. Mandi Circuit
6. Nahan-Paonta-Renuka Circuit
7. Solan Panwanoo Circuit
8. Lahaul and Spiti and Tribal Circuit

Swachh Bharat Abhiyan

Swachh Bharat Abhiyan was launched at national level and gradually it covers more than four thousand prominent towns of the country, the idea was to keep the streets clean, keep the main roads and national highways free of solid waste and to avoid the accumulation of waste in the streets. This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. The mission was started by Narendra Modi, the Prime Minister of India, nominating nine famous personalities for this campaign, and they take up the challenge and nominate nine more people and so on. It has been carried forward since then with famous people from all walks of life joining it. The origin of cleaning campaign was started way back in the year 1986 and then it was called as *Central Rural Sanitation Program (CRSP)* and *Total Sanitation Campaign (TSC)*, then June 2003 Nirmal Gram Puraskar ,then in 2012 Normal Bharat Abhiyan (NBA) and finally comes Swachh Bharat abhiyan in 2 October 2014.

In the past few years, the phenomenon of clean India was largely assimilated to the tourism industry of the country with a view to increase the domestic and foreign tourism in the country and with the increase in the tourism there will be a relative increase in the generation of employment, which is gradually related to other economic activities in the related regions. Above and all it was felt that if all the tourist places are clean and hygienic then the tourist coming from all over the world will carry a positive image of the place as well as for the country.

Clean India campaign operators realized that the city is relatively clean barring a few crowded areas. In addition to cleaning the city, awareness program has been conducted on keeping the city clean and hygienic. They have worked systematically, ward by ward. Many institutions carried out the Clean India campaign activities which helped to clean many public and tourist areas.

Objectives of the study

- Determine the impact of Clean India campaign to enhance tourism in Himachal Pradesh.
- Assess the impact of Clean India campaign on tourism development and find the gaps in operations of the same.

Hypothesis of the Study

A. H0: There is a significant relationship between hygienic and cleanliness conditions at the tourist place and the arrival of tourists.

H1: There is no significant relationship between hygienic and cleanliness conditions at the tourist place and the arrival of tourists.

B. H0: There is a significant relation between sanitation and re-visit of tourists.

H1: There is no significant relation between sanitation and re-visit of tourists.

Research Methodology

In the present study a structured questionnaire and applied research has been used .The sampling procedure used is convenience sampling. The sampling is selected on the basis of convenience in various institutions who have conducted Clean India campaign and among tourist. The populations chosen for the study were the domestic and international tourists visiting the cities of Manali, Shimla and dharamshala in H.P. the sample comprises of the 200 respondents.

The tools used for the purpose of the study were one way ANOVA (Analysis of Variance) and the univariate measures of data analysis like the averages, percentages, standard deviation and correlation, etc.

Data Analysis and Interpretation

Hypothesis I

| ANOVA | | | | | | |
|----------------------------|----------------|----------------|-----|-------------|--------|------|
| | | Sum of Squares | Df | Mean Square | F | Sig. |
| Infrastructure | Between Groups | 7.401 | 1 | 7.401 | 10.933 | .001 |
| | Within Groups | 337.149 | 198 | .677 | | |
| | Total | 344.550 | 199 | | | |
| Development transportation | Between Groups | .018 | 1 | .018 | .011 | .917 |
| | Within Groups | 823.310 | 198 | 1.653 | | |
| | Total | 823.328 | 199 | | | |
| Usage of destination | Between Groups | 4.297 | 1 | 4.297 | 3.412 | .065 |
| | Within Groups | 627.245 | 198 | 1.260 | | |
| | Total | 631.542 | 199 | | | |
| following rules | Between Groups | 7.539 | 1 | 7.539 | 6.003 | .015 |
| | Within Groups | 625.389 | 198 | 1.256 | | |
| | Total | 632.928 | 199 | | | |
| Maintenance | Between Groups | 4.291 | 1 | 4.291 | 3.584 | .059 |
| | Within Groups | 596.259 | 198 | 1.197 | | |
| | Total | 600.550 | 199 | | | |
| Hygienic | Between Groups | 2.155 | 1 | 2.155 | 2.024 | .155 |
| | Within Groups | 530.187 | 198 | 1.065 | | |
| | Total | 532.342 | 199 | | | |
| Tourist satisfaction | Between Groups | .125 | 1 | .125 | .115 | .734 |
| | Within Groups | 538.827 | 198 | 1.082 | | |
| | Total | 538.952 | 199 | | | |
| Eco environment | Between Groups | 2.036 | 1 | 2.036 | 1.769 | .184 |
| | Within Groups | 573.042 | 198 | 1.151 | | |
| | Total | 575.078 | 199 | | | |
| Sanitation | Between Groups | 3.064 | 1 | 3.064 | 3.206 | .074 |
| | Within Groups | 475.904 | 198 | .956 | | |

| | | | | | | |
|-------------------------|----------------|---------|-----|-------|-------|------|
| | Total | 478.968 | 199 | | | |
| Frequency of visit | Between Groups | 7.539 | 1 | 7.539 | 6.003 | .015 |
| | Within Groups | 625.389 | 198 | 1.256 | | |
| | Total | 632.928 | 199 | | | |
| Attraction & facilities | Between Groups | 1.912 | 1 | 1.912 | 1.839 | .176 |
| | Within Groups | 517.646 | 198 | 1.039 | | |
| | Total | 519.558 | 199 | | | |

Interpretation

From the table it is evident that there is significance after the Clean India campaign with regard to infrastructure, development of transportation system and ancillary services. In adequacy of campaign shows significance in attributes viz destination image, tourist inflow and revenue generation after Clean India campaign. Similarly the effectiveness of campaign shows significance with regard to hygiene, tourist satisfaction and eco environment. The tourist perceived value with regard to sanitation, safety and accessibility also shows significance after Clean India campaign. Tourist decision making with regard to cost, cleanliness and attraction and facilities is significant after Clean India campaign. Lastly tourist participation attributes viz frequency of visit, following rules and regulations and protection and maintenance of destination and monuments is also significant after Clean India campaign.

As a matter of fact most of the sampled tourists have shown their inclination towards the cleanliness condition at the particular tourist destination and the surrounding areas. This means that the cleanliness is not only required at the exact location of tourist place but it is also important at the nearby places like the streets, near the hotels, local transport routes, etc.

Result of Hypothesis Testing

On the basis of above analysis of data and the interpretation, this is evident that the null Hypothesis '*There is a significant relationship between hygienic and cleanliness conditions at the tourist place and the arrival of tourists.*' in the first case can be accepted and the alternate hypothesis can be rejected.

Hypothesis II

| ANOVA | | | | | | |
|----------------------|----------------|----------------|-----|-------------|--------|------|
| | | Sum of Squares | Df | Mean Square | F | Sig. |
| Frequency of visit | Between Groups | 7.401 | 1 | 7.401 | 10.933 | .001 |
| | Within Groups | 337.149 | 198 | .677 | | |
| | Total | 344.550 | 199 | | | |
| following rules | Between Groups | .018 | 1 | .018 | .011 | .917 |
| | Within Groups | 823.310 | 198 | 1.653 | | |
| | Total | 823.328 | 199 | | | |
| protection | Between Groups | 4.297 | 1 | 4.297 | 3.412 | .065 |
| | Within Groups | 627.245 | 198 | 1.260 | | |
| | Total | 631.542 | 199 | | | |
| Maintenance | Between Groups | 7.539 | 1 | 7.539 | 6.003 | .015 |
| | Within Groups | 625.389 | 198 | 1.256 | | |
| | Total | 632.928 | 199 | | | |
| Tourist satisfaction | Between Groups | 4.291 | 1 | 4.291 | 3.584 | .059 |
| | Within Groups | 596.259 | 198 | 1.197 | | |
| | Total | 600.550 | 199 | | | |
| Re-Visit | Between Groups | 2.155 | 1 | 2.155 | 2.024 | .155 |
| | Within Groups | 530.187 | 198 | 1.065 | | |
| | Total | 532.342 | 199 | | | |

Interpretation

The study was conducted to analyze the scope of tourism promotion before and after the implementation of Clean India campaign. The study reveals that there is tremendous growth of tourist after the implementation

of Clean India campaign. An important part of the study is SWOT which analyses the both internal and external factors which helps to assess favorable and unfavorable factors to maximize the strategies that use strength to exploit the opportunities, strategies that use strength to overcome the threats, strategies that minimize weakness by taking advantage of opportunities, strategies that minimize weakness and avoid threats.

Result of Hypothesis Testing

On the basis of above analysis of data and the interpretation, this is evident that the null Hypothesis 'There is a significant relation between sanitation and re-visit of tourists.' in the second case can be accepted and the alternate hypothesis can be rejected.

Conclusion

The main objective of the study was to analyze the impact of Clean India campaign and to determine the tourism economic growth. SWOT analysis of Clean India campaign has been conducted. Clean India campaign makes H.P. as a top tourist destination. From this study it is understood that there is a drastic positive change, before and after the implementation of Clean India campaign. It shows that Quality of campaign, adequacy of campaign, effectiveness of campaign, Tourist perceived value, Tourist decision making, Tourist Participation are the main factors which tends to give positive change after the implementation of Clean India campaign. A proper planning and improved strategies can sustain and increase the growth of tourist in the city. This study also helps to build the image of destination with more number of tourists. Thus by concluding there is a positive change after the implementation of Clean India campaign to make it sustain the public and government should be active in participation.

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Analysis of Tourist's Visit as per Purposes and Frequency to a Destination: A Case Study of Hill District of Kumaon Region of Uttarakhand

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ABSTRACT: The frequency of visit of a tourist to particular destination shows the popularity of tourism and its related services. Majority of tourists were interested in Wild life viewing and Adventure activated. The entire district has tremendous views as sightseeing and for leisure activities. The pilgrimage and Culture of that particular region need to focus for its survival and promotion. The mode and types of transport used by tourists were analyses on the basis of data collected from domestic and foreign tourists during visit. The variables used for data collection were age, gender, marital status, occupation, education, income, trip, frequency, purpose, and mode of travel, types of travel and duration of stay. The purpose of study is to know the interest of visit of tourists on the basis of rank. To know the frequency of visit for various attractions and activities throughout the year. The mode of transport used by tourist were different for domestic and foreign tourists due to the purchasing power of the tourist and the other limitations. This research paper will help the stakeholders to know the interest of tourists at different places because the frequency is the indicator of their interest and choice of tourism products. The variables like Wild life & Adventure, Pilgrimage, Culture, Sightseeing & Leisure and any other, were used for the purpose of knowing the preference by domestic and foreign tourists. This study will help to the tourism planner to know that, where the stay of tourists was for maximum days and what was the purpose of stay. On the basis of this analysis more tourism resources of that particular area can be developed.

Keywords: Analysis, Frequency, Purposes, transport

1. Introduction

The charm or special quality of something that draw tourist to it, is it's attraction. The main attraction of this hill district are wildlife, adventure and sightseeing . The purpose of visit is totally depends upon the attractions. The use of mode of transport from the point of departure is depend upon two things, one is purchasing power of domestic tourist and other is availability. In the case of foreign tourists the preferred mode of transport is by air , there is no option of land transport to reach from non-sea routes countries but some neighboring countries it may be possible but limited. The types of transport used during their visit to various places were local private taxies and tourist buses on booking basis due to low speed in hills . The condition of roads are not good in various places because of heavy rain and land sliding . The scheduled private and government buses are used by those tourist , who have enough time and less money.

Objective

- To analyze the frequency of visit of tourist for various purposes by different mode and types of transport
- To analyze the purpose of visit as per the rank given by tourists during survey.

Purpose

The purpose of study is to know the interest of visit of tourists on the basis of rank and frequency of visit for various attractions and activities throughout the year. The mode of transport used by tourist were different for domestic and foreign tourists due to the purchasing power of the tourist and limitation . This research paper will help the stakeholders to know the interest of tourists at different places because the frequency is the indicator of their interest. The variables like Wild life & Adventure , Pilgrimage, Culture ,Sightseeing & Leisure and any Other ,were used for the purpose of knowing the preference by domestic and foreign tourists. This study will help to the tourism planner to know , where the stay of tourists were for maximum days and what was the purpose of stay. On the basis of this analysis more tourism resources of that particular areas can be develop and promoted.

Research Methodology

The primary data were collected by survey method. The questionnaires were developed to gather information from domestic and foreign tourists. The sample size was taken 250 respondent as 200 domestic and 50 foreign tourists.

Some information were also collected from district tourism development office (DTDO) and Kumaon Mandal Nagar Nigam Ltd. (KMVN) rest house at Pithoragrah, as a secondary sources. The percentile method was used to know the share of frequency of visit for a selective type of attraction or interest. The percentile method was also used for the variables like age, gender, marital status, occupation, education, income, trip, frequency, purpose, mode of travel, types of travel and duration of stay.

Data Analysis and result

Table 5.1: Age-wise Distribution of Tourists\

| Age in years | Domestic = 200 | | Foreign = 50 | |
|---------------|----------------|------|--------------|------|
| | Number | % | Number | % |
| Below 20 | 08 | 4.0 | 02 | 4.0 |
| 21-30 | 66 | 33.0 | 14 | 28.0 |
| 31-40 | 81 | 40.5 | 18 | 36.0 |
| 41-50 | 39 | 19.5 | 14 | 28.0 |
| 51-60 & Above | 06 | 3.0 | 02 | 4.0 |

Source: Self study

Age is an important variable, which affects the tourist's motivation and decision of destination. The data presented in the table reveals that out of the 200 domestic tourists as high as 81 representing 41.5% belonged to the age group of 31-40 years. Whereas the lowest 06 representing 3% belonged to the age group of 51- 60 and above. Around 66 (33%) were in the age group of 21-30 years, 39 tourists (19.5%) were in the age group of 41-50 years and 8 tourists (4%) were below 20 years of age.

Correspondingly, 18 representing (36%) belonged to the age bracket of 31-40 years, 14 each representing (28% each) belonged to the age group of 21-30 and 41-50, 2 each representing (4%) in the age group of below 20 years and 51-60 & above in the foreign tourist segment. Another very interesting relation is that compared to domestic tourists more number of elderly foreign tourists have visited Pithoragarh during the period of the study.

Table 5.2: Gender-wise Distribution of Tourists

| Gender | Domestic=200 | | Foreign=50 | |
|--------|--------------|------|------------|------|
| | Number | % | Number | % |
| Male | 129 | 64.5 | 38 | 76.0 |
| Female | 71 | 35.5 | 12 | 24.0 |

Source: Self study

Gender is an important factor ,which determines the choice of the destination. It was seen that out of 200 domestic tourists as high as 129 representing 64.5% tourists were male and 71 representing 35.5% tourists were female.

Among 50 foreign tourists 38 representing 76% were male whereas 12 representing 24%) were female.

Table 5.3: Distribution of tourists by Marital Status

| Marital Status | Domestic=200 | | Foreign=50 | |
|----------------|--------------|------|------------|------|
| | Number | % | Number | % |
| Married | 134 | 67.0 | 34 | 68.0 |

| | | | | |
|------------|-----|------|-----|------|
| Un-married | 66 | 33.0 | 16 | 32.0 |
| Others | Nil | 0.0 | Nil | 0.0 |

Source: Self study

Marital status is an important factor ,which determines the interest of married and un-married person to visit a particular or selected destination. It is revealed from the data in the table given below that out of 200 domestic tourists , 134 representing 67% tourists were married and 66 representing 33 % tourists was un-married.

Out of 50 foreign tourists , 34 representing 68% tourists were married and 16 representing 32% tourists were married. Thus more number of married domestic tourists and more number of married foreign tourist were found during the particular time of visit.

Table 5.4: Pattern of Responding tourists by Occupation

| Occupation | Domestic=200 | | Foreign=50 | |
|-----------------------------------|--------------|------|------------|------|
| | Number | % | Number | % |
| Business | 41 | 20.5 | Nil | 0.0 |
| Self – employed professional | 18 | 9.0 | 08 | 16.0 |
| Salaried Employed (Govt./Private) | 86 | 43.0 | 27 | 54.0 |
| Dependent | 45 | 22.5 | 12 | 24.0 |
| Retired Person | 10 | 5.0 | 03 | 6.0 |
| Any Other | Nil | 0.0 | Nil | 0.0 |

Source: Self study

Occupation is very significant factor which affects the tourist's choice of a destination and vacation. Out of 200 domestic tourists, as high as 86 representing 43% were salaried government and private employed as a highest and 10 representing 5% were retired person as low , whereas 45 representing 22.5 % were dependent , 41 representing 20.5% were business man and 18 representing 9% were self-employed professionals. There was no one in the category of any other.

The foreigner were also high is the occupational category of salaried employed in government and private sector which was 27 (54%) and 03 representing 6% as retired person. 12 representing 24% as dependent, 8 representing 16% as self-employed professional. There was no one in the occupation of business and any other category.

Table 5.5: Distribution of tourists by Educational Background

| Qualification | Domestic=200 | | Foreign=50 | |
|-----------------|--------------|------|------------|------|
| | Number | % | Number | % |
| High School | 18 | 9.0 | 04 | 8.0 |
| Intermediate | 53 | 26.5 | 08 | 16.0 |
| Graduation | 72 | 36.0 | 32 | 64.0 |
| Post Graduation | 41 | 20.5 | 04 | 8.0 |
| Others | 16 | 8.0 | 02 | 4.0 |

Source: Self study

As far as educational background of the respondents is concerned, maximum 72 (about 36%) were graduate and minimum 16 (about 8%) were in the category of others.

The tourist who were second in number were intermediate qualified , representing 53 (about 26.5%) . 41 represented (20.5%) were post graduate and 18 represented (9%) were high school pass tourists.

As far as foreign tourist concern the majority were graduate with 32 (64%) number, whereas 4 (8%) were post graduate and 4 (8%) were high school . The tourist who were intermediate passed were 8 (16%) and 2 (4%) were as others.

Table 5.6: Distribution of Domestic Tourists by Income

| Domestic =200 | | |
|---------------------------------|----------|------|
| Monthly Income (Rs.in Thousand) | Domestic | |
| | Number | % |
| Below 8000/- | Nil | 0.0 |
| 8001 - 13000 | 06 | 3.0 |
| 13001 - 20000 | 05 | 2.5 |
| 20001 - 30000 | 25 | 12.5 |
| 30001 and above | 164 | 82.0 |
| 300001/- and above | | |

Source: Self study

Majority of respondents 164 (82%) were in the slot of income group 30001 and above and minority of respondents 5 (2.5%) were in the slot of income group 13001-20000. Second number of income group was 20001-30000 with 25 numbers (12.5%) and 6 (3%) were representing to income group of 8001-13000.

Table 5.7: Distribution of Foreign Tourists by Income

| Foreign =50 | | |
|----------------------------------|---------|------|
| Monthly Income (Rs. In Thousand) | Foreign | |
| | Number | % |
| Below 85000 | 06 | 12.0 |
| 86000 - 125000 | 17 | 34.0 |
| 125001 - 200000 | 13 | 26.0 |
| 200001 - 300000 | 09 | 18.0 |
| 300001 and above | 05 | 10.0 |

Source: Self study

Out of 50 foreign tourists, majority of tourists 17 representing 34% were in the income group of 86000-125000 and minimum were 5 representing 10% in the income group of 300001 and above.

The second number were 13 representing 26% were in the income group of 125001-200000 . The tourists in the income group of 200001-300000 were 9 (18%) whereas 6 (12%) were in below the income of 85000.

Table 5.8: Distribution of tourists visited or not visited to Pithoragarh earlier

| Visited Pithoragarh | Domestic=200 | | Foreign=50 | |
|---------------------|--------------|------|------------|------|
| | Number | % | Foreign | |
| | | | Number | % |
| Yes | 178 | 89.0 | 12 | 24.0 |
| No | 22 | 11.0 | 38 | 76.0 |

Source: Self study

Out of 200 domestic tourists 178 (89%) told that they have visited Pithoragarh earlier also whereas 22 (11%) tourists told we are coming first time.

The 38 (76%) foreign tourist have visited Pithoragarh district earlier whereas 12 (24%) told that they are coming here first time.

Table 5.9: Distribution of tourists visited Pithoragarh including this trip

| Number of Visit | Domestic=200 | | Foreign=50 | |
|-----------------|--------------|------|------------|------|
| | Number | % | Number | % |
| First time | 22 | 11.0 | 38 | 76.0 |
| Second time | 96 | 48.0 | 06 | 12.0 |

| | | | | |
|---|----|------|-----|-----|
| Third time | 53 | 26.5 | 04 | 8.0 |
| Fourth time | 17 | 8.5 | 02 | 4.0 |
| Others (Monthly basis business, taking salary etc.) | 12 | 6.0 | Nil | 0.0 |

Source: Self study

The maximum number of domestic tourists were second time visitor with 96 (48%) and the minimum number were in the category of others 12 (6%) including taking salary from head quarter, doing business etc. The 53 (26.5%) domestic tourists were third time visitors , 22 (11%) were first time , 17 (8.5%) were fourth time visitors.

The maximum number of foreign tourists were first time visitor with 38 number (76%) and minimum number were 2 (4%) as fourth time visitor. The 6 (12%) tourists were second time , 4 (8%) tourists were third time visitor and there were no one in the category of others.

Table 5.10: Distribution of Tourists as per their frequency to visit

| Frequency of visit | Domestic=200 | | Foreign=50 | |
|--|--------------|------|------------|------|
| | Number | % | Number | % |
| First time | 13 | 6.5 | 34 | 68.0 |
| Once in a year | 94 | 47.0 | 12 | 24.0 |
| Twice in a year | 45 | 22.5 | 04 | 8.0 |
| Three time in a year | 13 | 6.5 | Nil | 0.0 |
| Four time in a year | 04 | 2.0 | Nil | 0.0 |
| Others (monthly basis plus 2 nd ,3 rd , 4 th or any other months) | 31 | 15.5 | Nil | 0.0 |

Source: Self study

The maximum number of domestic tourists 94 (47%) were in the category of frequency of visit once in a year, whereas 4 (2%) were in the category of frequency of visit fourth time in a year. The 45 (22.5%) domestic tourists were in the category of visit twice in a year , 13 (6.5%) were in the category of both in first time and three time visitor in a year . The domestic tourists in the category of others were 31(15.5%) who visit monthly basis , second time, third time or any other months.

The maximum number of foreign tourists 34 (68%) were in the category of first time visitor whereas 4 (8%) were in the category of frequency of visit twice in a year. The 12 (24%) foreign tourists were in the category of once in a year . There were no foreign tourists in the category of three time in a year , four time in a year and others (monthly basis plus 2nd ,3rd ,4th or any other months)

Table 5.11: Distribution of Tourists as per Purpose of their visit to Pithoragarh district

| Purpose of Visit | Domestic=200 | | Foreign=50 | |
|-----------------------|--------------|---------|------------|------|
| | Domestic | Foreign | Number | % |
| Wild life & Adventure | 56 | 28.0 | 27 | 54.0 |
| Pilgrimage | 49 | 24.5 | 02 | 4.0 |
| Culture | 42 | 21.0 | 08 | 16.0 |
| Sightseeing & Leisure | 41 | 20.5 | 10 | 20.0 |
| Any Other | 12 | 6.0 | 03 | 6.0 |

Source: Self study

As per the purpose of visit of domestic tourists, the maximum number 56 (28%) were wildlife and adventure lover , whereas the minimum number 12 (6%) were any other category.

The pilgrim were second in number 49 (24.5%) , the tourists who were interested in culture were third in number 42 (21%) and the tourists who were interested in sightseeing and leisure were 41 (20.5%) in number with fourth position.

In the category of foreign tourists , the maximum number 27 (54%) were interested in same like domestic tourists in wild life and adventure whereas the minimum number 2 (4%) were pilgrim. Foreign tourists in

second number 10 (20%) were interested in sightseeing and leisure activities , third number 8 (16%) were cultural tourists and 3 (6%) were in the category of any other.

Table 5.12: Distribution of Domestic and Foreign Tourists by Mode of Arrival

| Mode of Transport | Domestic=200 | | Foreign=50 | |
|----------------------------|--------------|------|------------|------|
| | Number | % | Number | % |
| Air , rail, road transport | 08 | 4.0 | 19 | 38.0 |
| Air and road transport | 17 | 8.5 | 13 | 26.0 |
| Rail and road transport | 59 | 29.5 | 11 | 22.0 |
| Road transport | 116 | 58.0 | 07 | 14.0 |

Source: Self study

Maximum number of domestic tourists 116 (58%) were used road transport to reach in the various places in the entire district, whereas the minimum number 8 (4%) were used air, rail and road transport to reach the destination. The rail and road transport user were second in number 59 (29.5) , air and road transport user were third in number 17 (8.5%). The maximum number of foreign tourists were 19 (38%) who used air, rail and road transport to reach in destination whereas the minimum number 7 (14%) were used only road transport . The air and road transport user were 13 (26%) , rail and road transport user were 11 (22%) in the category of foreign tourists.

Table 5.13: Distribution of Tourists as per Transport used during their visit to Pithoragarh district

| Types of vehicle | Domestic=200 | | Foreign=50 | |
|---------------------------|--------------|------|------------|------|
| | Number | % | Number | % |
| Tourist bus (private) | 18 | 9.0 | 24 | 48.0 |
| Government operated buses | 17 | 8.5 | 02 | 4.0 |
| Local cab and taxies | 101 | 50.5 | 21 | 42.0 |
| Own conveyance | 59 | 29.5 | Nil | 0.0 |
| Others | 05 | 2.5 | 03 | 6.0 |

Source: Self study

The types of vehicle used by the domestic tourists during their visit to Pithoragarh district were maximum in number 101 (50.5%) in the category who used local cab and taxies , whereas the minimum number 5 (2.5%) were in the category of others. 59 (29.5%) domestic tourists were with their own conveyance, 18 (9%) have used private tourist buses and 17 (8.5%) have used government operated buses to visit .

In the category of foreign tourists the maximum number 24 (48%) were used private tourist buses , whereas minimum number only 2 (4%) have used government operated buses during their visit. The local cab and taxies used by foreign tourists were 21 (42%), others category were 3 (6%) and no foreign tourists over their with own conveyance.

Table 5.14: Distribution of Domestic Tourists by duration of stay in all the 7 Tehsil of Pithoragarh district

| Days | Domestic =200 | | | | | |
|--------------|---------------|---------|-----------|-----------|---------|------------|
| | Pithoragarh | Didihat | Munsiyari | Dharchula | Berinag | Gangolihat |
| Less than 3 | 21 | Nil | 39 | Nil | 22 | Nil |
| 3-5 | Nil | 36 | Nil | Nil | Nil | 42 |
| 6-9 | Nil | Nil | Nil | 40 | Nil | Nil |
| 10-15 | Nil | Nil | Nil | Nil | Nil | Nil |
| More than 15 | Nil | Nil | Nil | Nil | Nil | Nil |
| | 10.5% | 18% | 19.5% | 20% | 11% | 21% |

Source: Self study

The distribution of domestic tourists who stay less than 3 days in Pithoragarh town were 21 (10.5%) , in Munsiyari were 39 (19.5%) and in Dharchula were 22 (11%). The tourist stay 3 to 5 days in Didihat were 36 (18%) and in Gangolihat were 42 (21%) , the tourist stay 6 to 9 days in Dharchula were 40 (20%), whereas there were no body in the category of 10 to 15 or more than 15 days who stay in any one tehsil of Pithoragarh district.

Conclusion

Majority of tourists were interested in Wild life viewing and Adventure activated. The entire district has tremendous views as sightseeing and for leisure activities. The Pilgrimage and Culture of that particular region need to focus for its survival and promotion. The mode of transport used by tourist were different for domestic and foreign tourists due to the purchasing power of the tourist and limitation . This research paper will help the stakeholders to know the interest of tourists at different places because the frequency is the indicator of their interest.

This study will help to the tourism planner to know that, where the stay of tourists were for maximum days and what was the purpose of stay. On the basis of this analysis more tourism resources of that particular areas can be develop.

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Factors Contributing to Student Exchange Program of Indian Hospitality Students in Collaboration with Foreign Institutions in Specific Reference to Vatel France

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ABSTRACT: This study was led in the perspective of foreign exchange program which familiarized the participating students to curricular and instructional facets of international learning and to the multiplicity of school structures. The intention of the research was to probe popular considerate that the practice not only widens the mind, delivers respected familiarities and boosts deteriorating views, but also adds multiple skills that is becoming progressively obligatory for accomplishment in the universally concentrated world of today. Regardless of the data supporting their efficacy, moderately rare undergraduate students in India elect to join in some form of study overseas program. The subsequent study will observe the likely thinking of why is this. From end to end the running the questionnaires alongside with a broad review of prevailing research, the subsequent sheets inspect the approaches and self-consciousness of undergraduate students as they communicate to learning overseas and to what level these insights fall in line with the increasing prominence of multi-ethnic skill. To validate the study case of Vatel India undergraduate students, Ansal University, Gurgaon, India provided the sample of contributors used.

Keywords: Hospitality, international exchange program, study overseas, universal thoughts, international education, Urban mobility, Vatel France.

1. Introduction

At the point when the internationalization idea is inspected from an advanced education perspective, the investigation of Munar (2007), presented the Bologna Procedure wonder as a factor of globalization of neighbour lines instruction. The Bologna Procedure, starting in 1999, creates opportunities to interface the instructive frameworks by intentional investment in the European Association (What is the Bologna procedure? n. d.). Munar (2007) analysed the effect of the Bologna Procedure on the travel industry instruction and presumed that globalization of advanced education in Europe is emphatically influenced by the procedure. Areas like Eastern Europe, the Centre East, and India, China, and Brazil additionally witness a fast development that makes the requirement for universally experienced neighbour lines and the travel industry graduates to fill the necessities of that multicultural and worldwide society (Ayoun et al., 2010). These understudies' observations about the business and its global dynamic is fundamental for the business, and worldwide experience is imperative for positive recognitions about the business. Aksu and Köksal (2005) found that travel industry significant understudies who had global experience amid their investigations have an inspirational frame of mind toward the travel industry.

The instructive component of internationalization is a complex framework including various parts. As per Ayoun, Johnson, Vanhyfte, and O'Neill (2010), internationalization of advanced education has a few measurements including understudies, staff, educational programs, explore, hierarchical help, and worldwide systems administration. Concerning understudy measurement, the creators expressed that review abroad projects help understudies straightforwardly draw in with different social orders. Despite the fact that internationalization alludes to different exercises, understudy trade among various nations is an imperative measurement. As such, the overall pattern of concentrate abroad is one method for internationalization (Ileleji, 2009). Investigations of Schwald (2012) and Liu and Dai (2012) additionally tended to understudy trade as a vital part of internationalization of training.

1.1 Students exchange program within Vatel India

Vatel School of Hospitality Management, Ansal University, Gurgaon, India additionally went into coordinated effort with Vatel Business college (France), standout amongst the best Hotel School of the world to accomplish target of proceeding with improvement to wind up world class School. Understudies can decide

on semester think about in any of the Vatel School over the world, and furthermore experience through Mechanical Preparing in particular Nation next to doing summer entry level position abroad.

In perspective on the quickly changing gauges in the cordiality exchange, Vatel School of Hospitality Management, Ansal University, Gurgaon, India accepts emphatically in taking care of business its undergraduates with a focused edge and carrying them at standard with the worldwide models by giving them the required proficient information sources directly inside India. The Marco polo Exchange Program and a large group of potential outcomes of summer and winter entry level positions inside India and at different nations crosswise over various main lands of the world are being sorted out under the game plan.

2. Review of Literature

The instructive element of internationalization is a complex framework including numerous parts. As indicated by Ayoun, Johnson, Vanhyfte, and O'Neill (2010), internationalization of advanced education has a few measurements including undergraduates, workforce, educational programs, look into, authoritative help, and global systems administration.

Internationalization is characterized from different points of view in the writing. It alludes to steady and lasting cross outskirt exercises (Teichler, 2009). These exercises are tended to in different perspectives. For instance, Bostrom (2010) expressed that the term as of late alludes to the key activities to make worldwide effects rather than its previous use for global projects what's more, undergraduate trade before. Waters (2009) likewise states internationalization of training incorporates organizations among colleges or understandings among establishments in various nations. Jakson (2008) indicated the entry level positions and globalized educational module for the universal idea.

In advanced education, the acts of internationalization incorporate separation training, establishment of training projects and degrees, and a worldwide scholastic commercial centre for undergraduates (Altbach & Teichler, 2001), joint degree programs between colleges in various areas, language course contributions, and global research ventures (Schwadl, 2012), and the trade of societies through instructing, investigate, and different administrations (Yang, 2002).

Despite the fact that the writing of internationalization alludes to different exercises from different points of view, for example, examine, seaward grounds, educational programs coordination, and vital participation; ponder abroad projects, trade projects, and versatility of undergraduates are the rehearses usually tended to by most of the examinations (Liu& Dai, 2012; Ayoun et al., 2010; Yang 2002; Schwadl 2012; Caruana and Ploner 2011; Zhang et al., 2010). Concentrate abroad projects could be for different timeframes: at least one semesters, a more drawn out timeframe to win a degree from a global foundation, or a few days or weeks (Schwadl, 2012). In their think about on internationalization of advanced education in Europe, Ritzen and Marconi (2011) expressed that most of concentrate abroad members incline toward going to adjacent nations to their home nation. Zhang et al. (2010) expressed that trade programs greatly affect internationalization of instruction. The creators accentuated the scholastic part of concentrate abroad programs and expressed that these projects have incredible significance for undergraduates as they give chances to see diverse educating and research styles in different nations. After the examination abroad program, undergraduates are progressively intrigued by courses that have worldwide viewpoints (Ayoun et al., 2010). Hence, consider abroad projects trigger the undergraduates' universal discernments, which thusly add to the internationalization of training.

3. Objective

The point is to consider Factors Contributing to Student Exchange Program of Indian Hospitality Students in Collaboration with Foreign Institutions in Specific Reference to Vatel France.

4. Methodology

Our analysis was done with 50 undergraduates who went to the diverse nations Europe for concentrate inside the Vatel Exchange Program between 2015 and 2017. A survey was done to gain proficiency with the dimension of fulfillment of the undergraduates who went to the diverse nations of the Europe for training, to distinguish the issues experienced by the undergraduates amid their instruction and to discover their assessments and recommendations.

The questionnaire is comprised of two principle parts including general data and fulfillment dimension of the undergraduates. Data about the getting establishment and the nation in which the undergraduates will study and general data about the office and personnel that the undergraduates consider in Europe happen in the initial segment. In the second part, an evaluating scale from 1 to 5 about the issues on scholarly life, instruction

framework, social insurance administrations, accommodation and transportation, was utilized to gauge the issues that understudies were experienced in getting organizations. Scale was framed as exceptionally very bad (1), bad (2), neutral (3), good (4), very good (5). two open-finished inquiries were asked to the understudies including the impacts of the Vatel Exchange Program on the understudies and the proposals of the understudies about the Vatel Exchange Program.

5. Findings

The findings having a place with the inquiries regarding the scholastic life and training framework are as per the following: Of each of the 50 understudies 34 understudies (65%) expressed that they had no issues about the adjustment in instruction framework; 15 understudies (33%) said that they had issues with adjustment in instruction framework and 1 understudy expressed that He/she couldn't adjust in the instruction framework. About the issue on " Openness to the scholarly counsellors and instructors " 32 understudies (60%) brought up that they had no issues with availability to the scholastic consultants and educators; 12 understudies (26%) expressed that they had issues with availability to the scholastic guides and educators; 6 understudies (14%) said that they barely achieved the scholarly guides and educators and they met instructors past the point of no return. 37 understudies (71%) communicated that scholarly consultants and instructors were useful and prudent against the Vatel India understudies; 12 understudies (26%) expressed that scholastic counsellors and educators avoided themselves as much as possible on function; 1 understudy said that scholastic guides and instructors were negative and one-sided against the Vatel India understudies.

About the issue on the techniques for showing exercise 32 understudies (71%) found the strategies for showing exercise at getting organization phenomenal and helpful; 14 understudies assessed the strategies for showing exercise as impartial and moderate; 4 understudies (9%) assessed the techniques for showing exercise as extremely terrible. 34 understudies (65%) found the library and assets adequate; 13 understudies (28%) assessed the library and amleness of assets as moderate and impartial; 3 understudies found the library and assets deficient. 34 understudies (65%) expressed that they comprehended the courses great; 15 understudies (33%) called attention to that they comprehended the courses tolerably; 1 understudy said that He/she couldn't comprehend the courses. 38 understudies (76%) expressed that they could respond to the inquiries presented by the educators effectively; 11 understudies (24%) communicated that they had issues with addressing the inquiries.

The findings having a place with inquiries regarding the issues on wellbeing administrations, accommodation and cleanliness are as pursues : 23 understudies (42%) found the wellbeing administrations adequate; 13 understudies (28%) assessed the wellbeing administrations as moderate; 14 understudies (30%) found the wellbeing administrations inadequate. 12 understudies (18%) expressed that they could discover the legitimate menu in cafeteria and eating lobby; 18 understudies (39%) assessed the menu choice as moderate; 20 understudies (43%) said that menus were not chosen legitimately as required by Indian understudies. 21 understudies (37%) brought up that sustenance's were reasonable for sanitation and cleanliness rules; 22 understudies (49%) assessed the issues of sanitation and cleanliness as moderate and nonpartisan; 6 understudies (13%) expressed that nourishments and menus were not reasonable for sanitation and cleanliness rules. 26 understudies (48%) found the nourishment costs reasonable; 14 understudies (30%) assessed the sustenance costs as moderate; 10 understudies (22%) found the nourishment costs ill-advised. 38 understudies (40%) assessed the cleanliness of the quarters as exceptionally great; 9 understudies (20%) expressed the cleanliness of the residences as moderate or unbiased; 2 understudies expressed that residences were not perfect. 31 understudies (59%) found the costs of the residences reasonable; 9 understudies (20%) assessed the costs of the residences as moderate; 10 understudies (22%) expressed that costs of the quarters were not reasonable. 39 understudies (76%) brought up that transportation of the residences was simple; 8 understudies (17%) assessed the transportation as moderate; 3 understudies expressed that transportation was troublesome.

The findings having a place with inquiry " In what perspectives do you experience passionate and moral issues ?" are as pursues : 31 understudies (28%) expressed that they had yearning for their families and companions; 27 understudies (27%) said that they had yearning for their nations; 10 understudies (9%) called attention to that they felt dejection; 8 understudies (7%) experienced disappointment , absence of correspondence and issues in test introduction; 5 understudies (5%) expressed that they had issues with tests ; 3 understudies (3%) said that they experienced negative frame of mind of the educating staff what's more, 2 understudies experienced inconveniences about living arrangement grant.

6. Conclusion

As per discoveries got from the inquiries, a large portion of the understudies did not encounter any issues in adjustment of instruction framework. The greater part of the understudies expressed that they could reach and contact with the scholarly counsellors and educator effectively, a few understudies brought up that they met instructors and scholastic staff a couple weeks after the fact after the courses began. The greater part of the understudies was happy with the conduct of the scholarly staff and instructors against the Vatel India understudies.

The vast majority of the understudies were happy with the strategies for showing exercises of the scholarly staff. Understudies expressed that for the most part they made introductions and get ready tasks to get marks from the courses and when they fizzled, they had extra assignments to pass the courses. Additionally, it was called attention to that understudies took an interest in the encouraging exercise process, therefore understudies were permitted to be dynamic in classes and when the understudies did not get a handle on the issues instructed in the exercise, scholarly staff or instructors utilized extra materials to clarify the courses. Most of the understudies expressed that library and assets were adequate. The greater part of the understudies said that they could comprehend the issues educated in the courses and the language expressed in the classes and they could answer the questions presented by the scholastic counsellors and instructors effectively. Anyway a few understudies communicated that the English dimensions of the scholastic counsellors and instructors were deficient to convey so understudies had issues in understanding the courses and the issues educated in the classes. The remarks acquired from these discoveries are as pursues: More than the half of the understudies were happy with the instruction framework and mentality of the scholarly staff and a few instructors were one-sided against certain understudies. Frames of mind of the educators against the Vatel India understudies were underneath the fulfilment dimensions of the understudies.

6.1 Effect of The Vatel Exchange Programme

We solicited understudies what were the impacts from Vatel Exchange Program on understudies or What Vatel Exchange Program added to active understudies by open-finished addressing technique. Understudies expressed that Vatel Exchange Program expanded the self-assurance of the understudies and they picked up certainty to go out on a limb and go to various nations. Likewise, understudies called attention to that they built up their language levels and rehearsed the verbally expressed language and said that Vatel Exchange Program had beneficial outcome on building up the language levels. Understudies likewise communicated that they perceived the diverse societies and made new companions from various societies and expressed that Vatel Exchange Program built up their correspondence with other individuals. Understudies likewise communicated that they built up the feeling of obligation through Vatel Exchange Program, perceived an alternate training framework in a European Nation and said that the preference against the European nations and their kin vanished.

Understudies expressed that each understudy should profit by the Vatel Exchange Program and assessed the program as helpful for advancement of the language and self-improvement and perceiving the distinctive societies and understudies proposed that every understudy should utilize these open doors for their instruction life.

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Role of Social Media in Development of Hospitality Industry

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ABSTRACT: The uniqueness of the hospitality and tourism industry is in the fact that success or failure of a brand or property often depend much more upon reviews of the customers rather than its diversified products or services. Hence it can be said that the opinions of consumers can massively impact the customer buying decisions and how a particular brand is perceived. In the past, these opinions were restricted to simple word of mouth advertisement or the recommendation of friends and family members. With the introduction of social media in hotel and tourism marketing, the game has changed completely. Sites such as Twitter, Facebook and Instagram are considerably influencing the perception of customers about service brands and institutions. Over the past few years, social media's impact on how people interact with each other has also changed and the same change can be seen in the way businesses interact with consumers. Many brands in the hospitality and tourism sector have started offering promotions and customized deals to customers via different social media channels. Many hospitality businesses are using social media tools to customize and personalize their customer service by communicating with their guests through Face book and Twitter about any upcoming events or promotions. Moreover, tourist destinations are increasingly being promoted through high definition images and videos on social networking sites which have been very successful in attracting customers (especially the youth) to those destinations. Hence it can be asserted firmly that one of the most significant impacts that social media has had on hospitality industry is the growing importance and abundance of customer reviews. While a positive review can accelerate your business, a negative assessment can simply steer your customers towards your competitors. The present study aims at identifying the impact of social media in promotion and development of hospitality industry.

Keywords: Social Media, Customer Service, Advertisement, Promotion, Sales

1. Introduction

In today's time virtually every service sector has been affected by the growth of digitalization and use of mobile device. Among these service sectors, hospitality and tourism has been one of the most significantly impacted sectors, due to major shifts in how people research, plan, and consequently make their buying decisions. When people post photos of their stay at your hotel, they're giving their network of friends an inside look at everything from their suites to the facilities like the gym or the pool. This type of digital word-of-mouth promotion that happens in the form of photos, videos, tweets, blog posts, statuses etc. is termed as user-generated content. With the evolution of platforms such as LinkedIn, Facebook, Twitter and YouTube, we have the opportunity of exceptional access with the guest (Lanz, Fischhof, & Lee, 2010).

According to Mowat (2010) the adoption of social media such as Twitter, Facebook and LinkedIn has opened up a variety of avenues and opportunities to listen to the hotel guest. The hospitality sector can leverage user-generated content (UGC) as a powerful tool to boost their marketing. According to the Nielsen Consumer Trust Index, 92% of consumers trust user-generated content more than traditional advertising. It's often through user-generated content that audiences discover a hotel's additional services or something that differentiates them from other resorts. Through other people's posts, they see that you may offer childcare services or are a pet-friendly establishment. Since social media is so available to anyone with an internet connection, it is considered as a platform recommended to the hospitality industry to increase their brand awareness and facilitate direct feedback from their customers. A business that understands the advantage of social media is well aware that social media is essential in developing new business in the current competitive and online driven marketplace. While traditional media keeps customers informed, social media goes a step further by keeping the customers stimulated and involved. When a company gets their customers involved and engaged, it leads to lasting working relationships with organizations. The level of customer support increases with the use of social media since it is personal and interactive. In the event of an unfortunate situation, social media may serve as a catalyst to turn this situation into an opportunity for a company to extend their services and go the extra mile to reverse the negative feeling.

Objectives of the study

1. To understand different types of social media used by tourism and hospitality consumers.
2. To understand the role of social media (specifically social networks) in the development of hospitality and tourism industry.
3. To understand how hospitality and tourism industry can better leverage social media to boost their businesses and attract more customers.

Social Media

Social media is a group of internet based applications that build on the ideological and technological foundations of principles and practice of facilitating information sharing and social interaction by users generating, altering and uploading web based content (M. Haenlein,2010) . Levinson and Gibson (2010) defined social media as a set of tools that are free or nearly free and allow marketers and the community to create content and meaningful conversation online. According to B&C (2010), the term “social media” is primarily an online technology tool to allow people to communicate easily, utilizing the Internet to share and discuss information according to Zarrella (2010), is defined best in the context of the previous industrial media paradigm. Traditional media such as television, newspapers, radio and magazines are one-way, static broadcasting technologies.

Types of Social Media

The variety of social media services and their evolution has made it very difficult to define and categorise them. However, some experts divide social media into 13 types which are: blogs,business networks, collaborative projects, enterprise social networks, forums, microblogs, photosharing, product/service review, social bookmarking, social gaming, social networks, video sharing and virtual worlds.

Some examples of the types of social media which are used by hospitality and tourism consumers are listed below:

- a. Social Networks: Facebook, Twitter, Couchsurfing, TravBuddy
- b. Media Sharing service: Instagram,Snapchat,YouTube
- c. Discussion Forums: Quora,Reddit
- d. Bookmarking and Content Curation: Pinterest
- e. Consumer Review Service : TripAdvisor,Yelp
- f. Blogging and Publishing: WordPress, Tumblr (Kakkar,2018)

Therefore, one can notice that there are four common characteristics shared by all the above social media types which are:

1. All social media are web 2.0 internet based applications
2. User generated content is the main driving force of such applications.
3. Users create profiles for the site or app which are designed and maintained by the social media organization.
4. Development of social networks from user's profile to other individuals and groups.

Hence, the major focus of social media is on user generated content shared by individuals and businesses on social media sites which is available to anyone with an internet connection and therefore, has the power to spread good or bad word-of-mouth about a business or brand instantaneously to a large number of people.

Review of Literature on Social Media in Hospitality and Tourism sector

a. Social Media Adoption by Consumers

Social media is the result of the rapid development of Internet information technology. The study of the influence factors of consumers' adoption of social media, conducted by Yong-Bing Jiao, Jing Gao and Jian Yang (2013), found that perceived enjoyment and trust play a positive role in consumers' adopting social media; while perceived risk plays a negative role. The study indicates that the most concerned information for tourism consumers when using social media is traveling commodity's internet word-of-mouth. Social media platform provides a great convenience for consumers collecting satisfactory tourism information. The application effect of social media depends on user data, which comes from users' depth and breadth of engagement. Tourism consumers' instant tourist experience and satisfaction evaluation plays an important role in adoption intention. Sun Chun-Hua and Liu Ye-Zheng (2008) studied the tourism consumers'

motivation and demand under the web 2.0; and they developed a tourism consumption behavior model: cognitive needs, information search, judgment and selection, purchase decision and purchase evaluation.

b. Social Media Usage by Customers

Labbrand Consulting, (2010) in his study revealed that Danish butter brand Lurpak has launched a website called Bake Club that serves as a platform for baking fans to connect online with other fellow baking enthusiasts and also it enables Lurpak to connect with its consumers and hence build brand knowledge. According to Mowat (2010) the adoption of social media such as Twitter, Facebook and LinkedIn has opened up a variety of avenues and opportunities to listen to the hotel guest. A study conducted by two seniors at the Cornell School of Hotel Administration, (Hospitality Industry, 2010) explains that guest who travels frequently place their emphasis on reviews by consumers more so than the ratings awarded by established organization, such as AAA and Forbes. Nielsen (2010) in his study states that 57% of customers research for online reviews before making a purchase of a product or service with the growing trend towards social media. Burson-Marsteller (2010) compiled a report and state that within the cluster of social media platforms, Twitter is the preferred media tool among Fortune Global 100 companies, with two-thirds (65%) having a presence on the social network. With at least onehalf are reaching audience through Facebook (54%) and YouTube (50%). Nick O'Neill, a full time entrepreneur building a digital media company, shares that the company may hit the 600 million user mark and surpass \$1 billion in annualized revenue by end of 2010 (O'Neill , 2010). Mackenzie (2009) in a study on The Hyatt Hotels and revealed that Hyatt Hotels launched their corporate twitter account in July 2009 and engaged customer service staff on a round the clock shift around the world. The study made it clear that people these days are taking their communication to an open medium with the use of Twitter to voice their opinions. Yu,(2008) in his case study revealed that on Aaron Schwartz, an executive recruiter who stayed at the Marriott Renaissance Ocean Suites, Aruba in June 2008, made a video of the lovely beach, flamingos and uploaded onto YouTube. That earned him a complimentary week's stay when the general manager of the resort liked the video.

Role of Social Media in Hospitality and Tourism Sector

In today's age and time, travel is one of the most shared topics on Facebook, Twitter and Instagram. More number of tourists are increasingly going online to see reviews of hotels, destinations, travel deals etc before they take any travel decision. Sites like [Trip Advisor](#) are getting hugely popular for people to talk about anything related to travel and tourism.

1. Understanding the Audience

Unlike traditional marketing, social media is a two-way communication tool where you can see what customers are saying as well as take part in those conversations about your tourism business or brand. One can understand how someone is interested in the deal, where do they live, what their professions are, the vacations they take, their social behaviours etc. All these things can help a hospitality and tourism business understand their audience on a deeper level.

2. Keeping a Check on Competitors

There is cut-throat competition in hospitality and tourism business and so a business has to know what its competitors are doing and what they are not doing. By doing this, it can fill in any gap or grab any opportunity which the competitor is not offering to the customers. A business can also learn from other's mistakes by keeping a tab on them (Blake,2018).

3. Delivering Greater Customer Service

Customer service is one of the most important factors when it comes to retaining and satisfying customers. It is at the heart of any successful hospitality and tourism business. In this regard, social media can prove to be a great tool where one can quickly answer questions on the social media page and solve any queries of customers. For example, Visit Japan 2010 has a dedicated Facebook page which combines all travel information and links which a customer will ever need. New Zealand has a YouTube channel which not only has great videos but also helps plan a customer's trip by providing information about New Zealand, getting to New Zealand, places to stay, and a New Zealand map.

4. Customer Acquisition

A business can post content and talk about properties in exotic locations, offer travel deals and discounts, post feedback of customers who have done tours, advise on travel dates, trip planning etc. This can help the business acquire new customers as customers are always searching for information online and being a little proactive can go a long way in gaining new customers.

5. Customer Retention

Resolving any grievances that customers post on social media can help in retaining customers as they usually feel very delighted when a solution is given to their problem promptly and politely. This also goes a long way in building long term relationships with customers and the overall goodwill of the brand/service. Moreover, maintaining online relationships with customers serves as a strategic means to optimize customer retention rates. This comes as no surprise as 53% of customers who ask a brand a question on Twitter expect an answer in less than an hour, further rising to 72% if the query is a complaint (Williams,2017).

6. Building overall brand reputation

Posting any awards, positive customer reviews or ratings about their businesses on social media can help in building overall brand reputation and goodwill of the brand or service. Also, companies that respond to complaints in a sincere and genuine manner develop a strong reputation among current and potential customers. Thus, being active on social media and posting relevant content can also contribute towards maintaining a good brand image among customers.

7. Contribution to tourist's purchase journey

Whether it's pre purchase, part purchase or post travel, social media plays a significant role in helping the customer make decisions regarding his tour (Blake,2018). In pre purchase, they research a lot online on social media platforms about the destination they want to go to, the flights, hotels and reviews etc. In part purchase, having decided the destination they now look for eateries, attractions to visit at the destination etc. In post purchase, they are emotionally involved with the business and they can give the business a good or bad review depending on the experience they have had from the product/service.

8. Reshaping travel agencies

Social media has changed the way travel agencies work. Self-service booking and availability of information have made the travel agencies go digital, adopt new technology and focus on changing market trends. Travel agents who work with millennial travelers should know about the generation's preference for "experiences over products." They should understand the fact that presenting unique experiences for a lasting memory (and to inspire a great Instagram post) are more important rather than trying to upsell flight upgrades and lodging to the customers(Carnoy,2017)

Thus, it can be seen that leveraging social media to market tourism products has proven to be an excellent strategy for various businesses (VTIC 2012). It plays an increasingly important role in many aspects of tourism, especially in information search and decision-making behaviors (Fotis, 2012). Deloitte (2010) stated in its report which states that social media and new technological trends are going to play a key role over the next five years towards the growth of the hospitality industry.

Not only businesses, many countries too regard social media as an important tool to promote their tourism industries. Australian operators are being offered the chance to promote their tourism business or region using Tourism Australia's record breaking fan base by listing themselves in a 'things to do' section on its Facebook page (Tourism Australia 2012). Slovenian Tourist Board has established online presence by including successful initiatives such as a series of Facebook Campaigns for key markets, which resulted in high awareness, sales turnover and partner satisfaction. Another progressive initiative by tourism destinations was the joint social media platform named Discover Slovenia (STB 2012).

Leveraging social media to boost tourism businesses and attract more customers

There is no doubt that social media has a huge impact on hospitality and tourism industry. It has over the years, changed the way companies interact with and market to their target demographics (Carnoy,2017).in this aspect, tourism related content has been very successful in giving the right boost to the businesses- be it informing the customers, assisting in their planning/purchase decisions, influencing their behaviour and so

on. Right from the time, customers go online to research about the destination to the activities they plan to do, they are always assisted and influenced in many ways by social media on their smart phones and other devices. Thus, there is a greater need to leverage social media more effectively to add more customers and rack up profits for the company.

1. Being a virtual tour guide

Most people today research online before making any purchases. 89% of millennials plan travel based on content posted by their peers online (Carnoy,2017). To boost business, a tourism and hospitality company has to share free information with its customers to help them in their research and purchase decisions. A business has to provide information on attractions, eateries, offers etc. just like a tour guide does. This way it will always find out what information the customers want from it. Thomas Cook UK has effectively used this on their Facebook page and they interact and provide all sorts of information to their customers (Blake,2018).

2. Using high quality images and hashtags

Nowdays, Instagram is the most popular media sharing network which has users posting images and videos of the destinations they have been to. According to a report, over 97% of millennials share photos and videos of their travels online, building an influential web of peer-to-peer content which serves to inspire potential guests(Carnoy,2017). A tourism and hospitality business can very effectively leverage this platform to post high quality images, videos as well as popular hashtags. This helps people imagine how it would feel to be at the location the business is promoting. Also, this makes the business look very desirable and people are motivated to try its service. One can use hashtags like #instatravel, #seizetheholiday etc.

3. Asking for feedback and reviews

Feedbacks and reviews are very essential if a business wants to stay on top of its game. Many companies ask for reviews today but a tourism business needs it specially because it is based on experiences on people. Some negative responses will also come but that should not stop a business from getting feedback. For example, American Airlines and JetBlue continuously seek feedback by addressing flight issues and providing a human touch to otherwise frustrating experiences(Carnoy,2017).

4. Holding contests and competitions

Contests and competitions are yet another way to attract people to a brand or business on social media. Customers can send videos, photos or post content and participate in the contests which are seen by other customers and in turn are also tempted to participate. E.g. Select Cornwall ran a Valentine's Day competition on Facebook which garnered 5600 likes and over 7000 shares (Blake,2018). Chicago users of the Explore Chicago section on Foursquare can earn three badges, themed around the city, by visiting locations such as historic sites, film locations, restaurants and clubs. This is to help boost awareness of both the popular and less well known tourist attractions.

5. Updating and improving online content

Hospitality and tourism business is very seasonal and there are fluctuations in demand. The content posted on social media has to be updated every now and then, that is, one has to be timely as well as consistent. For example, if the business has opened a new restaurant in the hotel, the business has to make sure that people know about it and try it out. If a business is or property is coming up with an event, it should let the customers know about it well in time. The businesses should also keep improving their websites and introducing new features and apps which can help them stay relevant and connected to their customers.

6. Interacting but not hard selling anything

Any business has to have a very good relationship with its customers especially if it wants repeat customers and recommendations by others. To maintain good relationships with customers, businesses have to keep interacting with customers without hard selling anything or coming across as an aggressive seller. One should reply to their queries, help in trip planning or retweet their content and just be subtle. They should give the customer time to think about the purchase and they will definitely make the purchase.

Conclusion

Today, social media is available to anyone with an internet connection on their devices and they have access to direct feedback and awareness about different brands and services through it. Moreover, the popularity of social media has made it such an important player in a person's everyday life that one can't help but get influenced by it. Consumers all over the world are increasingly relying on online reviews before making any purchases and they trust these reviews because social media is all about user generated content posted by users who are just like them. It has helped consumers in making informed and sound choices and today tourism and hospitality businesses have been better able to understand their consumers and provide the required services. They have understood the need for constant revival and evolution of their businesses. The role of social media has also expanded to provide businesses with the ability to keep a check on the competitors as well. Hospitality and tourism businesses need to continue leveraging social media tools to boost their businesses and attract more customers. This can be done by posting high quality images and posting relevant content for the users, asking for regular feedbacks and being very subtle and leaving the rest to the users without hard selling anything.

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Technological Advancements in Hotel Front Office Operations: A Study of Ginger Hotels, an IHCL Brand

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ABSTRACT: *Ginger Hotels is one of the largest chains of economy class budget hotels space in India. It is well known for its unique blend of caring and efficiency, Ginger Hotels are an excellent choice for leisure and business travellers, alike. Launched back in the year in June 2004, operated under the company name Roots Corporation Limited, Ginger hotels has 42 properties panned across 31 locations in India. The main investors are Indian Hotel Company Ltd and Tata Capital. The concept was developed by Indian Hotels Company Ltd in association with legendary corporate strategy thinker, late Dr. C. K. Prahalad. The Ginger Hotels credo is that the way to the success of India is the entrepreneurial spirit of its people. Whether they are guests, team members, or partners, together this spirit will not only foster a stronger Ginger brand but more importantly give rise to a stronger 'Brand India'. The purpose is to make Ginger Hotels the dominant budget lodging brand of choice for customers, developers and employees that delivers superior returns to shareholders and positively impacts society. The paper traces as the prime objective, the role and importance of the blend of technology and human resource in effective and efficient service delivery in hospitality industry employees, especially in Front Office operations. This paper establishes the fact that modern technology helps us to fill-up those skill gaps which may hamper the service delivery and at the same time it enables us to improve guest satisfaction leading to higher guest retention. This research was mainly undertaken to investigate over the significance of both man and machine embarking upon the effectiveness of both the technical and people skills in effective service delivery. The findings suggested the being the technology driven industry and modernization in terms of technical development of hospitality industry, it is quite evident that technological enhancements in hospitality industry and especially in Front Office enable their employees to be more competitive, productive and hence result oriented as technical knowledge aids in service delivery with great perfection on consistent basis.*

Keywords: *Hospitality industry, skill gaps, service delivery, guest satisfaction, guest retention, standard operating procedures, result-oriented.*

1. Introduction

The hospitality industry is ever-expanding in nature and work with a single motto of guest satisfaction through enhanced guest experience. The hotel front desk plays an important role in creating the guest's first impression. Technologies coupled with efficient and well-trained staff can create a difference in effective and efficient service delivery as a whole.

Ginger Hotels is one of the largest chains of economy class budget hotels space in India. It is well known for its unique blend of caring and efficiency, Ginger Hotels are an excellent choice for leisure and business travellers, alike. Launched back in the year in June 2004, operated under the company name Roots Corporation Limited, Ginger hotels has 42 properties panned across 31 locations in India.

The main investors are Indian Hotel Company Ltd and Tata Capital. The concept was developed by Indian Hotels Company Ltd in association with legendary corporate strategy thinker, late Dr. C. K. Prahalad. The Ginger Hotels credo is that the way to the success of India is the entrepreneurial spirit of its people. Whether they are guests, team members, or partners, together this spirit will not only foster a stronger Ginger brand but more importantly give rise to a stronger 'Brand India'.

The purpose is to make Ginger Hotels the dominant budget lodging brand of choice for customers, developers and employees that delivers superior returns to shareholders and positively impacts society.

In this era of competition, being dynamic is the key to success. The guest nowadays is more peculiar and through latest technologies, has more options to choose from and thus it is a difficult task to retain the guest and give them the lifetime experiences so that they became the loyal customers. It is the guests' demands of customized and personalized products that act as a catalyst to emerge new concepts and introduce new practices and implement the new, cost-effective and innovative ones in the industry.

The staff members are trained to be familiar with the technologies, room styles, features and locations throughout the hotel. The guest satisfaction tracking system through online feedback helps the hoteliers to

understand which facilities are more important for the guests, and what are the areas in hotels' products and services that require further rectifications leading to guest retention.

The Property Management system (PMS) is user-friendly programmed and designed in such a way so as to perform the mandatory function of 'pay and stay'. Various modules (reservations, registration, cashiering etc.) ensure effective inter-departmental co-ordination. With the record of the guest through Client number and ability to retrieve guest details, the guest history management makes it possible to attain maximum guest satisfaction. Guest accounting management helps in accurate maintenance and posting of charges. Settlement gets easier with payment through various modes of payment including foreign currency exchange. Night auditing task is easier as one can easily find out the possible errors that may occur while performing the night audit. Customized reports generation is the feature that helps in getting relevant and useful information.

Electronic Locking System (ELS) embarks upon maximum guest safety and security. One can ensure a comfortable stay with modern access cards. Availability of a safety deposit locker in the guestroom wardrobe is an add-on to the same.

Electronic Private Automatic Branch Exchange (EPABX) manages the internal and external call, accurate posting of telephone charges, wake-calls and access to the call-logs of the guestroom telephone. Wi-Fi access is another facility that allows internet access in every location of the hotel.

Central Reservation System (CRS) has a toll-free number through which confirmation can be obtained in the real-time on best possible rates; that too, without the involvement of any mediator. The refund process for both guest and hotel is very easy in case of cancellations and amendments. Retention charges against the no-show reservation ensure no loss of revenue to the hotel.

KIOSK is the self Check-in and Check-out terminals which help the guest to check-out without waiting for their turn to come at reception counter. They can even pick the location of the room at check-in due to the interface available with the PMS of the hotel.

Point of Sale (POS) operations is quick and accurate as it guarantees maximum guest satisfaction through proper posting of charges and maintenance of guest account. This in turn makes the record-keeping and settlement easier and less time-consuming.

Research Problem

Technology and technical skills are critical in today's service industry and they can cause a differentiation between excellence and mediocrity. Those gaps may hamper the service delivery. Organisations now consider implementing and using such technologies as an important component in increasing the efficiency of the employees. The major point of concern for the employers as well for the employees and aspirants of the hospitality industry is the proper handling of these technologies.

Objectives of the Study

1. To study the various current trends and technologies used in the hotel front office department.
2. To assess the employees' perception towards effective service delivery with respect to the implementation of the current trends and technologies in Ginger Hotels.

Significance of the Study

The paper is a case analysis to understand the current Front Office practices and the related guest satisfaction, an important component for hotel chain like Ginger Hotels to retain their brand name and customer loyalty in this era of competition. The company needs to maintain position in the ever growing competitive market through USPs. The findings of the study will also assist in formulating an action plan for the future improvements in the Front Office practices. The study will help those aspiring to join the hotel industry to understand the kind of practices existing in the Hotel Front Office, the guest expectations and their preferences. The study will help the researcher in better understanding about the concept of guest satisfaction and guest retention.

Development of Hypotheses

On the basis of the above mentioned objectives, the hypothesis is as follows:

- H₀:1.** There is no significant relationship between technology and employees' performance.
H₀:1. There is significant relationship between technology and employees' performance.
H₀:2. There is no significant relationship between technology and guest satisfaction.
H₀:2. There is significant relationship between technology and guest satisfaction.

Study Area

In view of the tourism has placed a higher demand for the quality hotels with cost-effective tariff structure in India as more affluent travellers travel to the tourist places. The present study is based upon Ginger Hotels, An IHCL brand.

The population of the study is composed of 42 Front Office employees hailing from different levels of management, including GSA (guest service associate), AHM (Assistant Hotel Manager) and SHM (Senior Hotel Manager) from 07 Ginger Hotels located in North India. A structured questionnaire as a survey instrument is developed to measure the responses. In order to obtain detailed information, semi-structured interviews are carried out. In the questionnaire, the first section of the questionnaire includes questions on demographics (age, gender, education, current position and work experience). The second section includes the hard and soft skills required and rated by the respondents on the Likert scale of 5.

Research Methodology

To achieve the above mentioned objectives, the research is exploratory and descriptive in nature. It is aimed to find out the various current trends and technologies used in the hotel front office department and also to assess the employees' perception towards effective service delivery with respect to the implementation of the current trends and technologies in Ginger Hotels.

Basis of Sample Selection

Population: The population consisted of a blend of employees hailing from the top, middle and lower level of management including GSA (guest service associate), AHM (assistant hotel manager) and SHM (senior hotel manager) from 07 Ginger Hotels located in North India. The ratio of the respondents is directly dependent on the factors like type of hierarchy or organization structure of the organization and the number of employees working at different levels of management.

Sample design:

1. **Sample frame:** Employees of the top, middle and lower level of management including GSA (guest service associate), AHM (assistant hotel manager) and SHM (senior hotel manager) from 07 Ginger Hotels located in North India.
2. **Sample size:** Sample size consists of 42 respondents from 07 Ginger Hotels located in North India for the proposed study.
3. **Sample technique:** Sample of employees from Front Office department is selected on the basis of convenient sampling.

Ethical considerations:

It implies issues of harm, consent, deception, privacy and the confidentiality of data that will be recognized. Academic objective of the study is communicated to the respondents. Individual names, address, hotel's name are not be used in the study.

Types of Instruments and Methods used for Research

- 1) Data collection through Questionnaires with employees hailing from different levels of management.
- 2) Respondents Core and functional competencies regarding technologies used are recorded in questionnaire.

Data Analysis Tools:

- 1) Development of Hypothesis
- 2) For analysis of data, descriptive statistics is used.

Literature Review

- Hotels have adopted ICT towards increasing operational efficiencies, reduction in transactional cost, facilitation of quality management of hotels, enhancement of productivity and easy access to hospitality information ICT. Major applications of ICT in the Rooms Division are reservations, registration of guests during check in, allocation of rooms and room rates, delivery of guest services and updates on room status. Others include guest history records, guest accounts, reservation, housekeeping, uniformed services and telephone department.^[1]

- Customer service technology cycle consists of uniform standard phase service, which is offered in a certain sequence to the customer during his stay at the hotel. Hotel guest reception technology cycle algorithm is divided into four stages: (1) Pre-arrival, which includes reservation of the hotel; (2) Arrival-registration, room assignment, issuing of keys; (3) Accommodation—telephone calls, mail and information, maintaining guest accounts, safe deposits; (4) Departure—check-out, bill settlement. Property Management System (a well-organized electronic management system that conducts hotel operations with a systematic mechanism to coordinate services and customers)^[2]
- ICT involves computer hardware, software and telecommunication devices to store, manipulate, convert, protect, send and retrieve data, not to displace humans, but to enshrine efficiency and the customers generally respond by returning and buying more from the firm, this raises revenue and profit are used in accounting for guest bills, data management, forecasting guest demand for reservations, management of guest services, revenue and reservation management and yield management. It also includes Wi-Fi devices, telecom units, computer systems, ipads, tablets, online booking units, Point of Sales (POS) machines, Automatic Teller Machines (ATM), Cash Account Registers (CAR) etc. for accounting, payment, remittance, communication, reservations and ticketing.^[3]
- The following technologies have a significant impact on customer experiences: alarm clocks, fixed and portable telephones, mini-bars, LED TVs, coffee/tea making facilities, in-room electronic safes, cable/satellite channels, a 24-hour net centre, hair dryers, Wi-Fi access in public areas, air conditioning and in-room wireless Internet. These technologies act as a value-added amenities to help create differentiation, enhance guest satisfaction and build loyalty among customers^[4]
- A hotel's PMS can gather and keep valuable information about hotel guests, whether room reservations come from Online Travel Agency, Global Distribution Systems or by telephone, all of them are gathered, stored and managed in the PMS. PMS helps hotels with keeping a more comprehensive record of its reservations, guest's information and enables more coordination between different departments in the hotel as the record of important functions^[5]
- Kiosk check-in concept enables in-room check in where the guest does not have to wait at the counter for his turn to come or do the check-in process, where the guest checks in himself. The group check in is done in the coach by the front office staff to save on the time factor for the guests. The group members are given pre-assigned rooms off the rooming list. The most important elements in guest satisfaction leading to repeat customers are standardized products, motivated and trained staff and quality management^[6]
- There are few elements to justify the service quality provided by a service's organization. The elements are technical quality, functional quality, and company image. Technical quality refers to the service consumer receives from service organization through effective usage of technology. Functional quality refers how service organization provides that service to the consumers. In fact image creates favourable attitudes to the service providers. Based on the combinations of all three attributes it showed that there is a positive attitude towards a service organization^[7]
- The quality perception of a service operation starts at the front entrance and in what the facilities appears to offer them. It is known that the front office is the nerve centre of the hotel which requires them to keep up with the latest information about the hotel operations along with the staff must remain equipped with the usage of latest technology also^[8]
- Centralised Reservation Systems (CRS) is used to exploit data and information resources. Networking the centralised reservation system enhances cost effectiveness, faster communications, and effective exchange of information and efficient management of data Through CRS, a hotel chain provides individual hotels and managers in the chain with a tool to increase reservations, maximize sales, implement yield management, enhance market capabilities and improve guest services^[9]
- The diffusion of PMS relates with the necessities of hotel businesses such as to manage guest bookings, online reservations, point-of-sales, telephone and other amenities. Furthermore, PMS play important roles to integrate all available systems in hotel environment includes central reservation systems, revenue or yield management systems, front office, back office and point-of-sales systems. The divergence in filling the name fields potentially create service encounter failures and the implications of creating dissatisfaction through guest name anomalies can significantly sour the guests' stay and experience.^[10]
- Information and Communication Technologies ICTs is no more a distinctive characteristic by itself; only an effective and efficient usage can help in obtaining a competitive advantage and business

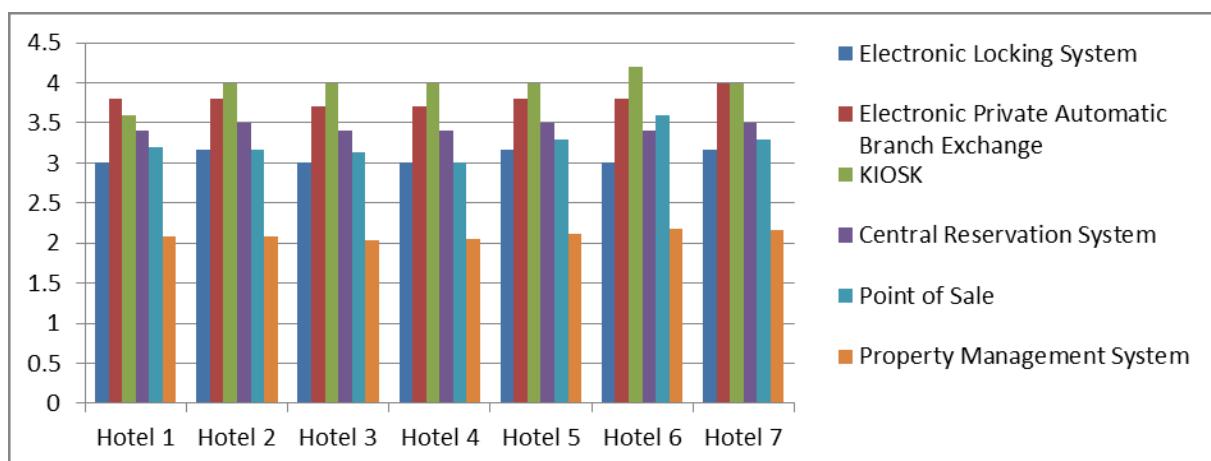
development. When the right technology is available and it is correctly applied, a manager can obtain visible organizational benefits and is able to stimulate the growth of the company, in line with the market evolution. The hospitality industry has ever-increasing competitive pressure and to the growing need for more effective operational and control tools.^[11]

Data Analysis

Table 1: Demographic Characteristics of Respondents

| Demographic Characteristics | | No of Respondents | % |
|-----------------------------|---------------|-------------------|-------|
| Age | 21-30 years | 25 | 59.52 |
| | 31-40 years | 09 | 21.42 |
| | 41 and above | 08 | 19.04 |
| Gender | Male | 30 | 71.42 |
| | Female | 12 | 28.57 |
| Education | Graduate | 04 | 9.52 |
| | Graduate (HM) | 21 | 50.00 |
| | Post graduate | 13 | 30.95 |
| | Diploma | 04 | 9.52 |
| Experience | < 5 years | 24 | 57.14 |
| | 5-10 years | 09 | 21.42 |
| | 10-15 years | 06 | 14.28 |
| | > 15 years | 03 | 7.14 |
| Total Number of Respondents | | 42 | 100% |
| Number of Hotels | | 07 | |

Table 1, shows the demographical characteristics of respondents. 25 (59.52%) of respondents were from age group of 21-30 years and 09 (21.42%) were from age group of 31-40 years while, 08 (19.04%) were above 41 years of age. This shows that there is a balance of young and aged workforce in the hotels among the population. The percentage of the male as respondents is 71.42% while rest of 28.57% constitutes by the females. The highest number of the respondents 21 (50.00%) indicated they had a professional degree in hotel management; 04 (9.52%) had a diploma in hotel management. Only 04 (9.52%) of all respondents had graduation degree. 09 (21.42%) respondents had working experience in the hospitality field for 5-10 years; 06 (14.28%) respondents had 10-15 years working experience in this field. There is a considerable number of respondents 24 (57.14%) working experience less than five years, which depicts the trend of freshers in the hospitality industry. The table also indicates there is a balance between samples which are relatively fresher and experienced in hospitality operations in. Respondents are selected from Front Office department of the hotel.



Graph 1: Composite Graph for Key Competencies

Data Analysis and Interpretation

Table 2: Key Technologies Used In Ginger Hotels (Composite Mean Value)

| HOTEL | Electronic Locking System | Electronic Private Automatic Branch Exchange | KIOSK | Central Reservation System | Point of Sale | Property Management System |
|----------------|---------------------------|--|--------------------|----------------------------|--------------------|----------------------------|
| Hotel 1 | 3 | 3.8 | 3.6 | 3.4 | 3.2 | 2.09 |
| Hotel 2 | 3.16 | 3.8 | 4 | 3.5 | 3.16 | 2.09 |
| Hotel 3 | 3 | 3.71 | 4 | 3.4 | 3.14 | 2.04 |
| Hotel 4 | 3 | 3.71 | 4 | 3.4 | 3 | 2.05 |
| Hotel 5 | 3.16 | 3.8 | 4 | 3.5 | 3.3 | 2.11 |
| Hotel 6 | 3 | 3.8 | 4.2 | 3.4 | 3.6 | 2.18 |
| Hotel 7 | 3.16 | 4 | 4 | 3.5 | 3.3 | 2.16 |
| SD | 0.085523597 | 0.096732326 | 0.179947082 | 0.053452248 | 0.188123566 | 0.052190129 |
| RANK | 3 | 4 | 5 | 2 | 6 | 1 |

Findings and Results

The composite mean scores of the competencies rated by employees are presented in Table 2. Employees ranked Property Management System 1st and rated it with a composite mean score from 3.16 down to 3.00 which clearly affirm the fact that PMS has always been considered as an important part of Front Office Operations. Supporting the fact, the Standard deviation was found to be 0.052 which depict the less of difference between the mindsets of the employees from the different hotels.

Employees ranked Central Reservation System 2nd and rated CRS with a composite mean score from 3.50 down to 3.40 which show the uniformity in the ratings as this technological factor itself plays a dominant role in the hospitality industry by ensuring revenue through room reservations. Supporting the fact, the Standard deviation was found to be 0.053 which depict the less of difference between the mindsets of the employees from the different hotels.

Employees ranked Electronic Locking system 3rd and rated ELS with a composite mean score from 3.16 down to 3.00 which play an important role in guest safety and security. Supporting the fact, the Standard deviation was found to be 0.085 which shows that there is no as such disparity among the perceptions employees while rating.

Employees ranked 4th another important technology Electronic private Automatic Branch Exchange and rated EPABX with a composite mean score from 4.0 down to 3.71. The Standard deviation was found to be 0.096 which depict the less of difference between the mindsets of the employees from the different hotels.

Employees ranked 5th and rated KIOSK with a composite mean score from 4.20 down to 3.60 which once again show the similarity between the rating trends of the employees. The Standard deviation was found to be 0.179 which depict the less of differences between the mindsets of the employees from the different hotels.

Employees ranked 6th and rated Point of Sale with a composite mean score from 3.16 down to 3.00 which signify that the employees are more likely towards possessing the required technology. The Standard deviation was found to be 0.188 which depict the less of difference between the mindsets of the employees from the different hotels.

Discussion

The positive value of the Standard Deviation shows that the perspective of the employees seems to be in relevance with each other. The study supports and establishes the hypothesis null as there is a significant relationship between technology and employees' performance along with that there is a significant relationship between technology and guest satisfaction. It is also evident that followed by Property Management System, Central reservation System, Electronic Locking System, Electronic Private Automatic

Branch Exchange, KIOSK and Point of Sale rated respectively on Likert scale of 5 for the ease and aide these technologies provide in operations. These technologies have not even made the meticulous tasks easy, less time-consuming but at the same time, it also helps in communicating and understanding well between the employees and the guests through effective service delivery leading to guest satisfaction and finally retention in the form of repeat business.

Conclusion

Regarding the first objective of this study that focused on the various current trends and technologies used in the hotel front office department, the findings provide evidence that the following technologies have a significant impact on employees' performance as well as customer experiences. The technologies *viz.* Property Management System, Central reservation System, Electronic Locking System, Electronic Private Automatic Branch Exchange, KIOSK and Point of Sale are rated by employees as having high levels of importance and improving their satisfaction. Therefore, with positive value of standard deviation and as per the rank, it is obvious that hoteliers need to keep these technologies with higher performance because these increase guest satisfaction and enhance customer experiences.

In relation to the second objective of this study regarding the employees' perception towards effective service delivery with respect to the implementation of the current trends and technologies in Ginger Hotels the technologies are perceived by employees as the most important technologies to enhance guest experience. This suggests that hoteliers need to invest in these technologies to ease their operations and leading to offer a better experience to guests. Furthermore, employees rated and ranked these technologies as important technological amenities to create a better experience. Thus, hoteliers need to keep up with technological advancements to be able to maintain and acquire new guests.

Suggestions

This study contributes to academic research because it upgrades information regarding the most important technologies currently available for Front Office employees of Ginger Hotels and because it identifies the latest technologies that have a strong potential to enhance guest experiences. This study's results are also relevant since they focus on the perceptions of employees from different levels of management related to technology, providing a more comprehensive understanding of this phenomenon.

The findings of this study can help hoteliers to understand the impact of different technologies on guest experiences, providing guidance for hoteliers in upgrading or implementing new technologies that guests want to use during their hotel stay. Therefore, if hoteliers decide to follow the advice provided by this study, they can achieve greater differentiation by offering the most important amenities among the latest technologies to guests, enhancing the latter's experience and attracting new customers, which could potentially result in increased revenues.

Limitations and Scope for Future Research

The industry population surveyed represents only the Front Office employees in some selected Ginger hotels of North India; therefore it is not appropriate for this study to make the claim that the findings are applicable to the hospitality industry as a whole. However, it is hoped that the study can be reproduced to test the extent of the applicability of the findings.

On the other hand, this limitation may provide an opportunity for future research on such technological advancements. The future research could use a larger sample enable a test for technologies required by the hospitality industry and cause-and-effect relationships between employees' perspective and the impact of them of service delivery and guest satisfaction.

Due to the fact that it being the busiest industry, the employees remain occupied with their operations which was a limiting factor for accepting an interview. Therefore, the method that was employed to obtain the primary data was the questionnaire survey.

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Eminence of Adventure Tourism in India- A Way Forward

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ABSTRACT: Adventure Tourism is a vibrant, dynamic, and fast-changing sector, attracting high value customers, supporting local economies, and encouraging sustainable practices. This sector is creating impacts not only for tourism, but also for destination, their people and their environment. With the time span Adventure Tourism is developing and multiplying itself as a diversified tourism product. With new variants routinely added into the possible experiences, it is giving the boost to various adventure activities. With the scope and growth of Adventure Tourism the focus of the study is to know how Tourists Predict Adventure Tourism and to understand the changes which are impacting the growth of Adventure Tourism in India.

Keywords: Tourism, Adventure Tourism, Adventure tourist, India.

1. Introduction

"Adventure tourism is what tourism should be today and definitely what tourism will be tomorrow"- UNWTO Secretary-General Taleb Rifai, 2012 address in Switzerland to Adventure Travel World Summit) Tourism is today the world's leading and fastest escalating industry. The incalculability of its market, its impulsiveness, the multiplicity of the product itself, and above all the financial and sociological rewards to be gained, have made this industry one of the most fiercely competitive market in the world. Tourism enters in the new era with the prospect of sustained expression and superior importance in world economy facing many challenges. The consequence of tourism has been recognized in both developed and developing countries and favourable representative of both economic and societal change. Indeed tourism has stimulated employment, investment, adapted land use and fiscal structure, and made a constructive contribution of the balance of payment in many countries throughout the world.

Objectives of the study

- To know how Tourists Predict Adventure Tourism.
- To understand the changes which are impacting the growth of Adventure Tourism in India.

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home"

"The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors"

Macintosh and Goeldner

UNWTO (United Nations World Tourism Organization) defined Tourism:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers..). But all travel is not tourism.

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that;

- It involves a displacement outside the usual environment: this term is of utmost importance and will be discussed later on;

- Purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

Researchers have categorised 'Tourism' as a service product which is having a degree of customer interaction (Middleton & Clarke, 2001; Middleton, 1989; Middleton & Clarke, 2001; Middleton, 1989; Seaton Bennet, Smith, 1994 Gunn, 1988; Smith, 1994; Kotler, Bowen & Makens, 1999; Levitt, 1981; Grönroos, 1990; Kotler et al., 1999; Zeithaml & Bitner, 1996; Liu and Yen, 2010; Cole et al., 2002; Kouthouris and Alexandris, 2005; Cole and Illum, 2006; Kang and James, 2004 and Kvist and Klefsjö, 2006). Muller and Cleaver (2000) defined Adventure Tourism as –physically bracing, adrenalin-driven, somewhat risky, with moments of exhilaration punctuated by many opportunities to assess and reassess what has been done or accomplished. Adventure Tourism Market report (2010) has indicated about the Adventure Tourism activities such as Mountaineering, Rock-climbing, Diving & Swimming, water activity, Trekking, Beach adventure, Natural beauty or Jungle & Wildlife adventure, etc. It has been already expressed in Adventure Tourism oriented books by John Swarbrooke et al. (2003) and Ralf Buckley (2006).

The tourism industry has been developed tremendously over the last few decades. Its multifarious benefits, the magnitude of impacts and its future growth prospects have all together made the tourism a subject of extensive study and research. Tourism infrastructure has been a point of concern for several researchers in India. Ram Acharya, O.P. Kandari, K. Kumar, Chib (1983), R.K. Malhotra, Gulab Nabi (2000), A.K. Sarkar, P.N. Dhar and R. Singh concentrated their research and discussion on infrastructure for tourism in India. Ram Acharya made a study on world tourism and evaluated the role and impact of tourism vis-à-vis development in India with reference to 42 other countries having various types of economies.

According to the World Travel and Tourism Council (WTTC) report, India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP. The report also stated that in the year 2016 the sector generated 40.3 million jobs, which marks India 2nd in the world in terms of total employment generated.

Adventure Tourism

Adventure Tourism has been variously defined Weaver, 1998; Fennell, 1999; Manning, 1999; Bentley et al., 2000, 2001a,b,c; Buckley, 2000, 2004a; Bentley and Page, 2001; Newsome et al., 2001; Page and Dowling, 2002). Broadly, it means guided commercial tours where the principal attraction is an outdoor activity which relies on features of the natural terrain, generally requires specialised sporting or similar equipment, and is exciting for the tour clients.



Source: www.travelbizmonitor.com

"Adventure Tourism is gradually emerging as a major source of employment generation in the far slung areas of the country, where no other tourism activity is taking place. This includes the Mountains, deserts, coastal areas, and wilderness and so on" – (WTTC)

Adventure Tourism can be divided into soft adventure and hard adventure. These terms are developed by researchers who devised a scale to explain the diversity of behaviour, beginning with mild adventure also known as soft adventure at one end of the scale and progress to hard adventure at the other extreme. This continuum involves different degrees of 'challenge, uncertainty, setting familiarity, personal abilities, intensity, duration and perceptions of control' (Lipscombe, 1995: 42). A simpler way to describe soft and hard adventure is that soft adventure does not necessarily require past experience whereas hard adventure requires some experiences and proficiency in the activity prior to the tourism experience (Millington and Locke, 2001).

Hard Adventure

'Refers to activities with high levels of risk, requiring intense commitment and advanced skills.'

Soft Adventure

'Refers to activities with a perceived risk but low levels of real risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides.'

The continuum of soft and hard adventure (Hill, 1995, Beard et al. 2003).

Tourist behaviour is an in-depth topic as the behaviour of tourist change from time to time and sometimes it can be difficult to judge because not everyone shares the same behaviour. In order to understand tourist behaviour, psychologists have found that certain concepts are useful to understand the behaviour (Bhatia, 2006). According to Bhatia (2006), tourist behaviour can be understood by determining the motive, drives, or concerns being satisfied by the action and the attitudes and information that the person use to decide what kind of response should be made in a given situation. Motivation is one way to describe tourist behaviour. Motivation is a verb derived from motivate. Motivation is a factor that influences or motivates trekkers to travel to Everest Base Camp. Motivation is defined as a reason or reasons for acting or behaving in a particular way or the desire or willingness to do something (Oxford online Dictionary). Hence, motivation of travel is why tourists travel to a place. It is important to know tourist travel motivations because motivations will affect travel decision process (Crompton and McKay, cited in Pan 2009, p. 216) and motivations are drivers that influence and affect the specific behaviour of a person or traveller. Furthermore, it also helps to develop strategies to attract tourists to a particular destination by understanding tourist behaviour. For example, travel agent or local authorities can find a way to increase the volume of tourists visiting a destination by understanding the tourist behaviour when the destination is kind of new in the tourism market or the number of tourists in the destination had decreased. Travel motivation is a wide theory where it cannot be understood by looking at one part of the theory only.

According to UNWTO, in 2018, 1,326 million international tourist arrivals were recorded in destinations around the world, some 86 million more than in 2016. As per the study, adventure tourism is becoming the key trends in the growing segment of tourism. Demand is on the rise as global levels of disposable income increase and consumer interest in customized and transformative (i.e. meaningful, perspective-changing) experiences grows. Thus, more people can ventureous activities. However, changing consumer expectations, increased technology and connectivity, and changing demographics in the major source markets for adventure tourism have an impact on the nature of the demand. Growth on the supply side, meaning the creation of businesses to meet and/or create demand, also exists. The barrier to entry in adventure tourism is low, especially in emerging and developing markets, and the trend is for established tourism companies in developed nations to incorporate adventure. As one of the fastest growing segments Adventure Tourism arrivals increased as well. In 2010, ATTA, the George Washington University (GWU) and Xola Consulting, conducted the first market sizing study. The global value of Adventure Tourism was pegged at USD 89 million. In 2013, it was found that there was an increase of 195% in two years, making the sector worth USD 263 million. It was found in the study that 42% of travellers departed on adventure trips.

Adventure Tourism in India

ATOAI is a representative body of adventure tour operators of India. It acts as a mediator between the government and tour operators, recommending the government on best practices for conducting adventure

tourism in the country. Adventure Tour Operators Association of India, is a private national body that has been striving hard to promote Adventure and Eco Tourism in India. The association was founded with an aim to create awareness about the immense potential for Adventure Tourism in India and to harness this potential in a safe, sensitive and environment friendly manner, and has today grown to comprise of over 200 members across the country and abroad.

In September last year, it led a risk mitigation committee to suggest changes to preserve India's outdoor heritage in a better way. It also published a handbook of guideline on best practices for adventure tour operators to follow.

"Adventure tourism is \$0.5 trillion, and it is growing at a rate of 18% per year."

-Adventure Travel & Trade Association, 2018

In a presentation during the ATTA convention, Ashish Gupta, consulting CEO of Federation of Associations in Indian Tourism and Hospitality (FAITH) explained that the travel industry today is a \$3 trillion direct business globally. That makes it one-tenth of the world economy. That also makes it bigger than the agricultural and manufacturing industries. "Out of this," he said, "adventure tourism is \$0.5 trillion, and it is growing at a rate of 18% per year."

In India, the adventure travel industry is gaining prominence. The ministry of tourism declared 2018 as the "year of adventure". Adventure Travel and Trade Association (ATTA), a global body of adventure tour operators brought their annual Adventure Next event to India for the first time last December. The Pacific Asia Travel Association organized a successful event in Uttarakhand in February had "adventure" as its theme. Needless to say, government bodies of the country are recognising the industry's potential.

However, ironically enough, the same state government also banned camping in certain regions of Uttarakhand, citing mass tourism as the problem, and rafting camps are no longer permitted along the Ganges. 2018 also witnessed a number of deaths, right from the forests of south India to the high passes of the Indian Himalaya. At least 40 were cited during presentations.

2016 global adventure tourism market research says availability of low-cost airlines will be a key trend for market growth which saw 56.51% tourist travelling by flights, an increment from the 54% in 2014. Further, adventure tourism involves more traveling to reach a point from where the adventure activities start. For instance, adventure tourists need different modes of transportation because activities such as mountain climbing, caving, hiking, and skydiving are organized far away from the main city. Due to the increasing influx of international tourists, many new budget-friendly airlines are being launched to cater to the increasing transportation needs.

The Ministry of Tourism has been following up with concerned related Central Ministries with regard to facilitation for development of Adventure Tourism. As an outcome, the Government of India has given security clearance for opening of 104 additional peaks in Jammu and Kashmir (Leh Area) subject to stipulations and clearances from the State Government, Home Ministry, and other concerned agencies. The opening of the additional peaks will help in positioning the Indian Himalayas as Adventure Tourism destination.

Adventure Tourism Destinations in India

Adventure trips can be taken to a number of destinations in the country, with each one being famous for a particular activity.

- Ladakh: The rough terrain and natural beauty of Ladakh have made it an admirable destination for adventure lovers. With an average elevation of over 10000 feet above sea level, Ladakh has a cold arid climate.
- Rishikesh: This sacred place is located in the state of Uttarakhand, and is another well-known spot to indulge in thrill-inducing sports like rafting, rock climbing, rappelling and more. Rishikesh can be visited in any month as the weather here is always pleasant.
- Lonavala: It is about 65 km from Pune, and is a popular hill town. With a moderate altitude of approximately 2050 feet, the topography here is not too rugged, and the weather does not become extreme. Hot air ballooning is popular here.
- Kamshet: This destination lies in the Sahyadri Ranges; hence its altitude is moderate. Even in the peak of winters, the temperature rarely drops to below 10 degree Celsius, making it a nice place to enjoy the season. Paragliding is done here from October to April.

- Kolad: Another amazing place to relish thrilling sport of rafting, this little village lies on the banks of the Kundalika River. Away from urban centres and immersed in tranquillity, it is an ideal getaway if you want to relax.
- Goa: Those who want to have an exciting time along the seas should definitely come to Goa. It is a perfect place to indulge in some fabulous and exciting water sports.

Apart from the above-mentioned places for adventure trips in India, there are hordes of other sites too to plan thrilling expeditions.

Adventure Activities in India

With a plethora of exciting engagements in the country, such excitement-developing sports are bound to continue gaining admiration.

- Treks: You can trek at a number of destinations like Ladakh, Uttarakhand, Sikkim, Himachal Pradesh and Kashmir.
- Motor Bike Expeditions: Biking trips on the Leh-Manali highway and through South and West India are hosted by loads of travel agencies as they are highly admired.
- River Rafting: The state of Uttarakhand and the village of Kolad are two prime destinations for rafting.
- Hot Air Ballooning: Jaipur in Rajasthan and Lonavala near Mumbai are the two most sought after places for hot air ballooning. Both these destinations have weather conditions, which are favourable for the engagement.
- Scuba Diving: To see the underwater world from up close, travel to Andaman and Nicobar Islands, the state of Goa or the town of Murudeshwar in Karnataka. You will get scuba training from PADI certified instructors at all these sites before you head out to the sea.
- Wildlife Safari: The country has loads of protected areas like Corbett, Bandhavgarh, Kanha and Pench national parks, where wildlife safaris can be availed.
- Camping: You can camp wherever there are untouched environs like hills and forests. There are many such places in Uttarakhand, West Bengal, Rajasthan, Karnataka and Himachal Pradesh, which you can pick.



Seasonality

The adventure tours in India you want to go on will determine the perfect season for them.

- Treks: Summers are generally preferred for trekking because of the pleasant weather high up in the mountains, except for the Chadar trek, which can only be done in winters.
- Bike Expeditions: Biking in Ladakh should be done in summers while winters are ideal for journeys through West and South India.
- Rafting: The rainy season is perfect for rafting on the Kundalika River, whereas the time before and after the said season is when rafting is organised on the Ganga River.
- Hot Air Ballooning: The best season for this activity is between October and April primarily and it is hosted at 5:30 am and 4:00 pm because of ideal wind speeds.

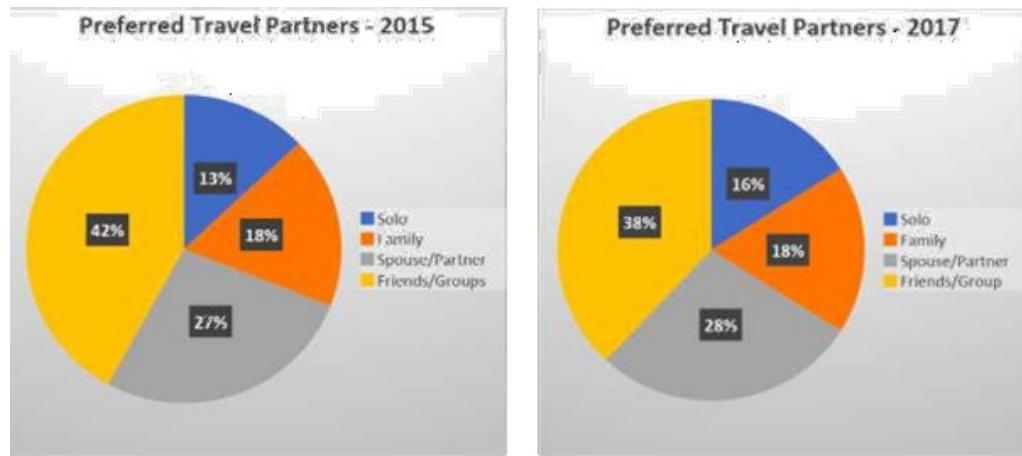
- Scuba Diving: You should scuba dive when the seas are calm, which is generally the case in the non-rainy season.
- Wildlife Safari: In India, wildlife safaris are only possible when it is not raining. Most protected areas are closed during monsoons due to the damage caused to roads.
- Camping: As camping involves living in tents, you should always go for the engagement when the weather is not too hot or not too cold.



Source: Adventure Nation

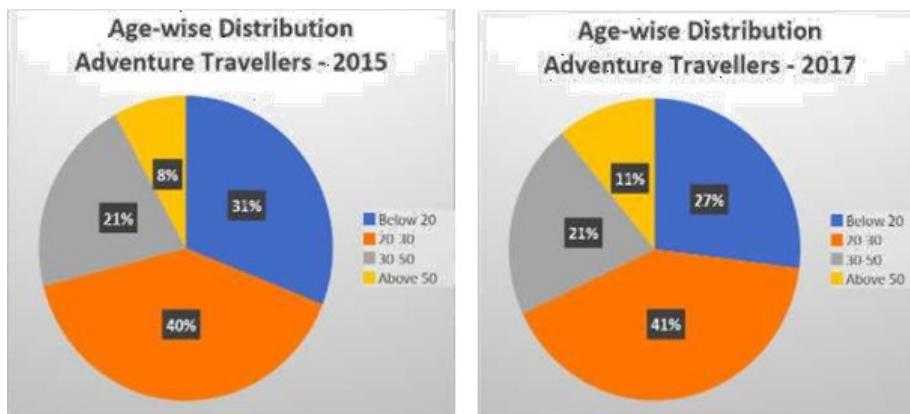
Keeping in view to know the actual status and growth of Adventure Tourism in India, a consolidated survey was done by an online travel leader thrillophilia, some findings of the same are represented in graphical format following:

1. Preferred Travel Partner



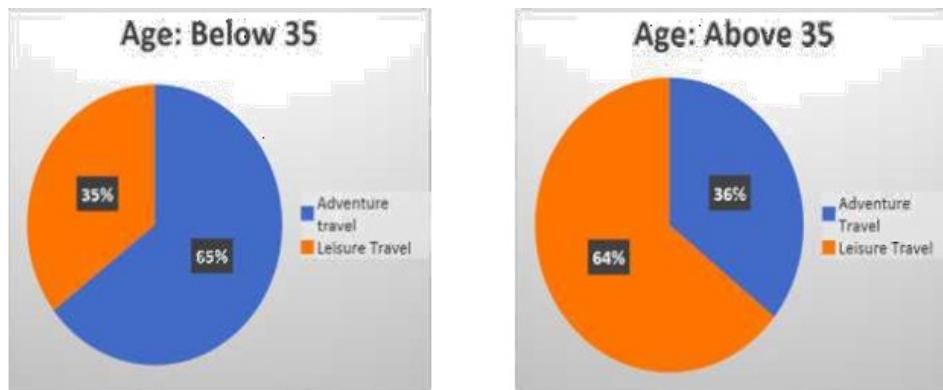
Most people prefer their friends to accompany them on an adventure trip. The number of people who want to travel solo has shown an increment.

2. Adventure Travellers – Age-wise Distribution



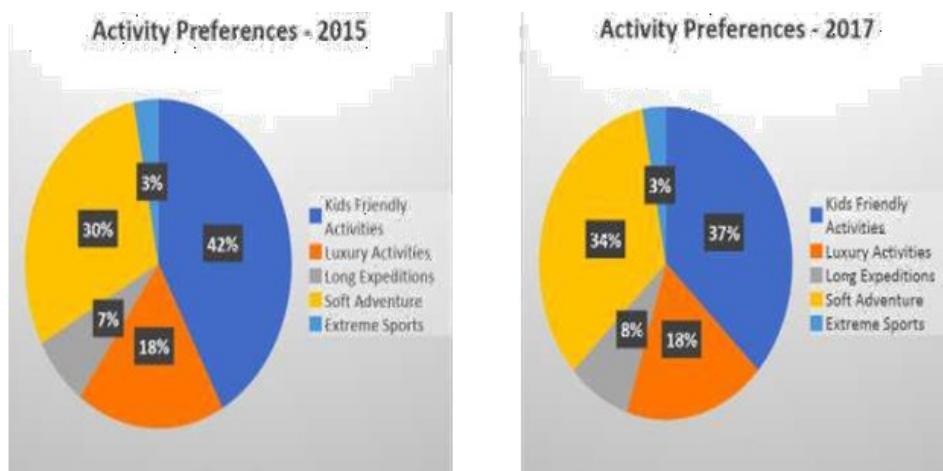
There is a rise in the number of people aged above 50 who prefer offbeat travel. Most number of adventure travellers come from the age group of 20-30 years even in 2017.

3. Preferred Travel Segment



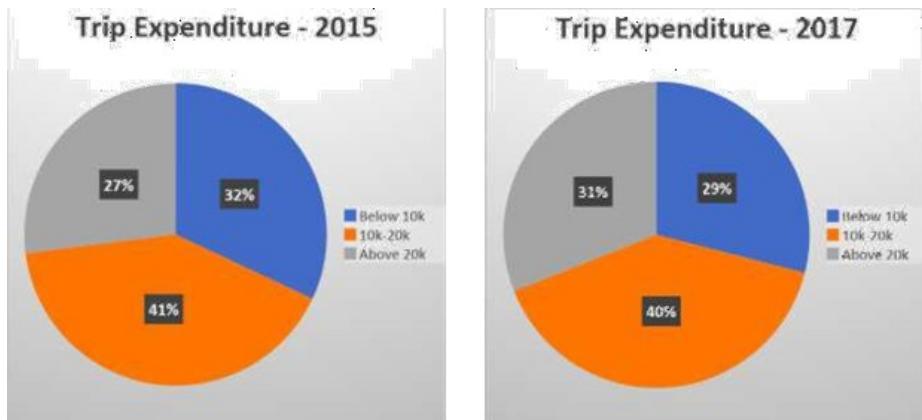
Adventure travel is more popular among people aged below 35, while most of the people aged above 35 still prefer conventional travelling.

4. Activity Preferences



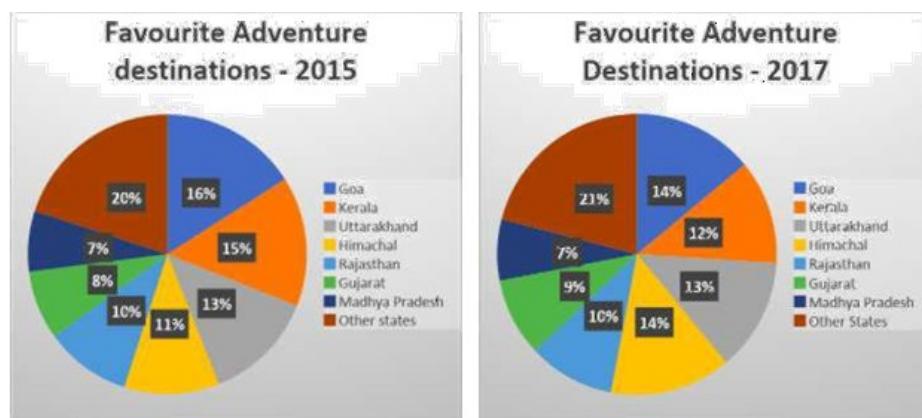
A sharp rise in the demand for soft adventure activities has been noted during the past few years. More and more people are preferring activities like trekking, hiking, biking, etc.

5. Average Amount Spent On A Trip Per Person.

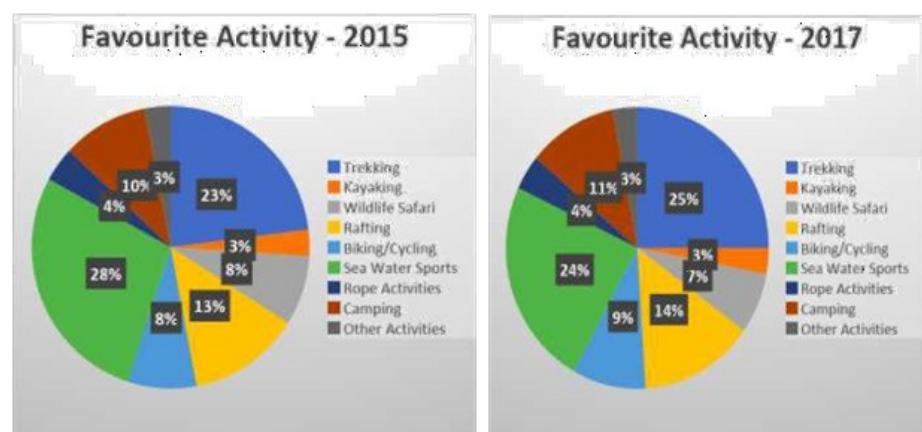


The average amount spent on a trip per person has increased. Most people spend an amount between 10k to 20k on a trip.

6. Favourite Adventure Travel Destination in India

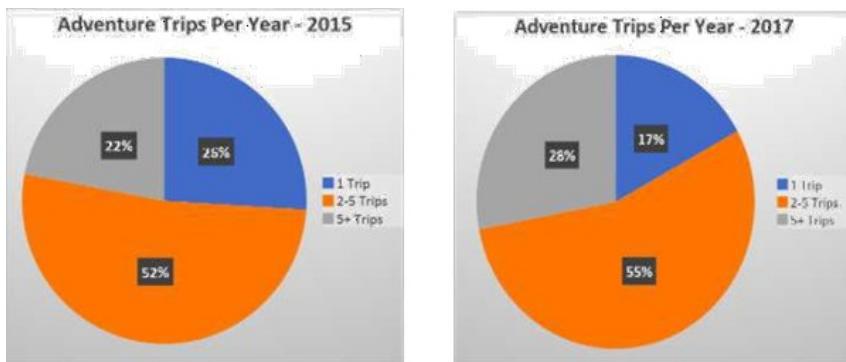


Due to increasing popularity of trekking, Himachal Pradesh has gained popularity among adventure-enthusiasts. Goa, however, remains the most preferred adventure destination.



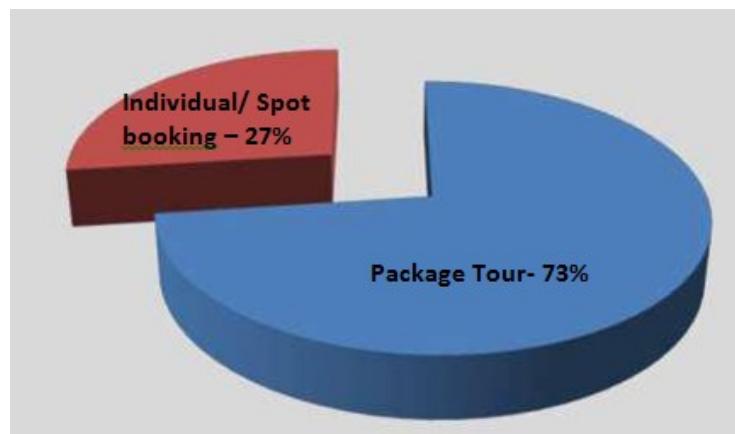
The trend has shown a decline in the popularity of sea water sports. Trekking, on the other hand, has become the most liked adventure activity.

8. Adventure Trips Per Year



The survey has revealed a sharp rise in the number of people who take at least 5 adventure trips every year. People who travel just once a year, though, are losing figures.

Revenue Distribution



The revenue generated from package tours out of the entire market size of INR 1,772 crores is around 73% and the revenue generated from individual bookings (inclusive of on the spot bookings by tourists) is around the remaining 27% of the total market size. Please note that the above figures of market size do not include the revenue generated from auxiliary or supporting revenue generating activities of wildlife tourism like revenue generated from hotels, restaurants, shops etc. catering to wildlife tourists. The revenue from these facilities that are sustained solely by wildlife tourists are not included in the total revenue generated from Adventure Tourism as this was not included in the Terms of Research of this study and hence was not a part of the data collection.

Hence the above survey was conducted by Thrillophilia study on 10,000 consumers and 1,800 industry partners in order to get the insights of the sudden boom in experiential and adventure travel segment of tourism. The study has resulted in some pretty interesting findings related to adventure travel.

Quick Learnings from the Study:-

- Based on the data collected during the study, adventure tourism and activity travel market is estimated to grow at a CAGR of 17.4% from 2017 to 2023 in India.
- In India, demand for activities and local experiences has grown by 178% over the past 3 years.
- There has been noted a 42% increase in the popularity of high altitude regions among adventure travellers over the past 3 years.

- 27% people are interested in traveling to the Himalayas for an offbeat experience.
- The number of solo travellers has increased by 18%.

Government initiatives

Seeing the furore around adventure sports, the government has launched a slew of initiatives to spur the growth. "Incredible India" has been one of the foremost movements to boost that cause and its popularity has had a significant impact on the amount of tours conducted, and the dignity attached to Indian Tourism and Adventure Sports in the minds of the people.

The government and government bodies like Ministry of Tourism, Adventure Tour Operators Association of India and Indian Mountaineering Foundation have made some sincere efforts to promote Adventure Tourism in India, which has resulted in a fair growth in this segment of tourism.

Ministry of Tourism is working with Indian Mountaineering Federation and Adventure Tour Operators Association of India to develop many regions in India as Adventure Tourism destinations.

The government of India has given security clearance for the opening of 104 additional peaks in Leh area of Jammu & Kashmir to strengthen the position of India as Adventure Tourism destination.

Ministry of Tourism has declared 2018 the year of Adventure Travel. The Ministry in addition to the Adventure Tour Operator Association of India (ATOAI) has decided to promote adventure travel via manoeuvring activities to rejoice the year of Adventure Tourism. The ATOAI also has organized "India Adventure Summit" to bring together field experts and adventure-enthusiasts from all over the world.

The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism Activities. These guidelines cover Land, Air and Water based activities which include mountaineering, trekking hand gliding, paragliding, bungee jumping and river rafting.

The large coastline and the mountains offer excellent opportunities for Adventure Tourism, it was said while releasing the guidelines last week. The importance of involving all stakeholders

- Centre, States, and the Private Sector - has also been stressed in the guidelines. Tour operators have been involved in framing the guidelines, along with the Ministry and the States.

As per the policy for the diversification of tourism product of India, special attention is being given for the development of Adventure Tourism in the country. The Ministry of Tourism has also issued Guidelines for Approval of Adventure Tour Operators, which is a voluntary scheme, open to all bonafide adventure tour operators.

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Central Financial Assistance is being extended to various State Governments/ Union Territory Administration for development of Tourism Infrastructure in destinations including Adventure Tourism destinations. These include facilities for trekking, rock climbing, mountaineering, aero-sports, winter/ water related sports, trekker huts, wildlife viewing facilities etc. Financial assistance for purchase of water sports equipment consisting of kayaks, canoes, paddle boats, fibre glass boats, hovercrafts, water scooters, etc. are also provided to State Governments.

The Indian Institute of Skiing & Mountaineering has been made fully operational in Gulmarg from January 2009. This institute now has its own building and all modern equipment and training facilities for adventure sports. Various adventure courses have been started and are being successfully run by this institute.

The National Institute of Water Sports, another organization of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities.

The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination.

The data provided by Ministry of Tourism revealed that Indians spend on an average a total of INR 20,000 per head per trip for adventure trip packages. Whereas, foreign travellers spend an average of USD 4,000 per head per trip on Adventure Tourism in India.

The ATOAI also has organized "India Adventure Summit" in 2018 to increase the number of membership in their organization from 450 to 2000 members.

The Ministry of Tourism also plans to attract adventure tourists to states like Tamil Nadu and Gujarat where the presence of adventure activities is pretty low. They believe that the overall presence of Adventure Tourism in India is paramount to their objective of growth.

According to Nigam R. (2017) India has risen to the task of promoting Adventure Tourism, since past few years. Blessed with astounding geographic diversity, India is rightly emerging as one of the leading, and most sought after destinations by both, Indian and foreign adventure tourists alike. This trend has permeated both the sectors of travel in India: Religious travel as well adventure and experiential travel.

The 2018-19 Union Budget also saw some major announcements to promote the sector. It was announced that the Government would develop ten prominent tourist sites into Iconic Tourism destinations by following a holistic approach involving infrastructure and skill development, development of technology, attracting private investment, branding and marketing. Further, it was announced that tourist amenities at 100 Adarsh monuments of the Archaeological Survey of India will be upgraded to enhance visitor experience.

The Budget also included measures to promote tourism and emergency medical care by encouraging investment in sea plane activities. In addition, the Government expanded the scope of harmonized list of infrastructure by including ropeways to promote tourism, and expanded the scope of railways infrastructure to include development of commercial land around railway stations. (www.indiabudget.gov.in).

All these measures along with other measures to promote infrastructure would provide a boost to the Indian travel and tourism sector and would make travelling to and within India an enriching and comfortable experience for international as well as domestic tourists.



Below are few of the prominent reasons that have augmented the Growth of Adventure Tourism in India

Geographical Factors

India is known to be a land of diversity- both geographical as well as cultural. A vast expanse of geographic land, stunning in its various forms, is available at the adventure-enthusiasts disposal and they can choose to have their fill of thrill from all- aerial, water and land sports, all within one beautiful nation, which also happens to be price sensitive. So tourists get a huge variety at a cost much more affordable, than the same sports would be anywhere abroad.

Youth

According to a recent report, India is expected to be the youngest country by 2020. The percentage of youth will be 34.33% of the whole population. It is observed that large percentage of the young are more inclined towards adventure sports, taking up the industrial growth a notch higher than previous decade.

GST

Goods and Services Tax (GST) has already taken the country up by storm, with a strong dose of transparency into the market. Now, it is set to make tourism even more affordable for the middle class of the country. The number of tourists for inbound travel are mostly from the middle class and with GST making tourism even more affordable, Adventure Tourism in India gets a boost from the unlikely ally.

Women travellers

With a new wave of feminism rocking the nation, the female compatriots are embracing their bolder side and venturing into uncharted territories, accepting, embracing and even taking further, adventure sports

with open arms. Our first Bungee Jumper, and our 50 thousandth Bungee Jumper, were both women, and they are truly a force to reckon with, even in the sphere of adventure sports.

Affordability

The purchasing power of the masses has gone up and a need to offer competitive prices to the booming adventure travel and tourism industry has made the industry at large offer their services at extremely affordable rates to the most sought after market: the Indian Middle Class. Such changes have built a powerful platform for Adventure Tourism to thrive on, on an international scale.

The Bucket List Fad

Slew of modern age fads have spurred the growth of Adventure Tourism, the prominent one being the onset of bucket lists into modern life. A significant part of popular culture, the "10-things-to-do-before-I-die" lists often contain a large share of adventure sports that the person wants to try. This makes the participation even more special as a wish list comes with great significance. People also want to post about their adventures, to be one up, as these activities are seen as out-of-the-box, and seen as 'accomplishments'.

Conclusion

With the increased awareness within the market, safety is rightly being given considerable priority, and the industry at large is growing at a prolific rate. Adventure Sports has the power to change you, enhance your thoughts, give you an opportunity to overcome your fears, and emerge victorious. It's so much more than just a holiday activity, it's a chance to grow. Which is why Adventure has always held a special place in our hearts and we are really glad that the deep bond between India and adventure is growing deeper and stronger.



Source: Confederation of Indian Industry, (ciiblog.in)

To expand the tourism sector, one of the most significant steps is to put Tourism as a part of the curriculum in schools and colleges. "It is a segment which not only creates employment to the young generation but also backs to the development of the country, it also helps to preserve the local inheritance and ethos, as well as the art and craft of the region

Intervening, it is predicted that travel and tourism market in India will grow with compound annual growth rate of around 7.23 pc during 2016-2021. The reason for growth being increasing trend of wellness and medical, rising number of online bookings and adventure tourism in the nation.

Different sections of the country are swiftly gaining popularity among Indian adventure-enthusiasts but, India, due to its geographical position, has a great potential to be seen as an excellent adventure-destination on a universal level as well. However the facts are indicating rapid growth in the acceptance of adventure travel, the fragment is still in its infant phase in India. In order to fulfil the latent of the country's assorted geography, more efforts are required on different levels. Many regions with great potential are lacking in good infrastructure and phone connectivity. There are also cases of non-adherence of strategies on the part

of tour operators which is a concession with the traveller's safety. With the help of the shared efforts of the government bodies and tour operators, India can make a truly better market of Adventure Tourism. There is a need to advocate the value of tourism as a teamster of socioeconomic growth and expansion, its inclusion as a priority in national and international policies and the need to create a level playing arena for the segment to grow and flourish.

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Growth of Medical Tourism in North India and Related Issues –A Case Study of Punjab

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ABSTRACT: Medical tourism is a money saving "Cost Effective" medical care in association with the tourism industry for patients requiring medical surgery and other types of specialized cure. This process is being assisted by the corporate sector, the services provider involved in medical care as well as the tourism industry- both private and public. Foreign Tourist Arrivals (FTAs) in India on medical visa during 2016 and 2017 were estimated at 4.27 lakh and 4.95 lakh respectively, registering a positive growth of 15.9%. Indian Medical Tourism Industry 2017 worth \$ 3 billion Indian Medical Tourism Industry 2020-worth \$ 9 billion 20% of the global market share .Total revenue generated from medical tourism in 2017 -Rs. 1, 77,874 crore. Maximum patients from Bangladesh and Afghanistan. Other than these two countries, medical tourists from Oman, Maldives, Uzbekistan, Sudan, Iraq and Yemen visit India as well. This research paper focus on potential of Medical tourism in Punjab which is at present contributing 1.8% in total Indian Medical tourism. This means just 1.8% of the total Foreign Medical tourists' visits to India comes to Punjab for medical care. Punjab has an advantage of prominent location in North India with only New Delhi in competition. Only Delhi comes in Top five Destination for Medical Tourism in India among entire North India. Punjab can take advantage of being gateway for Western Corridor (Central Asia, Afghanistan, and Pakistan etc.) and can attract Medical Tourist to Punjab, taking advantage of Healthy Ecological and socio cultural environment compared to New Delhi.

Keywords: Medical Tourism, Punjab, Foreign Tourist, North India, Western Corridor

1. Introduction

"Medical tourism" refers to traveling to another country for medical care. Treatment for therapeutic purpose that may include cardiac surgery, Dental Tourism, Cosmetic Surgery Tourism , organ transplant, hip and knee replacement etc.

Medical tourism is not a new worldwide sensation; it is thousands of thousand year old, started from Europe Greek travelers travelled to the Mediterranean region for health and spa.

Progressively it enlarged to its present stature with the increasing travel of people in search of better quality and affordable health treatments. Medical tourism includes medical treatments, wellness and alternative medicines.

Medical Tourism is broadly classified into following three categories:

- Medical Treatment / Conventional Therapies - Treatment for curative purpose that may include cardiac surgery, Dental Tourism, Cosmetic Surgery Tourism , organ transplant, hip and knee replacement etc.
- Wellness & Rejuvenation: Offerings focused on rejuvenation or for aesthetic reasons such as cosmetic surgery, stress relief, spas etc.
- Alternative Medicine: AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) would be the major category given the Indian context.
- Other popular alternative therapies are Music Therapy, Acupuncture, Aromatherapy, Hypnotherapy, Massage, Meditation, Mindfulness, and Reiki.



Source: Report of PHD Chamber on Medical & Wellness Tourism enchanting India July 2014

Fig 1: Medical & Wellness Tourism: Components

Today Medical tourism is more popularly called as MVT (Medical Value Travel), Value given to patient coming for medical treatment apart from just the medical process and the value incurred to host country by promoting medical tourist and by receiving Medical tourist

According to World Health Organization, every year around 12-14 million people go abroad for medical treatments and care. The value of medical tourism market across globe was USD 15.43 billion in 2017, and is expected to reach CAGR of 8.5% during the period of 2018-2023 as forecasted. With maximum share with Asia-Pacific of around 40% in the global market

From the ancient time India is a well-known destination for Ayurveda and yoga. Over the years, India has grown to become a desirable destination for medical tourism. Today, India is one of the top 10 medical tourism destinations in the world. A special category of E-Visa called as Medical E-Visa has also been introduced by govt. of India for convenience of Medical tourists. Modern healthcare facilities, skilled doctors and low cost of treatment have made India a popular hub of medical tourism attracting a large number of patients every year. Presently, India has over 38 JCI-accredited (Joint Commission International) and 563 NABH-accredited (National Accreditation Board for Hospitals and Healthcare) hospitals across the country.

- Indian transplantologists are the most renowned and veteran in the world. Performing the advanced transplant surgeries of the pancreas, liver, heart-lung complex. In a year experts in India carry out 20,000 such procedures with 90-95% of success rate. If we compare the doctors in Germany (for example) carry out 15,000 surgeries in one year.
- With huge population size India becomes the biggest in terms of bone marrow donors' around the globe. With a 2.5-4 times lower cost than in Turkey, Israel or Germany. In spite of the low price, Indian consultants complete this process with same protocols.
- Orthopedic Surgeons of Indian and hospitals are in great demand and are internationally certified with their innovations and excellence in the field of orthopedics. Doctors specialize in-knee, hip, elbow, shoulder transplants, orthopedic oncology, limb lengthening, pediatric orthopedics, sports medicine, Rehabilitation, etc.

Present Facts of Indian Medical Tourism

Foreign Tourist Arrivals (FTAs) in India on medical visa during 2016 and 2017 were estimated at 4.27 lakh and 4.95 lakh respectively, registering a positive growth of 15.9%. Indian Medical Tourism Industry 2017 worth \$ 3 billion Indian Medical Tourism Industry 2020-worth \$ 9 billion 20% of the global market share Total revenue generated from medical tourism in 2017 -Rs. 1, 77,874 crore.

Maximum patients from Bangladesh and Afghanistan. Other than these two countries, medical tourists from Oman, Maldives, Uzbekistan, Sudan, Iraq and Yemen visit India as well.



Source: Anexacreancy (2018, December 7) Future of Medical Tourism in India retrieved from <http://hypvacation.com/future-of-medical-tourism-in-india/>

Fig 2: MVT (Medical Value Travel)

Benefits of Medical Tourism

Benefit to Patients

- Low cost of Treatment
- Ease of Medical Visa Facilitation
- Highly Qualified Doctors and Caretakers
- Advance Technology Treatment
- International Accredited Medical Facilities
- Fluent English speaking Medics
- No wait listing Period
- Rich Traditional Therapies
- Combined with holiday and business Trips

Benefit to Country

- Revenue Generation
- Forex Earning
- Direct & Indirect employment & Entrepreneurship opportunities for local community
- Infrastructure Development
- Growth of Tourism, Hospitality & Aviation Industry

Cost Comparison

A rising amount of tourists are coming to India for the unmatched medical cure that is being provided by the experienced doctors. Making India a hub for the medical tourists every year. The main cause being the cost of medical treatment in India is lowest when compared to Western Europe, North America and some Southeast Asian countries.

Table 1: Country wise comparison of saving percentage for Medical Treatment

| Country | Saving Percentage |
|-------------|-------------------|
| India | 65-90% |
| Malaysia | 65-80% |
| Thailand | 50-75% |
| Turkey | 50-65% |
| Mexico | 40-65% |
| Costa Rica | 45-65% |
| Taiwan | 40-55% |
| South Korea | 30-45% |
| Singapore | 20-40% |
| Brazil | 20-30% |

Source : Based on a medical Tourism Survey 2017, retrieved from <https://www.imoney.my/articles/singa>

pore-vs-malaysia-reigns-supreme-medical-tourism**Table 2:** Medical Treatment Cost Comparison between India and competitors for different medical problem

| Procedures | US (\$) | Costa Rica (\$) | India (\$) | Korea (\$) | Mexico (\$) | Thailand (\$) | Malaysia (\$) |
|-------------------------|-----------|-----------------|----------------|------------|-------------|---------------|---------------|
| Heart Bypass | \$144,000 | \$25,000 | \$5,200 | \$28,900 | \$27,000 | \$15,121 | \$11,430 |
| Angioplasty | \$57,000 | \$13,000 | \$3,300 | \$15,200 | \$12,500 | \$3,788 | \$5,430 |
| Heart Valve Replacement | \$170,000 | \$30,000 | \$5,500 | \$43,500 | \$18,000 | \$21,212 | \$10,580 |
| Hip Replacement | \$50,000 | \$12,500 | \$7,000 | \$14,120 | \$13,000 | \$7,879 | \$7,500 |
| Hip Resurfacing | \$50,000 | \$12,500 | \$7,000 | \$15,600 | \$15,000 | \$15,152 | \$12,350 |
| Knee Replacement | \$50,000 | \$11,500 | \$6,200 | \$19,800 | \$12,000 | \$12,297 | \$7,000 |
| Spinal Fusion | \$100,000 | \$11,500 | \$6,500 | \$15,400 | \$12,000 | \$9,091 | \$6,000 |
| Dental Implant | \$2,800 | \$900 | \$1,000 | \$4,200 | \$1,800 | \$3,636 | \$345 |
| Lap Band | \$30,000 | \$8,500 | \$3,000 | N/A | \$6,500 | \$11,515 | N/A |
| Breast Implants | \$10,000 | \$3,800 | \$3,500 | \$12,500 | \$3,500 | \$2,727 | N/A |
| Rhinoplasty | \$8,000 | \$4,500 | \$4,000 | \$5,000 | \$3,500 | \$3,901 | \$1,293 |
| Face Lift | \$15,000 | \$6,000 | \$4,000 | \$15,300 | \$4,900 | \$3,697 | \$3,440 |
| Hysterectomy | \$15,000 | \$5,700 | \$2,500 | \$11,000 | \$5,800 | \$2,727 | \$5,250 |
| Gastric Sleeve | \$28,700 | \$10,500 | \$5,000 | N/A | \$9,995 | \$13,636 | N/A |
| Gastric Bypass | \$32,972 | \$12,500 | \$5,000 | N/A | \$10,950 | \$16,667 | \$9,450 |
| Liposuction | \$9,000 | \$3,900 | \$2,800 | N/A | \$2,800 | \$2,303 | \$2,299 |
| Tummy Tuck | \$9,750 | \$5,300 | \$3,000 | N/A | \$4,025 | \$5,000 | N/A |
| Lasik (both eyes) | \$4,400 | \$1,800 | \$500 | \$6,000 | \$1,995 | \$1,818 | \$477 |
| Cornea (both eyes) | N/A | \$4,200 | N/A | \$7,000 | N/A | \$1,800 | N/A |
| Retina | N/A | \$4,500 | \$850 | \$10,200 | \$3,500 | \$4,242 | \$3,000 |
| IVF Treatment | N/A | \$2,800 | \$3,250 | \$2,180 | \$3,950 | \$9,091 | \$3,819 |

Source: www.medicalindiatourism.com

Source: Retrieved from <http://www.indiaonline.in/about/tourism/medical-tourism-in-india>, viewed on 10 March 2019

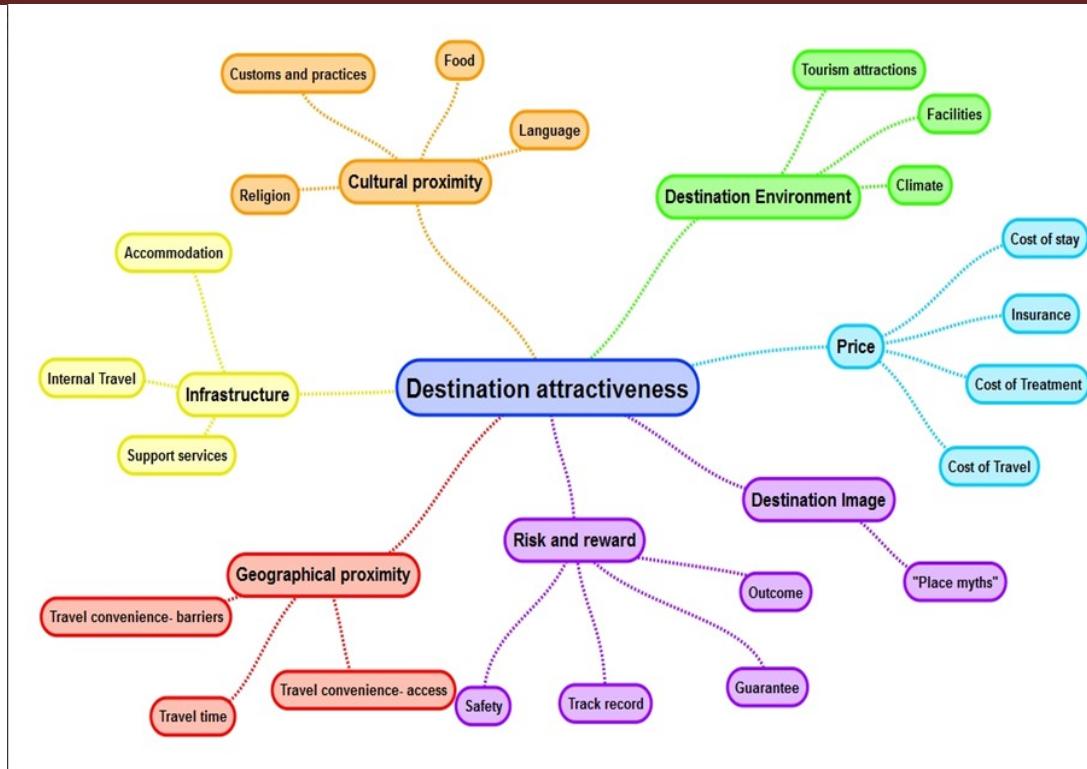
Medical Tourism- Destination Punjab

Punjab has been world-renowned for its picturesque locales, rich heritage, vibrant culture and warm hospitality, making it a must-visit destination for many global travelers. But in recent times, the scope for Medical Tourism is becoming vast in Punjab. With a range of ultra-modern medical treatment facilities, superspeciality hospitals and well qualified experienced doctors as a prime reason and air connectivity, variety of accommodation units, scenic locations, quality environment and hospitable people as an added value reason to visit Punjab for Medical tourism. The four main hubs for medical care in Punjab are Amritsar, Ludhiana, Jalandhar and Mohali.

Punjab has an advantage of prominent location in North India with only New Delhi in competition. Only Delhi comes in Top five Destination for Medical Tourism in North India.

Punjab can take advantage of being gateway for Western Corridor (Central Asia, Afghanistan, and Pakistan etc.) and can attract Medical Tourist to Punjab, taking advantage of Healthy Ecological and socio cultural environment compared to New Delhi. There are 10 million Punjabi NRI across the globe

Table 3: Economic Benefit of Medical Tourism to Punjab



Source: Pollard Keith, (2012 Oct.5) *How can we measure a destination's attractiveness?* (Web log Post) Retrieved from <https://www.imtj.com/blog/how-can-we-measure-destinations-attractiveness/> (2019, March 10)

Fig 3: Destination Attractiveness

Present Facts of Punjab for Medical Tourism

Out of 38 JCI (Joint Commission International) accredited hospital Punjab has only 2 one is in Mohali- Fortis Hospital and one is in Ludhiana SPS Hospital

Around 48 hospitals in Punjab are National Accreditation Board for Hospitals & Healthcare Providers (NABH) Accredited with estimated bed capacity of 10,000 beds

- There are 10 Medical colleges in Punjab have a total of **1375 Seats**. Punjab BDS Seats- 1190
- Out of the 10, there are 7 Private and 3 Government Institutions offering MBBS course.
- Government Nursing college-2
- Private nursing colleges- 110
- Amritsar, Jalandhar, Ludhiana and Mohali offers best medical Services.

Many super speciality hospitals are popular among Punjabi NRIs in Jalandhar, Ludhiana and Amritsar for medical care. Over the years Mohali has also developed for world class Medical service with super speciality hospitals like Fortis and PGI. Moreover medicity is coming up in Mohali district, New Chandigarh, advance Trauma Centre and other special services with skilled workforce of Doctors and paramedical staff add ons to the strong untapped potential of Medical tourism in state.

- **Major types of medical treatment for which foreign tourist come to Punjab are** Cardiology, knee Replacement ,Gall bladder removal, Hysterectomy, Hip Replacement Oncology, Neonatology, Neurology, Nephrology, Plastic Surgery, Bone marrow transplants , Eye surgery etc.

Average Cost of few Medical Treatment in Punjab

- Eye surgery - around Rs 10000 - 50000
- Cardiology - depends upon the surgery
- Call bladder removal - around Rs 50000
- Knee and hip replacement - around 1.5 lakh / joint

Foreign Tourist Arrival in Punjab (2017) - 11 Lakhs**Domestic Tourist Arrival in Punjab (2017) - 4 Crores**

Out of total foreign tourist arrival in Punjab, 0.85 % of them visit state for medical purpose. As per an estimate Punjab is receiving approximately 9350 foreign Medical tourists and around 35 Lakhs patients for health care from neighboring states of Punjab and is contributing 1.87 % to the total medical tourists arrivals in India .Maharashtra accounts for 28.5,Tamil Nadu 15.7, Delhi 10.63% .

Similarly an estimation has been made for contribution of Punjab in the total revenue generated by Medical tourism generated by Foreign Tourist .For Punjab it is estimated that 9350 Medical foreign tourist coming to state result in generation of approx. Rs 281 crores annually which is 0.16 % of the total revenue generated in India.

Table 4: Estimated No. of Foreign Medical Tourist Arrivals in Punjab and Revenue Incurred

| | Total Foreign Tourist Arrival | No. of Medical Tourist (Annual) | Percentage Share of Punjab in Medical Tourism (Foreigners) | Revenue Generated (Annually) | Percentage Share of Punjab in Revenue |
|---------------|-------------------------------|---------------------------------------|--|------------------------------|---------------------------------------|
| India | 10 Million | 5 Lakhs | 1.87% | Rs. 177874 Crores | 0.16*** |
| Punjab | 11 Lakhs | 0.85%* of total Foreign Tourist= 9350 | | Rs. 281 Crores** | |

*As per the survey of Ministry of Tourism, Govt. of India for State of Punjab 2010

** Estimated that one foreign tourist spends Rs. 3,10,000 in one week of stay in Punjab with an average spending of Rs.30,000 per day and a total average cost of treatment Rs. 1, 00,000

*** Maharashtra has the maximum share of 28.5%,Tamil Nadu 15.7% ,Delhi 10.63%

Table 5: Status of Health Tourism in 10 states of India

| Name of the state | Tourism in Lakh | Percentage of health tourist |
|---------------------|-----------------|------------------------------|
| Maharashtra | 5.1 | 28.5 |
| Tamil Nadu | 2.8 | 15.7 |
| Delhi | 1.9 | 10.6 |
| Uttar Pradesh | 1.7 | 9.4 |
| Rajasthan | 1.3 | 7.2 |
| West Bengal | 1.2 | 6.7 |
| Kerala | 0.7 | 3.7 |
| Bihar | 0.6 | 3.6 |
| Himachal Pradesh | 0.5 | 2.5 |
| Goa | 0.4 | 2.5 |
| total top 10 states | 16.1 | 90.3 |
| others | 1.7 | 9.7 |
| total | 17.9 | 100.0 |

Source: Sharma Aparna (2015) Health Tourism and Its Impact on Economy, *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 20(3), retrieved online <http://www.iosrjournals.org/iosr-jhss/papers/Vol20-issue3/Version-4/L020348992.pdf>

In North India the major Medical Tourism Market is Delhi and Punjab having potential can give good competition with the support of government as well as private sector.

Medical Travel Broadly Include following Expenses:

- Travel
- Treatment and Stay of Patient
- Food
- Local Transfers
- Leisure Activities

Diagnosis | Treatment | Post Treatment Care



Source: Created by Researcher after online survey

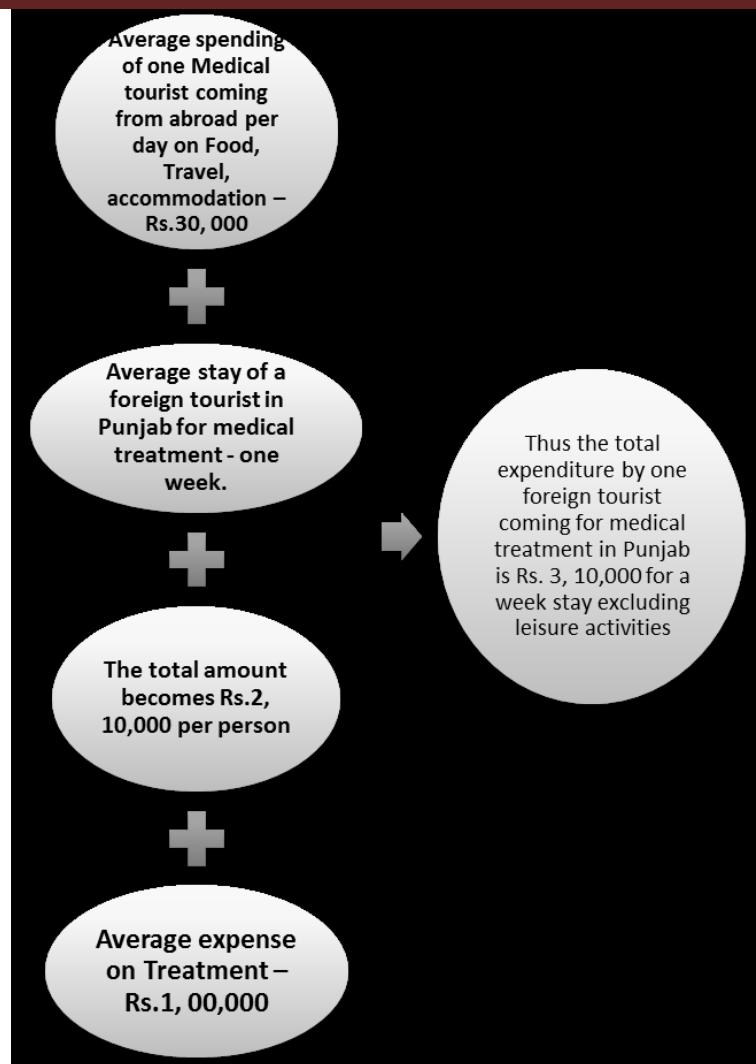
Figure 4: Medical Tourism Process

Average spending of one Medical tourist coming from abroad per day on Food, Travel, accommodation – Rs.30,000 (estimated)

If suppose we assume that a foreign tourist stays for one week in Punjab for medical checkup. The total amount becomes Rs.2,10,000 per person (on an average)

Average expense on Treatment –Rs.1,00,000 approx.

Thus the total expenditure by one foreign tourist coming for medical treatment in Punjab is Rs. 3,10,000 for a week stay excluding leisure activities and total money generated by 9350 medical tourist coming from foreign counties in state is approx. Rs. 281 Cr. Moreover these are only the estimated figures from various sources because there is no concrete study on Medical Tourism in Punjab.

**Fig. 5:** Average Expenditure of Foreign Tourist coming for Medical Treatment (One week Estimation)**Advantage Punjab for Medical Tourism**

- Punjab has an advantage of prominent location in North India with only New Delhi in competition. Only Delhi comes in Top five Destination for Medical Tourism in North India.
- Punjab can take advantage of being gateway for Western Corridor (Central Asia, Afghanistan, and Pakistan etc.) and can attract Medical Tourist to Punjab, taking advantage of Healthy Ecological and socio cultural environment compared to New Delhi.
- Attracting 10 million Punjabi NRI across the globe Increase in air connectivity to foreign countries generating medical tourists for India can help in increasing Medical tourist foot fall in the state.

Medical Tourism Development Model



Source: Heung C.S.(2011) , Medical tourism development in Hong Kong: An assessment of the barriers, Tourism Management 32(5) Retrieved from <https://www.sciencedirect.com/science/article/pii/S0261517710001706?via%3Dihub> on 11 March 2019

Key Recommendations

- Develop 4 Cities i.e. Jalandhar, Ludhiana, Amritsar and Mohali as Hub for the Medical Tourism in the Punjab
- Govt of Punjab has proposed to Connect Amritsar & Chandigarh International Airport for direct flight from Dubai, Singapore, Sharjah, Bangkok and other parts of world.
- Create Linkage with International Travel agents located in the Asians, Africans, Middle East and Canada to create funnel for the aspirant patients looking for low cost treatment.
- Provide portal which will enable travel agents and patients to directly connect with the Multi specialized Hospitals and super special Hospitals along with online booking facility
- Organize promotional events and seminars in the ASIAN countries and Middle Eest for the information dissemination and opportunities available in Punjab
- Open a 24x7 Helpdesk to facilitate the perspective patients and coming people
- Create Enabling environment for the entire eco system involved in the Medical and Tourism sector for the purpose of medical export promotion, an initiative taken by the GoI
- Facilitate the patients and his family attendants with E Visa, Guide and assist them for tourism purpose.
- Setting a Goal to Increases the Share of Punjab in medical tourism by 3% of India market in terms of Patients and Revenue in next 2 Years. With estimated growth of 25-30% annually.

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Implementing Green Eco-Friendly, Sustainable Practices in Hotels of Kolkata

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ABSTRACT: Environmental concern is one of the most important concerns in all industries especially in the hospitality industry. Hotels play an important role in hospitality industry and they exert a significant economical, ecological and social impact on environment. When we talk about hospitality and hotels we in all sense talk about wellness and a healthy and pure environment and we are promising the guests to offer all of it. In recent years a lot of efforts are made by hospitality professionals to incorporate green practices in the hotels especially for the sustainability of hotels. Unfortunately the world is facing environmental issues like change in global climate, pollution of air, water and soil, depletion of ozone layer, high consumption of resources and increasing amount of solid waste. For the recognition of the success of implementing environmental practices in hotels, Ecotel certification is awarded to hotels by a New York based organisation which started in the year 1994 and presently there are only 34 Ecotels in the world. In the present scenario a 5 star hotel guest would not only expect plush rooms and decor but also yoga mats, potted plants in place of cut flowers and prefer to reuse their towels and bed linen for a better, greener tomorrow. Some of the other green practices include sustainable management of water, energy conservation, solid waste management, ensuring good indoor air quality, environment friendly purchasing methods, eco friendly guest amenities and above all community awareness and guest involvement in the green practices. 85% of leisure travellers consider themselves environmentally conscious that is "green" consumers.

Objective

- To incorporate green practices in the hotels of Kolkata mainly concentrating on the five globes of Ecotels.
- To analyse the guest and staff awareness about environment friendly practices in hotels.
- To examine the feasibility of the green practices which can be followed in hotels.

Methodology

The details of the environment friendly initiatives practised in 3 leading hotels of Kolkata would be collected. Questionnaires related to guest and staff awareness about the five globes of Ecotels and green practices will be prepared and they would fill up their responses and results will be analysed both qualitatively and quantitatively. Through questionnaires related to success of these green practices we would be able to foresee whether these would be beneficial towards the success of sustainable future of the hotels.

Keywords: Environment friendly, Green hotels, sustainable practices, Ecotel.

1. Introduction

In today's world if we analyse the key factors for negative environmental effects in the hospitality sector of the tourism industry the high demand on energy supply, an increased burden on solid waste management and the pollution of water bodies, soil and air adds to the cause. Due to its effects global climate is changing rapidly and there is some uncertainty regarding its implication in the long run. There is an immediate need for 'greening' the hospitality sector and the formations of carbon free accommodation environment at various destinations across the globe.

Accommodation plays a key role in any hospitality sector and it collectively contributes to create a significant impact on global resources. The boundary of our ecological system has become totally semi-permeable which means that the boundary is getting thick day by day that it is preventing all the green house gases such as nitrogen, methane etc. and other invisible radiation to escape, which in turn increasing the temperature of earth resulting in global warming. From the latest research it is found that the amount of carbon dioxide present in air has crossed 300ppm which had never happened in 650,000 years. The limit has gone above more than 382ppm where 450ppm being the dangerous sign. The cause behind this is the increased pollution in the Earth's ecological system which has aggravated the green house effect. Green house gases consists gases like carbon dioxide, methane, nitrous oxide and CFC's. Carbon is the major contributor of green house gases and carbon emission has grown above 80% because of increasing human activities day by day like burning of fossil fuels such as crude oil, coal etc that are limited in quantity and non renewable sources of energy.

The hospitality industry is an international industry emerging worldwide. This industry is extremely important for the economy. Climate change can now be seen as a fundamental issue with major influences on tourism. The small operations of the industry takes minute amount of energy, water, food, paper etc. and add small amount of pollution to the environment in terms of noise, smoke, chemical pollutants. The hotel industry damages the environment by releasing some carbon emissions and CFC's that come out of the air conditioners and refrigerators, by wasting energy, food and water. Climate change has a large potential to totally destroy the hospitality and tourism industry by changing the destination pattern thereby changing the decision of guest. Consumers have become more aware towards the environment because of rapid change in the surroundings due to deforestation, ozone depletion, and pollution. This urged them to adopt green practices to save the environment.

The concept of eco-tourism dates back to 1980's but now the industry looks forward to sustainable tourism, green tourism, responsible tourism, nature tourism. The genesis of eco tourism evolved from a creative strategic view for conservation, promotion and protection of the environment. The reasons for the naturalistic and greening of the tourism industry are manifold. To appreciate what it is one need to understand the history of environment and cultural responsible travel. Each passing decade contributes to a growing consciousness of human beings. There has been a growing concern for a green hotel in the view of guests as they experience increase awareness of environmental damage and excessive consumption of goods, energy and water. The number of green hotels in India hotel has amplified in the last 10 years namely ITC Windsor, The Orchid, Mumbai etc to name a few. In hotels the need for growing green calls for a feeling of social responsibility and a consciousness towards the environment. The term "Green Hotel" means environment friendly hotel which are involved in Eco friendly practices such as reducing wastes, recycling programs, saving water and energy, using eco labels and eco certification etc.

This study highlight the important areas in the hospitality sector where they made a commitment to implement or follow various ecological sound practices, such as saving water and energy as well as reducing solid waste. Hoteliers have implemented green practices to attract guests. Product innovation is creating a huge difference in consumer preferences, likes and dislikes of guests which in turn compels one to go for a greener environment.

Objectives

- To incorporate green practices in the hotels of Kolkata mainly concentrating on the five globes of Ecotels.
- To analyse the guest and staff awareness about environment friendly practices in hotels.
- To examine the feasibility of the green practices which can be followed in hotels.

Review of Literature

The race to "going green" has started among Indian hoteliers but the race has started only recently. India is emerging as a major global tourism destination. Living upto the image of leading hotels of emerging tourism destinations, the hotels are trying to provide world class services to its customers.

As an indication of the same, many hotels are claiming "LEED" or "Ecotel" certified. LEED and Ecotel Certificates are given by third party organisation to hotels maintaining high environmentally responsible and sensitive practices. With hotels having Ecotel and LEED certification, we can be sure the organisations are following strict power saving norms (Verma and Chandra, 2018). India is a country with extreme weather conditions like high temperatures during summer, extremely cold winters and heavy rains etc. Places like Shimla are famous for extremely cold weather whereas Delhi has infamous hot summers. Places like Jaipur and Rajasthan are known for its hot weather whereas places like Ooty and Manali are known for its cold weather. Hotels need to spend a lot of money and energy on maintaining comfortable temperature for its customers and provide them services accordingly (Kasliwal and Agarwal, 2016). With proper observation of such use, the hotel can effectively plan long term sustainable energy conservation strategies which will not only save it money but will also be appreciated by customers. This is one reason why Energy Management Systems are fast gaining popularity in India. The country's expertise in software development is further helping Indian hotels in getting customised software to efficiently manage their affairs in cost effective manner. The advance technology solutions like HVAC interface, wall temperature sensors, EMS packages etc. are becoming commonplace now days.

Some Examples from Indian Hotel Industry can also be cited. The ITC hotel is one of the leading hotel chain operators worldwide. It has started "WelcomEnviron" initiative in order to support environment related causes in the place it operates its hotels. The initiative is based on environment friendly policies on the Special Issue

principal of recycle, reuse and reduce. The hotel promotes people awareness on environment friendly practices, sensitising employees towards environment and energy conservation and using eco-friendly material and technology.

The Orchid Hotel, Mumbai is the proud hotel to be the first Ecotel Certified Five Star Hotel of India. The hotel has been able to get this certificate owing to its several environment friendly initiatives like efficient solid waste management systems, energy conservation practices and its commitment to save environment. The hotel is also involved with community education towards environment conservation. The hotel has set up an in house vermi-composting unit to reuse the food waste generated everyday at the hotel. The hotel has architecture designed in such a manner that it uses maximum sunlight to light up its atrium area with natural light. Instead of using traditional high power consuming lighting system, the hotel uses LED and CFL lights which save electricity for the hotel. Installation of solar panel enables the hotel to use sunlight as alternative to traditional expensive power supply solutions. The taps and other water using devices are specially designed to save water. Overall, it will not be an overstatement to say that the Orchid Hotels are trend setters in the field of "Green Hotels".

Taj Hotels Resorts and Palaces is another one of the most prestigious hotels known for its heritage worldwide. The Taj Group has started its environment friendly initiative called the EARTH which is an Environment Awareness and Renewal Program. The program EARTH began as a conscious effort to save energy and develop environment friendly sustainable business strategies and has now been formally adopted across all its properties.

The Fern Hotels and Resorts hotel chain is another example of environment friendly and eco-sensitive hotels which has its branches countrywide. Some of the innovative eco-friendly practices adopted by the Ferns is the use of ayurvedic soaps and toiletries, eco-friendly baskets, water saving taps and flushes, use of paper and cloth bags instead of plastics etc.

The Raintree Hotels, Chennai have kept environment friendly practice in mind while construction of the hotel. For example the hotel has been built using medium density fiber, bamboo and rubber wood. Moreover the cement used in construction of the hotel has a percentage of fly ash. The hotel has installed an innovative flushing system called "George Fisher Concealed Cistern" which uses only six litres of water per flush as compared to traditional flushing system which use 15-20 litres. The water used in the hotel is recycled and reused in air conditioning. Interestingly the heat generated through air conditioning is again used to warm water for bathrooms and kitchen.

Our growing consumer economy and industrialization have led to the creation of huge megalopolises and human activities are causing an irreversible damage to the global environment due to extensive emission of greenhouse gases. Rising concern about the environment in response to global warming is driving thinkers to seek some sustainable solutions and are forcing people to reconsider and amend their ways of living to become more eco-friendly.

Many, if not all, are seeking to redesign their lifestyles and get into the green mode. India is also part of this transformation.

Green buildings create value for occupants, increase property values and may be eligible for incentive programmes. Substantial savings are realized on a per square foot basis when energy consumption is reduced. Green buildings offer easier maintenance and lower operating costs, which translate to a higher market valuation.

The Indian Green Building Council (IGBC) was formed in 2001 by the Confederation of Indian Industry and the Godrej Green Business Centre, and is continuously striving towards the wide adoption of green building concepts in the Indian industry. In the last 10 years, more than 687 projects have been registered or certified under IGBC's green building guidelines developed in India. About 450 million sq. ft of built-up area is coming up as green buildings. This includes hotels, hospitals, and commercial, institutional and factory buildings.

Let us look at the hospitality sector. Hotel construction in India ranked second in Asia in 2011, with around 500 projects and approximately 90,000 rooms. Nearly 60% of the country's high-end hotels are located in Bangalore, Pune, Mumbai, Chennai and New Delhi.

Key companies include the InterContinental Hotels Group, Starwood Hotels and Resorts Worldwide, Hyatt, Hilton, Accor, Tata, Oberoi and ITC group with 300 branded hotels to be launched by 2015.

It's interesting that much of the pressure to go green is coming from environmentally sensitive guests who are growing in number and favour eco-friendly hotels to energy guzzlers. The hospitality industry is acknowledging the long-term benefits to be reaped in terms of reduced maintenance and energy saving, especially when energy costs are escalating. With technology constantly improving and becoming cost-

effective, initiatives that seemed too expensive just a short while earlier are now within reach of most hotels going for green certification.

In India, the ITC Gardenia, a luxury hotel in Bangalore, was awarded the US Green Building Council LEED (Leadership in Energy and Environmental Design) platinum rating, making it the first hotel in India to achieve the highest rating for green buildings.

Understanding the green advantage, ITC now has a platinum rating for all its luxury hotels—the ITC Windsor in Bangalore, the ITC Mughal in Agra, the ITC Sonar in Kolkata, the ITC Kakatiya in Hyderabad, the ITC Grand Central and the ITC Maratha in Mumbai, and the ITC Maurya in New Delhi. The Leela Palace Hotel in New Delhi has also been certified platinum.

The Pune Marriott Hotel and Convention Centre has been awarded gold certification as has the Heritage Madurai Hotel and Resort, while the Fortune Select at Lavasa has a silver rating. Many hotels are registered for LEED certification such as Piccadilly Hotels for its forthcoming Hyatt Regency properties at Gurgaon and Ludhiana for a gold rating.

A few of the salient green features incorporated in these buildings are zero water discharge, 25-40% energy savings over conventional buildings, 40% reduction in potable water use, use of treated grey water for flushing, air conditioning and landscaping, use of fly ash in bricks and concrete, high efficiency equipment, and eco-friendly housekeeping practices.

The three R's have an important role to play in the construction of a green building—recycling (of old material), reduction (of wastage) and re-use (of material).

An environmentally-friendly hotel, also known as a green hotel or an eco hotel, offers accommodations that reduce your carbon footprint and have less impact on the environment. The owners of these hotels have taken steps to improve energy efficiency and the health of its guests and staff. An eco hotel implements green living practices that are non-toxic and safer for humans and pets.

The Green Hotel Association is a 19-year old organization dedicated to helping hoteliers become more environmentally responsible. According to GreeHotels.com, the association "encourages, promotes and supports the greening of the lodging industry." The association's members have all added green features to their hotels. The association provides techniques to help hotels become greener while also reducing operating costs.

Although the association does not provide green certification, it does represent hotels that use eco-friendly strategies. Members of the association include B&Bs, inns, hotels, motels, and resorts. As you make travel plans, look for accommodations with membership in the Green Hotel Association.

Many people have embraced a green lifestyle. Essentially, green living is for anyone who cares about the environment and wants to conserve the remaining natural resources, such as drinkable water and fossil fuels. One can maintain a green lifestyle while traveling by staying at a green hotel. These hotels employ measures that improve the well-being of guests, while also reducing pollution, waste and toxicity in the hotel. For travellers who care about the environment, conservation, and sustainability, staying at a green hotel helps you to do your part in protecting the Earth.

There are many ways for a hotel to be green. Although it's hard to implement every green idea, the more eco-friendly features a hotel has, the greener it becomes. Below are some green living characteristics that you might find in an eco-friendly hotel.

Water Conservation

- Low flush toilets.
- Low flow shower heads.
- Aerators on bathroom sink to reduce water usage.
- Water recycling using the grey water that comes from kitchens, bathrooms and laundry rooms.

Saving Energy

- LED light bulbs for all the lighting fixtures in hotel because they last longer, are durable and energy efficient.
- Installation of energy efficient windows that improve insulation.
- Energy efficient HVAC system.
- Energy Star rated televisions and air conditioners in every room.
- Energy efficient appliances in hotel kitchens and laundry rooms.
- Renewable energy sources such as solar panels on the roof or a wind turbine on property.

- Highly insulated to discourage the escape of heat or air conditioning.

Food Service

- Using locally grown foods to support local farmers, and reduce the gasoline and other costs needed to transport food long distances.
- Reusable dishes and utensils to reduce waste.

Improved Indoor Air Quality

- Room windows that open to let in fresh air.
- Has a fresh air exchange system.
- Doesn't use air fresheners because most of these products contain chemicals and artificial aromas.
- Having plants in common areas to improve air quality by absorbing toxins in the air
- Housekeeping uses green non-toxic cleaning products and laundry detergents such as Green Seal certified products.
- Strict non-smoking policy in rooms and common areas.

Bedding and Furniture in Rooms

- Furniture made of sustainable source material, like 100 percent natural latex.
- Use of natural fibre sheets, linens, towels, and mattresses to reduce sensitivity issues.
- Towel and sheet reuse program so guests can use these items for more than one day to reduce water usage.
- Use of reclaimed or recycled materials for flooring or as building materials.
- Use of non-VOC or low-VOC interior and exterior paints.

Other Green Living Features

- Recycling bins in lobby, all rooms, offices, and common areas
- Transportation service that uses hybrid, electric or solar powered cars, or provides bicycles for guests to use
- Green Seal certified toilet paper, facial tissue, and paper towels in all rooms
- Brochures and marketing material printed on 100% recycled paper
- Stationery given to guests made of recycled paper
- Bulk soap, shampoos, and lotions given to guests instead of individually packaged toiletries to cut down on waste
- Non-smoking policies

Methodology

The details of the environment friendly initiatives practised in 3 leading hotels of Kolkata would be collected. Questionnaires related to guest and staff awareness about the five globes of Ecotel and green practices will be prepared and they would fill up their responses and results will be analysed both qualitatively and quantitatively. There will be a separate questionnaire for guests and another one for staff of the hotel. Through questionnaires related to success of these green practices we would be able to foresee whether these would be beneficial towards the success of sustainable future of the hotels. Following are the age group of guests and the work experience of staff who have contributed to this research by giving their valuable answers in the questionnaire which has helped us to analyse the findings.

Table 1: Age group of guests

| SL No. | Age Group | Percentage of Sample Tourists |
|---------------|--------------------|--------------------------------------|
| 1 | 20-25 Years | 20% |
| 2 | 25-35 Years | 30% |
| 3 | 35-45 Years | 25% |
| 4 | 45-55 Years | 15% |
| 5 | 55 Years and Above | 10% |

Table 2: Experience of staff members

| SL No. | Work Experience of Staff Members | Percentage of Staff Members |
|--------|----------------------------------|-----------------------------|
| 1 | 1-3 Years | 25% |
| 2 | 3-5 Years | 30% |
| 3 | 5-8 Years | 10% |
| 4 | 9-12 Years | 15% |
| 5 | 12 Years and Above | 20% |

Results and Discussions

For implementing green eco friendly sustainable practices hotels were visited and information was collected from various corners. The operational heads at different departments along with Human Resource Manager filled up a questionnaire issued to housekeeping, laundry, F&B dept, kitchen and HR.

Green Initiatives by ITC Sonar, Kolkata:

- ITC Sonar, Kolkata was the first in the world to earn carbon credits, mainly through energy conservation initiatives such as achieving higher efficiencies in air conditioning system, improved pumping system and employing waste heat recovery.
- Vertical gardening
- Total electrical energy demand is met through renewable sources.
- LEED Platinum Rated
- Commitment to green practices.

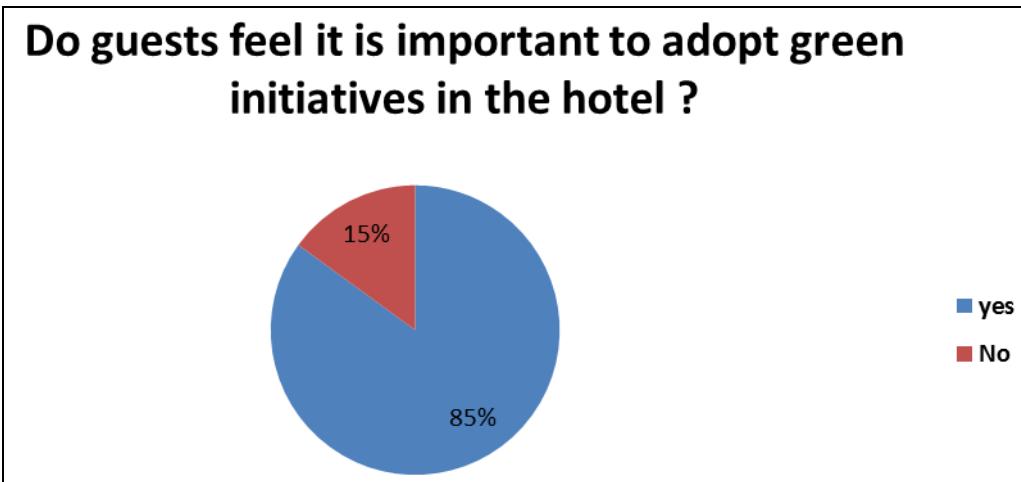
Green Initiatives by Taj Bengal, Kolkata:

- The Taj Group has launched the Environment Awareness & Renewal at the Taj Hotels (Earth) programme.
- Prestigious Green Globe certification.

Green Initiatives practice in Floatels, Kolkata

- By applying its 3R motto – reduce, reuse and recycle – to its waste management programme

for Guests

**Figure 1**

As per the data collected it is observed that the guests feel it is important to adopt green initiatives in the hotel. The present era guests are more aware and concerned about the right eco- friendly practices and they also have preferences for hotels which have adopted these practices.

Which parameters must be focused more in hotels as an eco-friendly practice ?

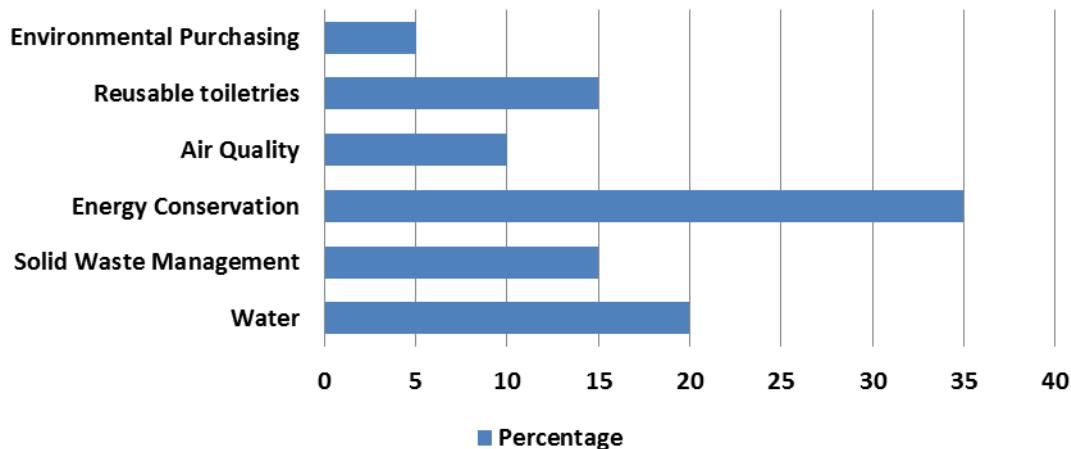


Figure 2

The guests were given options about which is the most important concern when adopting green eco friendly practices and the area on which the focus should be more. As per the percentage of data we could analyse that environmental purchasing which involves bulk buying, use of cardboards for packaging as they are biodegradable have been identified as only 5% of the other options given. It is observed that when guests are asked about the indoor air quality more or less they were satisfied and only 5% guests felt that is important.

Staff Awareness levels in hotels

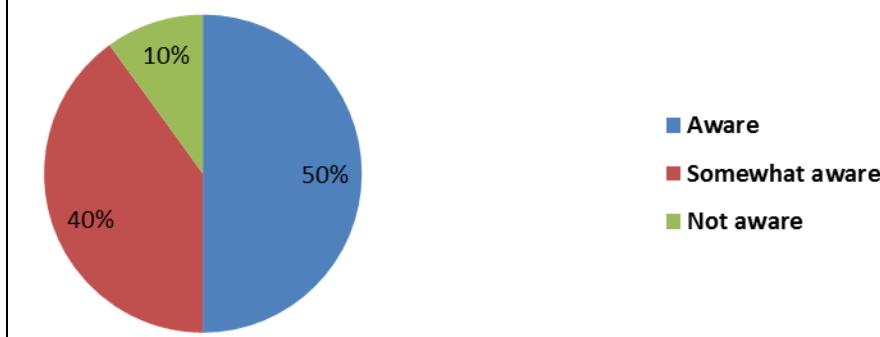


Figure 3

After doing this analysis we could derive that only 50% of staff know the eco-friendly measures which is quite alarming. So intensive staff training is required to educate the staff with knowledge of eco friendly practices as that would finally lead to the success of the hotel.

Are the staff involved in green initiatives of the world ?



Figure 4

The above survey was taken to check whether the staff are involved in green initiatives or not. It gave a very positive result that 90% staffs are involved and only 10% respondents were not aware so accordingly planning was implemented.

Conclusion

An eco-friendly hotel or ecotel encapsulates the whole idea of environmental protection through energy conservation and sustainable development. Ecotels, also called Green Hotels have become a global phenomenon. Hotels are making an effort to conserve natural resources as well as implementing responsible waste management methods. Hotels should encourage staff to adopt green practices which would further enhance the person's attitude towards environment. An eco friendly hotel should meet certain criteria such as ecological sustainability, proven contribution to conservation, provision of environmental training programmes, incorporation of cultural considerations and provision of an economic return to the local community. Thus the call of the hour for all should be "Let's go GREEN to get our globe CLEAN".

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Analytical Study of Working Behaviours among Hotel Employees in Amritsar

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ABSTRACT:

"The only healthy communication style is assertive communication".

Jim Rohn

Assertiveness often includes expressions and feelings required for maintaining positive relations and having positive effect on receiver. It includes both positive and negative expressions and seeks to achieve personal and/or instrumental goals. Assertiveness is the quality of being self-assured and confident without being aggressive. It is important for hospitality personal to be assertive. Assertiveness means being confident in stating a position or claim or personal rights and expressing thoughts in a way as needed. A non-assertive person is one who is often taken for granted and due to which he feels helpless, he is a yes man for everyone's problems and his decisions are often taken by others for him. An aggressive person is one who overpowers others to win and often hurts and controls others. His needs are his priority and he tries to make decisions for everyone. Whereas passive person is one who sacrifices one's own preferences and needs to accomplish other person's preferences and needs. Passive-aggressive person is one who involves in acting indirectly rather than directly aggressive. Passive-aggressive people frequently show opposition to needs or demands from other individuals often by procrastinating, indifference, or acting inflexible.

Above mentioned behaviours are common and are more prominent in places where team work is prevailing, such as hospitality industry. However the most appropriate behaviour at work place which can be used is assertive behaviour. Someone who is assertive behaves confidently and is not frightened to say what they want or believe. This virtue of assertiveness gives an exceptional opportunity to think about managing our inner dialogue and learn how to project confidence even when you are not feeling it. It covers different types of management styles, with practical tools for decisive and bold action in challenging situations.

People who are in hospitality industry must learn to put their organizational needs on the same level of respect as of their guests. The hotel employees these days normally put their guest needs first at the expense of his organization and may sometimes suffer the consequences. Being assertive in the workplace is an often misunderstood concept, as assertiveness is confused with being aggressive and domineering. This research work aims at discovering and analysing of various behaviours at work such as passive, aggressive and indirectly aggressive along with assertive behaviours of the employees working in hotels at various operational levels, which will help employees at different operation levels in handling various guest related requests and situations more efficiently.

Keywords: Assertive, passive, Aggressive and passive- Aggressive behaviours.

1. Introduction

Fearing that one can harm others or can face rejections from others may stop us from being assertive. This is because we believe that other people's needs, opinions, and judgments are more important than your own. Believing assertiveness may harms other people can keep us from meeting your rightful substantial and emotional needs, and we may feel hurt, anxious or angry about life as a result.

Assertive communication is grounded in respect – for yourself, and for the person receiving your message. In contrast, aggressive communication is disrespectful of both parties, and ignores the recipients' rights, boundaries. Everyone wants to feel acknowledged and empowered in his or her workplace, but research states most people feel powerless and subjugated. This is because they are unable to express themselves with clarity and confidence. (Jenniferalbrech (August 12 2011) 6ways to be effectively assertive at work blog spot Retrieved from <http://blog.learnit.com/6-ways-to-be-effectively-assertive-at-work/>)

Objectives

The objectives of the research study are as follows:

1. To find the most prominent work behaviors among the employees.
2. To analysis the work behaviors at various operational levels of employees.

Review of Literature

To understand this phenomenon better, I am going to take you through the kinds of communication styles regularly used. We use different communication styles with different people and in different situations, especially authority figures. There are 4 distinct patterns in communication styles:

- Passive: A passive communicator goes out of their way to avoid conflict and tend to put their needs last. They apologize a lot and often are taken advantage of. They tend to think of themselves as a peacekeeper but in reality send out a message that their feelings and opinions are not as important as the others.
- Aggressive: An aggressive communicator comes across as a self-righteous bully, dismissive of others opinions and feelings. They use criticism, intimidation, and humiliation to dominate others.
- Passive-Aggressive: This is a style of communication often seen in corporate situations, when one feels powerless. The behavior exhibits a mixture of agreement and resistance where you are easygoing and cooperative on the outside and resenting the authority on the inside. Uncomfortable with conflict or confrontation of any sort, people exhibiting this behavior often resort to manipulation, sarcasm and playing games with others to exert power or subvert authority.
- Assertive: Assertiveness is said to be a balance between passive and aggressive. Being assertive is communicating your perspective and opinions, while being respectful of others. Assertive people communicate their opinions without apology and in turn allow others their say. They are not pushovers as they recognize the limits to which they can bend. (<https://us.experteer.com/magazine/being-assertive-in-the-workplace/>)

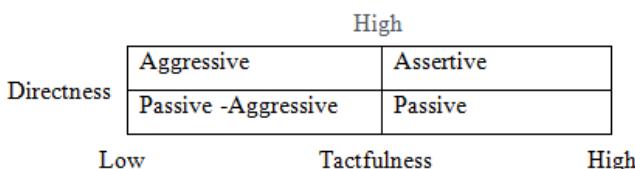


Fig 1.1: Communication style Matrix (<http://skillsforconsultants.com/cgisys/suspendedpage.cgi>)

Many people feel that if they assert themselves others will think of their behaviour as aggressive. There is a huge difference between being assertive and being aggressive. Assertive people state their opinions while being respectful of others. Aggressive people attack or ignore others' opinions in favour of their own. Passive people don't state their opinions at all.

| The passive Person | The aggressive person | The assertive person |
|--|--|---|
| Is afraid to speak up | Interrupts and talks over others | Speaks openly uses a conversational tone |
| Speaks softly | Speaks loudly | Makes good eye contact |
| Avoids looking at people | Glares and stares at others | Shows expressions which matches the messages |
| Shows little or no expression | Intimidates by using expressions | Relaxes and adopts an open stance and expressions |
| Slouches and withdraws | Stands rigidly, crosses arms. Invades the personal space of others | Participates in groups |
| Isolates self from groups | Controls groups | Keeps to the point |
| Agrees with others despite personal feelings | Only considers own feelings and/or makes demands of others | Values self equal to others |
| Values self less than others | Values self more than others | Values self equal to others |
| Hurts self to avoid hurting others | Hurts others to avoid being in the process | Tries to hurt no one (including self) |
| Does not reach goals and may not even know goals | Reaches goals but hurts others in the process | Usually reaches goals without hurting others |
| You are okay, I am not | I am okay, you are not | I am okay, you are okay |

Table 1.1 The-difference-between-assertive-passive-and-aggressive-behaviour (http://counse_llingservice.eu/tell-the-difference-between-assertive-passive-and-aggressive-behaviour)

Assertiveness is a useful communication tool. Its application is contextual and it's not appropriate to be assertive in all situations remember, your sudden use of assertiveness may be perceived as an act of aggression by others.....(Stanlle Pheleps and Nancy Austin " the assertive you" page12 2005)

Many men feel powerless in the face of aggressive communication from men or women in their lives; conversely, passivity in some situations can arouse frustration and anger for many men. As such, assertiveness can be an effective tool for men who are seeking to proactively alleviate violence in their lives, as well as a tool for fostering healthier, more satisfying lives.

At the psychological level, difference we see in people can be understood in terms of recognizable patterns. These patterns can be observed in the way people use their minds, particularly in the way they perceive the world and make judgments about it. Perceptual mental processes determine what we see or attend to in a situation. The judgment function influence how we make decisions about what we perceive.....(Anthony Falikowski " Mastering human relations page 9 2002)

People with low self esteem are more susceptible to external influence than are those with high esteem. Low esteem are dependent on the receipt of positive evaluation form other. As a result, they are more likely to seek approval from others and more prone to conform to the beliefs and behaviors of those they respect than are high esteem. In managerial positions, low esteem will tend to be concerned with pleasing others and therefore, less likely to take unpopular stands than are high esteem.....(K. Aswathappa 2005 "Organizational behavior" page 110)

Organizational communication is far from a collection of facts and figures. People in organizations, like people anywhere else, often need to communicate motions such as happiness, anger, displeasure, confidence and fear. communication is an essential elements of the manager's job. employees have reported higher levels of job satisfaction and work performances when they are pleased with the way their supervisors communicates and the personal feed back they get.....(J.David Pincus, 1989 "communication satisfaction, job satisfaction and job performance," Human communication research, spring pp 395-419).

Several different outcomes at individual level are important to managers. Given the focus of the field of organizational behavior, it should not be surprising that most of these outcomes are directly or indirectly addressed by various theories and models.

One important behavior is productivity. It is defined in terms of an individual, is an indicator of an employee's efficiency and is measured in terms of the products or services created per unit of input. Another set of individual level outcomes influenced by managers consist of individual attitudes. Levels of job satisfaction or dissatisfaction, organizational commitment, and organizational involvement all play an important role in organizational behavior.....(Gregory Moorhead and Ricky W. Griffin, 2000 "Organizational Behavior managing people and organizations" pp 50-51)

Research Methodology

The study was conducted in five hotels of Amritsar. The study is based on two sources of data.

1. Primary sources: The questionnaire was designed comprising of 20 questions pertained to various behaviors such as passive, aggressive, assertive and passive-aggressive. The questionnaires were filled by employees at different operational levels. Only the fully filled questionnaires were accepted for data analysis. In all 225 questionnaires were used for data analyzing. Statistical analysis included frequency, averages and percentage.
2. Secondary sources: Various books, research journal, blogs and website were used to collect secondary data for the research.

Data Analysis

Likert scale: A series of individual questions that had Likert frequency response options for the respondents were used and they were analyzed as scores, averages and percentages for various behaviours analysis for the respondents.

1= Do not understand the statement, 2= Never, or Not at all like me, 3 = Rarely, or Not much like me, 4 = Occasionally, or A little like me, 5 = Sometimes, or It's like me, 6 = Often, or Quite like me, 7= Always, or Exactly like me.

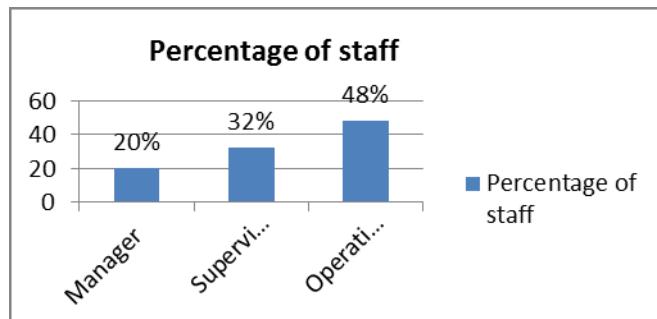
Table1.2: Analysis of Respondent Scores

| S.no | Statements | Options | Frequency | Percentage |
|------|--|---------|-----------|------------|
| 1 | When confronting someone about a problem I feel very uncomfortable. | 1 | 33 | 15% |
| | | 2 | 86 | 38% |
| | | 3 | 08 | 4% |
| | | 4 | 26 | 12% |
| | | 5 | 26 | 12% |
| | | 6 | 20 | 9% |
| | | 7 | 26 | 12% |
| 2 | It's easy for me to lose my temper. | 1 | 0 | 0% |
| | | 2 | 86 | 38% |
| | | 3 | 72 | 32% |
| | | 4 | 20 | 9% |
| | | 5 | 20 | 9% |
| | | 6 | 20 | 9% |
| | | 7 | 07 | 3% |
| 3 | I remain calm and confident when faced with sarcasm ridicule or poorly handled criticism by my superior or subordinates. | 1 | 07 | 3% |
| | | 2 | 00 | 0% |
| | | 3 | 43 | 19% |
| | | 4 | 20 | 9% |
| | | 5 | 55 | 24% |
| | | 6 | 20 | 9% |
| | | 7 | 80 | 36% |
| 4 | I like it better when people work out what I want without my having to tell them. | 1 | 14 | 6% |
| | | 2 | 20 | 9% |
| | | 3 | 33 | 15% |
| | | 4 | 26 | 12% |
| | | 5 | 33 | 15% |
| | | 6 | 53 | 24% |
| | | 7 | 46 | 20% |
| 5 | I am easily upset or intimidated by ridicule or sarcasm. | 1 | 0 | 0% |
| | | 2 | 86 | 38% |
| | | 3 | 40 | 18% |
| | | 4 | 40 | 18% |
| | | 5 | 52 | 23% |
| | | 6 | 7 | 3% |
| | | 7 | 0 | 0% |
| 6 | It's more important that I get what I want rather than that other people like me. | 1 | 15 | 7% |
| | | 2 | 46 | 20% |
| | | 3 | 46 | 20% |
| | | 4 | 26 | 12% |
| | | 5 | 26 | 12% |
| | | 6 | 40 | 18% |
| | | 7 | 26 | 12% |
| 7 | I address problems directly without blame or judgment. | 1 | 00 | 0% |
| | | 2 | 33 | 15% |
| | | 3 | 46 | 20% |
| | | 4 | 26 | 12% |
| | | 5 | 26 | 12% |
| | | 6 | 35 | 16% |
| | | 7 | 59 | 26% |
| 8 | | 1 | 08 | 4% |

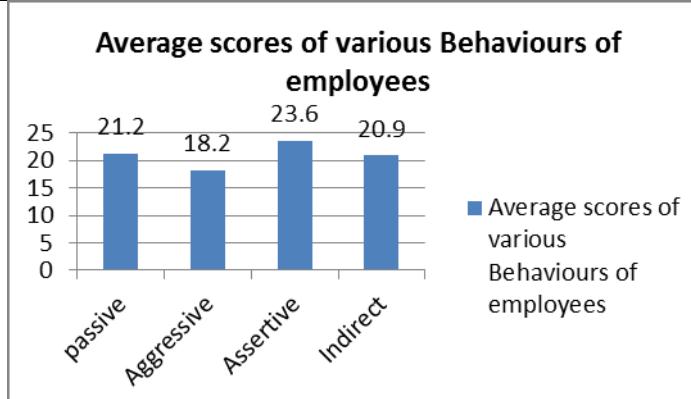
| | | | | |
|----|--|---------------------------------|--|---|
| | I really don't like conflict, so use other ways to make my feelings known such as 'cutting' by-the-way remarks. | 2 3 4 5 6 7 | 52 07 40 52 20 46 | 23% 3% 18% 23% 9% 20% |
| 9 | Being liked by people is very important to me, even if that means 'buying' their cooperation at times. | 1 2 3 4 5 6 7 | 14 26 40 07 26 66 46 | 6% 12% 18% 3% 12% 29% 20% |
| 10 | I'll use volume of my voice or tough eye contact or sarcasm to get what I want from other colleagues. | 1 2 3 4 5 6 7 | 13 92 14 40 14 26 26 | 6% 41% 6% 18% 6% 12% 12% |
| 11 | I feel it is all right to ask for what I want or to explain how I feel. | 1 2 3 4 5 6 7 | 14 14 66 44 33 14 40 | 6% 6% 29% 20% 15% 6% 18% |
| 12 | I may not be very direct with people but they can tell what I think of them just by looking at me. | 1 2 3 4 5 6 7 | 14 33 20 32 86 20 20 | 6% 15% 9% 14% 38% 9% 9% |
| 13 | I really don't like conflict and will avoid it any way I can. | 1 2 3 4 5 6 7 | 0 26 40 15 52 52 40 | 0% 12% 18% 7% 23% 23% 18% |
| 14 | Patience with people is not one of my strong points. | 1 2 3 4 5 6 7 | 0 99 26 20 14 33 33 | 0% 44% 12% 9% 6% 15% 15% |
| 15 | I Feel comfortable with the amount of eye contact I make with other people, and believe they feel comfortable with it too. | 1 2 3 4 5 | 00 26 22 26 46 | 0% 12% 10% 12% 20% |

| | | | | |
|----|---|---|----|-----|
| | | 6 | 59 | 26% |
| | | 7 | 46 | 20% |
| 16 | Any impatience I feel for others comes out in my body language rather than my telling them directly about it. | 1 | 08 | 4% |
| | | 2 | 30 | 13% |
| | | 3 | 80 | 36% |
| | | 4 | 10 | 4% |
| | | 5 | 46 | 20% |
| | | 6 | 33 | 15% |
| | | 7 | 18 | 8% |
| 17 | I find it easy to poke or wag my index finger at colleagues. | 1 | 26 | 12% |
| | | 2 | 92 | 41% |
| | | 3 | 49 | 22% |
| | | 4 | 20 | 9% |
| | | 5 | 18 | 8% |
| | | 6 | 00 | 0% |
| | | 7 | 20 | 9% |
| 18 | I feel confident in my ability to handle positively most work situations involving confrontation with other people. | 1 | 08 | 4% |
| | | 2 | 20 | 9% |
| | | 3 | 26 | 12% |
| | | 4 | 20 | 9% |
| | | 5 | 14 | 6% |
| | | 6 | 79 | 35% |
| | | 7 | 58 | 26% |
| 19 | If asked to do something I don't want to, I'll do it, but deliberately won't do it as well as I could. | 1 | 14 | 6% |
| | | 2 | 52 | 23% |
| | | 3 | 26 | 12% |
| | | 4 | 20 | 9% |
| | | 5 | 93 | 41% |
| | | 6 | 08 | 4% |
| | | 7 | 12 | 6% |
| 20 | I'll use sarcasm or little 'jokes' to make my point. | 1 | 08 | 4% |
| | | 2 | 26 | 12% |
| | | 3 | 14 | 6% |
| | | 4 | 20 | 9% |
| | | 5 | 99 | 44% |
| | | 6 | 20 | 9% |
| | | 7 | 38 | 17% |

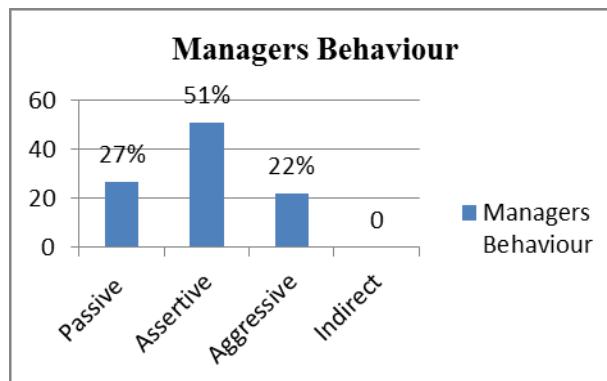
| Respondents | Number | Percentage |
|-------------|--------|------------|
| Manager | 45 | 20% |
| Supervisor | 72 | 32% |
| operational | 108 | 48% |



| Behaviours | Averages scores |
|-------------------------------|-----------------|
| Passive | 21.1 |
| Aggressive | 18.1 |
| Assertive | 23.6 |
| Passive-Aggressive (Indirect) | 20.9 |



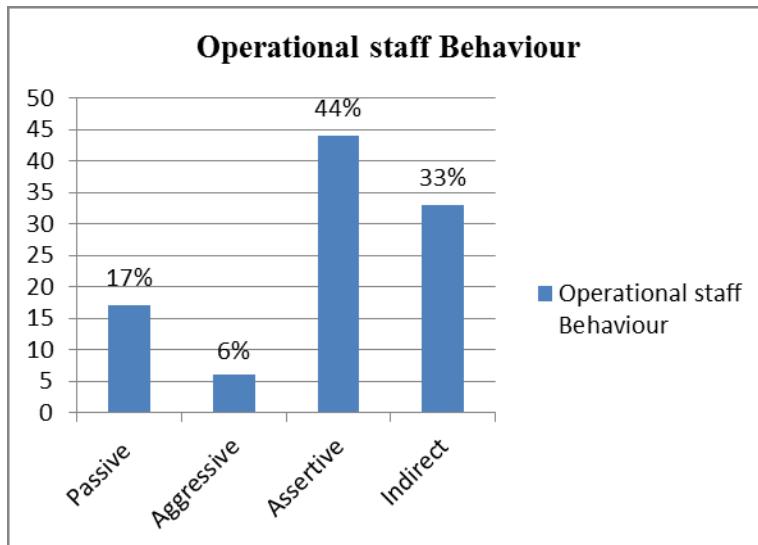
| Behaviors | Respondents | Percentage |
|--------------------------------|-------------|------------|
| Passive | 12 | 27% |
| Aggressive | 10 | 22% |
| Assertive | 23 | 51% |
| Passive-Aggressive (Indirect) | 0 | 0 |



| Behavior | Respondents | Percentage |
|--------------------|-------------|------------|
| Passive | 20 | 28% |
| Aggressive | 14 | 19% |
| Assertive | 22 | 31% |
| Passive-Aggressive | 16 | 22% |



| Behavior | Respondents | Percentage |
|--------------------|-------------|------------|
| Passive | 18 | 17% |
| Aggressive | 6 | 6% |
| Assertive | 48 | 44% |
| Passive-Aggressive | 36 | 33% |



Findings

1. Assertive Behavior average score among hotel employees at various operational levels is at first place which indicate that employees are working at optimum level of communication and management skills.
2. Highest score of assertive behavior is followed by passive score behavior, shows that respondents are working at extreme limits of working behaviors.
3. At management level assertive behavior is found to be prominent (51%) which give clear indication high levels of management skills of managers.
4. A common interface is observed for Assertive behavior as prominent behavior among supervisors (31%) and operational staff (44%).
5. High patience (36%) and positive body language are among the most used indication of Assertive behavior by respondents.
6. Confidence in handling situations (35%) and remaining calm against criticism (36%) are among the prominent indicators of maturity level (self motivated) among respondents.
7. Assertive (23.6) and passive (21.1) scores Average are close, this indicates both a balance of respondents self-expression and a dominant feeling of passiveness. This also indicates a strengthening

- of assertive approach. It shows that how employees are you are asserting asserting themselves more often, although a predominant passive insecurity influences a retreat to a people-pleasing position.
8. Not much difference is seen in averages scores of passive behavior (21.1) and indirect behavior (20.9) which is an indicative of easy alteration of disturbing situation to insistent behavior.

Conclusion

Assertive employees make their own choices, are confident, and feel good about themselves while doing their tasks and afterward. They usually achieve their goals; when they don't, they still feel good about themselves because they know they have been frank. Acting assertively reinforces their good feelings about themselves, improves self-confidence, and creates free, honest, and open relationships with others. The research results indicates that majority of respondents are having Assertive behaviour, followed by close passive and indirect behaviours. This shows parity in self-expression and a prevailing emotion of satisfaction among employees. We should also keep this in mind that various people show different levels of assertive behaviour depending on whether they are in a work place, social, scholastic, leisure or association context. Thus the results obtained through this research should be seen as the occupation, organizational and operational level specific.

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Kashmir Craft; Income and Employment Status in Kathua and Anantnag Districts of Jammu & Kashmir

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ABSTRACT: Traditionally, handicraft artisans have been the backbone of the Indian rural society. Yet today, artisans are the most mysterious character for rural development, particularly in the face of changing economy and have a great contribution in terms of large number of employment and income generation in India. The artisans have been serving both urban and rural societies in the country with their specialized and traditional transferred skills (generation to generation transferred skill). They are involved in all works requiring their labour and professional skills like crafting on stone, shawls, crafting on shawls with zari and kani work, using different skills for making hand-knotted carpet, painting and making different items of ivory products with the skill of hands and techniques. The present paper focused income status and employment status among handicraft sample artisans in two district of Jammu & Kashmir; viz. Kathua and Anantnag with total number of samples are 300. Both these district, 150 samples are gathered from each district.

Keywords: Employment, Income, Handicraft, Artisans

1. Introduction

In Northern India, three States, Viz., Jammu & Kashmir, Himachal Pradesh and Uttrakhand are typically hilly areas and majority of the population lives in hilly areas. So, in these areas the life is very hard as compared to the life in plain areas. Moreover, there are very few occupations on which hilly population generally depends. These occupations are small agriculture, horticulture, household industries, government jobs, etc. and out of these, majority of the population depends upon agriculture, horticulture and household industries. In our country, 54 per cent of total workers and 42 percent of rural workers are still part of the agriculture sector but they are not all farmers or cultivators. They include those who are either wage labours in others' fields or those engaged in related activities such as fisheries etc (Shah, 2016). It is also studied that handicraft and handloom sector ranks second in terms of employment in India. In the hilly areas, some people live in those areas where it takes 6 to 7 hours from bus stands.

The handicraft sector has made a great contribution towards production, employment and export of handicraft products. Lack of large scale industries in the State of Jammu & Kashmir has encouraged people to focus more on small scale industries like handicrafts, handloom, horticulture etc. which in turn lead to satisfactory performance of this sector. The production of handicraft industry has been quite encouraging as in 2003-04 there was Rs. 821.53 Cr. of production in handicraft industry and it reached Rs. 2017.82 Cr. in 2013-14 which realised that handicraft industry is the backbone of Jammu & Kashmir Economy (Richard, 2007). In 2003-2004 the export is recorded as Rs. 595 crore and there is a continuous increase in the export of handicraft products till 2006-2007. In 2007-2008 the handicraft sector was badly affected and the export is Rs. 41.42 crore. In 2009-2010 the export still is in negative i.e., Rs. 6.27 Crore and then in 2011-2012 highest export is being observed .The export of handicrafts goods in 2013-2014 stands at Rs. 1695.65 crore. It is believed that economic efficiency and economic growth is achieved only in the modern sector whereas traditional sector is only for employment generation. Moreover, it is a fact that household industries are inherently uncompetitive as compared to other sectors but the handicraft sector have a lot of potential for growth and provide lakhs of jobs in India, especially in Jammu & Kashmir State.

Review of Literature

Rao and Rao, (1991), in his study, he pointed out that the growth of handicrafts has many benefits as they are labour intensive and offer employment to village artisans employing local resources. They laid stress on the necessity of giving special training in export oriented crafts of hand-knotted woollen carpets, art metalware, hand printed textiles and wood ware.

Desai, (1983), states that handicraft constitute an important segment of the decentralised sector of the economy and provides employment to nearly two million artisans, scattered all over the country, especially in rural and semi-urban areas in India. A large number of handicraft artisans belong to SC, ST, OBC and

women constitute a sizeable portion of the workplace. Handicraft comprise a wide range of artistic products, such as hand knotted carpet, art metal ware, hand printing textiles, wood crafting, embroidered goods, bamboo articles, etc.

One of the landmark article conducted in this area was by **Jadhav, (2016)** and she finds that due to the low wages, lack of credit facilities, uncertainty of workload throughout the year and inability to sustain a basic lifestyle, the artisans take up a variety of alternate occupations. But due to lack of education and any other technical skills they are forced to take up odd ill paying jobs. Difficulty in preserving the art by keeping the next generation involved is the latest identified problem in conservation of handicrafts.

Objectives

1. To study the status of employment among handicraft artisans in the study area.
2. To find out the income level among handicraft artisans in the study area

Hypothesis

H₀1. There is no significance difference between the incomes of artisans in Kathua and Anantnag district.

Study Area

The present study is conducted in Jammu & Kashmir State, within a geographical area of 222,236 sq. km, comprising 6.93 percent of the total Indian Territory.

Researcher has selected two Districts namely **Kathua** and **Anantnag** for the purpose of research from Jammu & Kashmir State. District Kathua is mainly hilly area. As per (2011) census, 85.45 % population of Kathua districts lives in rural areas. In (2011), Kathua had population of 616,435 of which male and female were 326,109 and 290,326 respectively, while in Anantnag District, as per (2011) census, 73.77 % population of Anantnag districts lives in rural areas of villages. In (2011) census, the total population was 1,078,692 of which male and female were 559,767 and 518,925 respectively.

Nature of Research

The present research work is both descriptive and analytical in nature. The motto of a descriptive research is to describe characteristics of a particular individual, or a group. As an analytical type of research, attempt is made to use already available secondary data to reach at certain interpretation on the subject.

Sampling Design

In the present study, two types of sampling were used; (i) Purposive sampling and (ii) Multi-stage sampling.

Sample Size

For the purpose of research, there were two districts chosen from Jammu and Kashmir State, namely Kathua and Anantnag district. In each of two districts, the researcher has randomly chosen three villages in ten (10) blocks (five blocks in each district) and out of each village, a minimum of 10 respondents were selected randomly. The total sample size in both the districts were 300 respondents i.e. 150 respondents from each district.

Collection of Data

For the present study, the data is collected both from primary and secondary sources.

Primary Data: Primary data were collected afresh from the artisans households in blocks of district Kathua and district Anantnag, through schedule, observation, oral-verbal and interview techniques during the field work.

Secondary Data: Secondary data was collected through Government offices, various libraries, newspapers, books, journals, websites, published and unpublished thesis, etc.

Data Analysis and Interpretation

After the collection of data, the data was coded and then analysed by drawing simple tables and cross tables comparing different socio-economic variables with both the districts. A simple percentage analysis formed the basis of the present study. Moreover, in the study, the analysis is also done through bar charts, graphs, and statistical tests such as Chi-Square tests with the help of SPSS software, version 21.

Significance of the Study

Handicraft sector constitute an important segment of the decentralized sector of our economy and is the largest unorganized sector. Originally started as a part time activity in rural areas, it has now transformed into a flourishing economic activity, due to significant market demand over the years. This sector has a vast scope as the sector holds the key for sustaining not only the existing millions of artisans spread all over the country but also to increasingly large number of new entrants in the crafts activity.

Results and Discussions

Employment in Handicraft Sector in the Study Area

As a rural industry, the handicraft industry of India alone could generate employment with low capital investment. The performance of these industries is measured in terms of their potential to create large number of employment opportunities. Being labour intensive in character, handicraft industries are capable of absorbing more labour per unit of output as well as investment.

From the study area, it is seen that in handicraft sector there are various types of employment. The role of women, children and old age persons is also prominent in this sector.

Table 6.4: Distribution of handicraft artisans' households by their employment

| District | | Total Employed in Handicraft | | | | | Total |
|----------|------------|------------------------------|------|--------|--------------|--------|-------|
| | | All family | Male | Female | Hired labour | Spouse | |
| Kathua | Numbers | 8 | 84 | 27 | 13 | 18 | 150 |
| | Percentage | 5.3 | 56 | 18 | 8.7 | 12 | 100 |
| Anantnag | Numbers | 11 | 41 | 53 | 15 | 30 | 150 |
| | Percentage | 7.3 | 27.3 | 35.3 | 10 | 20 | 100 |
| Total | Numbers | 19 | 125 | 80 | 28 | 48 | 300 |
| | Percentage | 6.3 | 41.7 | 26.7 | 9.3 | 16 | 100 |

Source: Primary Data (2015- 2016)

Note: Pearson Chi-Square value: 47.979, df: 4, Significance: 0.000

Above table 6.4 reveals that, there are many variations between Kathua and Anantnag district. There are 41.7 only male members, 26.7 percent are only female respondents, 19.0 percent are spouse, 9.3 percent are hired respondent (male and female) and 6.3 percent respondents are all family members including children, and female respondents in handicraft sector. In Kathua district, there is male domination in handicraft sector as compared to Anantnag district where there is female dominancy which is also shown in fig. 6.2 (84 male in Kathua district out of total 150 respondents and 53 females in Anantnag district out of 300 respondents). The chi square value is very highly significant at 0.000 levels.

6.2.1 Type of Employment

In the study area, there are three types of employment viz., seasonal, continuous, and part-time. In the winter season, the rate of employment increases as compared to summer season, because the part-timers and seasonal artisans also take part in the craft.

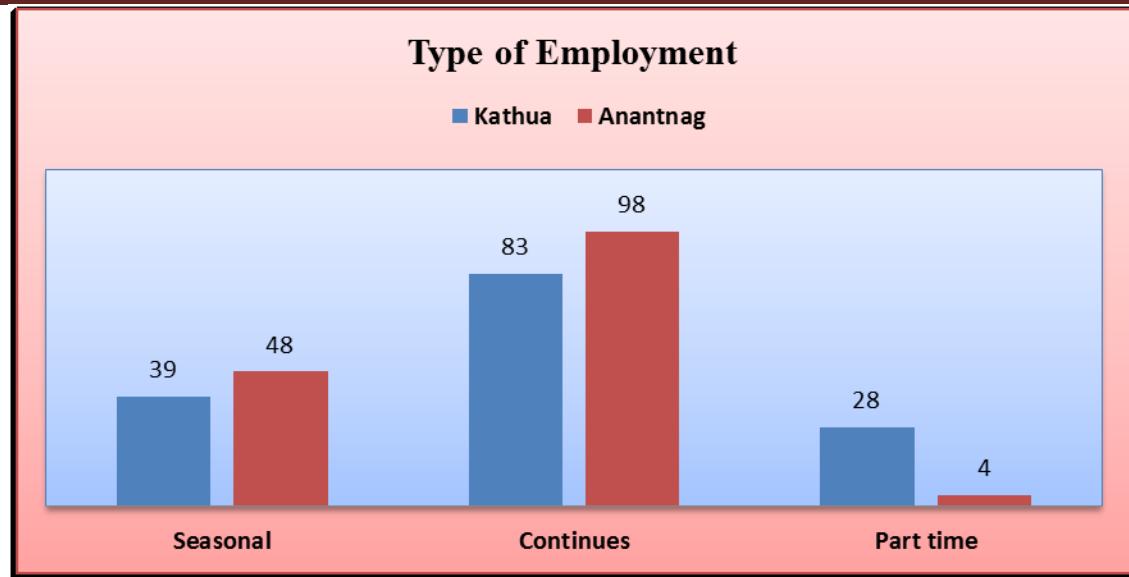


Figure 6.3: Distribution of handicraft artisans' households by their type of employment in different sectors

Above figure reveals that there are three types of employment in the study area as there are permanent artisans, seasonal artisans and part-time artisans. There are 29.0 percent seasonal artisans, 60.3 percent permanent artisans and 10.7 percent respondents are part-time artists.

Employment in the study area through handicraft sector is somehow better and it directly impacts the artisan's livelihood. Handicraft sector plays a crucial role to check migration from rural to urban areas in the off season of agriculture, as well because handicraft sector is an indoor sector and in winter season, the rate of employment increases in this sector. It is to be observed and was verbally discussed with the artisans in the study area and they revealed that the handicraft sector is favourable for them and this sector engages them during heavy snowfall/winter season. Even the government employees in the study area are employed in this sector during winter season, especially, in Kashmir region. It is for this reason that the handicraft sector is still the backbone of Jammu & Kashmir economy.

6.2.2 Number of Working Days

Another important parameter taken to check the employment status is the number of working days in a month in the study area. It is noticed that majority of the artisans (58.0 percent) are working from 21-30 days in a month. It is also shown with the help of table 6.5 below.

Table 6.5: Distribution of Number of working days in a month in the study area

| Number of working days | Districts | | | | Total | |
|------------------------|-----------|------------|----------|------------|--------|------------|
| | Kathua | | Anantnag | | | |
| | Number | Percentage | Number | Percentage | Number | Percentage |
| 1 to 10 Days | 11 | 7.3 | 2 | 1.3 | 13 | 4.3 |
| 11-20 Days | 70 | 46.7 | 43 | 28.7 | 113 | 37.7 |
| 20 to Days | 69 | 46 | 105 | 70 | 174 | 58 |
| Total | 150 | 100 | 150 | 100 | 300 | 100% |

Source: Primary Data (2015- 2016)

Note: Pearson Chi-Square value: 20130, df: 2, Significance: 0.000

It is evident from the table 6.5, that majority of the artisans (58.0 percent) get employment from 20 to 30 days in a month. But almost 38.0 percent of the respondents got employment only for 1-20 days and these are the artisans who are generally dependent on other sectors too. But unfortunately 4.7 percent of the respondents have only 1-10 days of work in handicraft sector. This alarming decay in the number of days is because they adopt handicraft sector as a part time sector. According to some artisans, the reason for part

timing is because they were fully dependent on the craft in the past but now the income from the craft has declined.

6.3 Distribution of Income Level Among Artisans in Kathua and Anantnag District

The income of the artisans' families determines the standard of living and financial status. Individual with higher income will naturally have the capacity to spend on various goods and services to have a better livelihood. In the study area, some artisans are dependent on handicraft as their lone activity for their livelihood and some have opted handicraft sector as a part time sector for their livelihood.

Table 6.6: Distribution of handicraft artisans' households by their monthly income

| Range of Income | | Districts | | Total |
|-----------------|------------|-----------|----------|-------|
| | | Kathua | Anantnag | |
| Below 3,000 | Number | 25 | 14 | 39 |
| | Percentage | 16.7 | 9.3 | 13.0 |
| 3,000-5,000 | Number | 77 | 50 | 127 |
| | Percentage | 51.3 | 34.7 | 42.3 |
| 5,001-10,000 | Number | 39 | 61 | 100 |
| | Percentage | 26.0 | 40.7 | 33.3 |
| 10,001-20,000 | Number | 09 | 19 | 28 |
| | Percentage | 6.0 | 12.7 | 9.3 |
| Above 20,000 | Number | 0 | 06 | 06 |
| | Percentage | | 4.0 | 2.0 |
| Total | | 150 | 150 | 300 |

Source: Primary Data (2015- 2016)

Note: (Pearson Chi-Square value: 25.867, df: 5, Significance: 0.000)

The monthly income has varied between the lowest of below 3,000 and the highest of Rs. 20,000 & Above. Majority of the sample artisans (42.3. percent) are laid between the income groups of Rs. 3,000-5,000 per month. Moreover, artisans who earn their income between Rs. 5,000-10,000 are 33.3 percent and after this income group, the earning of sample artisan's in the study area has decreased by the running. Between the monthly incomes group of Rs. 10,000-20,000/-, in the study area there are only 9.3 percent in both the district of study area. In the district of Kathua, there are no sample artisans who earn income beyond Rs. 20,000 per month whereas, in Anantnag district, there are 2.0 percent of sample artisans who earn beyond Rs. 20,000 per month.

✓ (Ho 3) Hypothesis

Table 9.2: Chi Square Test (Statistical Test) Income of Artisans between two districts

| | |
|--------------|---|
| | There is no difference between the income of artisans in Kathua and Anantnag district |
| P-Value | 28.511 |
| Difference | 5 |
| Significance | 0.000 |

Source: Computed

Significance: 5% level

Note:- For the study of income earning through handicraft sector from both the districts, it is observed in the hypothesis that, There is no difference between the income of artisans in Kathua and Anantnag district. After testing the hypothesis, data revealed that the P-value is 28.511 with degree of freedom (df) on 5 and the chi square value is 0.000. Hence it is proved that the chi-square value is highly significant and in this case the null hypothesis can be rejected. So it can be proved that there is a significant difference between the income of artisans in Kathua and Anantnag district.

Conclusion

1. Production is dependent upon the consistency and marketing. In the study area, of Kathua and Anantnag District, there are many sample artisans who make some products within days, some have take the time of 2 to 4 days but in the study area majority (37.3 percent) of the sample artisans take their time to make complete products for 2 to 4 days. These sample artisans are generally blanket maker, phool kadi weaver, paper machie artist, crewel weaver and so on.
2. In respect of number of working days available to the artisans in the study area, majority (58.0 percent) of the sample artisans are working for 21-30 days in a month. Those artisans who are working in the co-operative societies, training centres or as a hired labours for someone, work throughout the month except Sundays. Sometimes, because of poverty, the artisans work on Sundays too for the sake of bread and butter.
3. The income of the sample artisans' households determines their standard of living. In the study area, some artisans are fully dependent on handicraft sector and handicraft sector is their lone activity for livelihood. Some other artisans choose this sector as a part time job so that in the off season they can earn their livelihood. Majority of the artisans (42.3 percent of the respondents) are earning between 3,000-5,000 rupees per month.

Suggestions

- ✓ The State Government should establish clusters of the handicrafts, in different regions and in remote areas for the promotion and sustainable development of handicrafts. These clusters should be developed for the purpose of design development, market assistance and production processes.
- ✓ Brand promotion and product marketing can be increased by way of holding exhibitions in local, national and international markets regularly and also through the quality control checks.
- ✓ Modern show-rooms of Kashmiri handicrafts should be established across country for the promotion of handicraft products.
- ✓ The advantage of Kashmir as a major tourist destination could also be leveraged to benefit the artisans. It is important to develop a craft circuit where the tourists could be taken around the artisan's work place. Designed well, this craft tourism can potentially become a major attraction for tourists and enable the artisans to sell their products directly to consumers.
- ✓ During the field survey it was found that child labour is prevalent, especially in poor artisans' households. They (parents) are not interested to send their children to schools. To overcome this menace, an appropriate measure has to be taken immediately. Under the Government scheme of Siksha Sahyog Yojana benefitted for two artisan's children, the government gives Rs. 300/- per quarter per child as an educational allowance for maximum period of 4 years for 9th to 12th standard students. Fine should be imposed on those parents or those entrepreneurs who employ children in craft activities rather than sending them to school. Scholarship should be given to the children on the basis of income of household for encouraging them to go to school.
- ✓ The role of information technology is yet to be realized by artisan communities. The information regarding the products, quality, market and demand should be provided by the regional information centre established at Block level and Panchayat levels. Thus the regional centres will help the artisans to explore the quality of the craft and their accessibility to the market.

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A Review Paper on Emerging Tourism Trend in India and It's Growth

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ABSTRACT: The tourism Industry, without a doubt has been an impressive column as an unfailing and solid wellspring of income and capital for some countries. Numerous nations have been raised from poor to obvious monetary statuses because of the priceless commitments their travel industry areas have prevailing with regards to adding to their generally financial development. The travel industry is a noteworthy supporter of the Indian economy. The travel industry in India has an offer of 0.52% of world the travel industry and the receipts as 0.89% of the world receipts. There have been noteworthy enhancements in the circles of expanding air situate limit, trains and railroad availability to imperative visitor goals, just as associating streets. Settlement offices have been reclassified for the accommodation of the guests. With the business in context, there is a significant huge range of key players, for example, organizations, current innovation and inn advertising patterns and so forth, that are set to flourish and effect the business overall in 2017 and the years to come. This paper basically, points and tries to distinguish and look at the changes in perspective in the travel industry over the appearing years and how the patterns have carried on in India. It tries to look at the present patterns in the neighborliness and the travel industry, uncover the difficulties looked by the accommodation and the travel industry and ultimately fundamentally investigate the future prospects of the cordiality and the travel industry in India. The Paper discusses the Indian tourism state of affairs to the extent of tourism policy, tendencies and development in tourism market, various campaigns and new product improvement in India. Paper based totally on secondary statistics to probe into the Government annual reviews, newspapers, websites, published and non-posted documents.

Keywords: Tourism, Trend, Empowerment, Hotel, Employment.

1. Introduction

Across the world tourism has today become a Vanguard of change, transforming countries and states into buoyant economies. India has emerged as one of the prime tourism destinations on the international map. Although tourism statistics show that a large amount of revenue is brought into the nation. The growth of tourism across the world has been spectacular – In the last 10 years, tourism industry recorded a growth of over 10%, accounting for 10% of the world's economic activity and is one of the main employment creating sectors. Tourism in India has extensive potential thinking about the rich cultural and historic heritage, range in ecology, terrains and places of herbal beauty unfold throughout the country. Tourism is also a doubtlessly massive employment generator besides being a significant supply of foreign exchange for the nation.

Objective of the study

- To take audit of the travel industry of the nation and the role of government.
- To know about the trend in tourism industry in India.
- To have a look at the modern-day developments in the hospitality and tourism industry & advancement in technology.
- To recognize how the tourism create empowerment in India.
- To have a look on the growth of tourism industry in India.

Importance of the examination

As the travel industry is growing quickly in China, the travel industry related research is normal in both extent and degree as a basic supporting capacity for the travel industry. A basic assessment of the ebb and flow look into writing in this field will be useful to recognize both the progression and a few holes in this field, along these lines help to build up a progressively effective, compelling, and responsible the travel industry research to help down to earth work.

Review of Literature

Assessment of research writing is useful in recognizing the patterns what's more, holes in the field. It gives a chance to improve the quality of research plan and furthermore benefits industry by furnishing it with

sound hypothetical standards (Van Scotter and Culligan, 2003) There is an expanded familiarity with the requirement for increasingly substantive and thorough look into in the field of accommodation and the travel industry. In an outline of research in neighborliness instruction, Khan and Olsen (1988) state The travel industry is a financial movement, and it is likewise a social and social action. Study ought to be made of every one of its features so as to accelerate its improvement. Measurably based system ought to be created and a databank arranged. Practice in China and other nations have demonstrated that it is a great idea to coordinate and consolidate thinks about all through the business segment, examine associations and scholarly foundations. Research discoveries ought to specifically serve the need of basic leadership, and help the business to illuminate down to earth issues (Gao and Zhang, 1983)-. Dann, Nash, and Pearce (1988)[15] directed a meta-examination of 229 articles distributed in Annals of Tourism Research (1974-1986) and 212 articles distributed in 15 Diary of Leisure Research (1976-1985).[10,18]

Indian the travel industry, in spite of its monstrous potential, has seen late advancement, and inadequacies in the HRD area have been one reason for this less than impressive execution. This paper proposes a thorough and vital way to deal with HRD, taking into account the preparation and training needs of Indian the travel industry at different dimensions for the significant target gatherings. The paper likewise recognizes the problems that need to be addressed standing up to HRD in Indian the travel industry and potential methodologies to address them inside the setting of supportability.[11]

Ashish Nag (2013) referenced that the Ministry of Tourism in any nation looks for approaches to advance also, create the travel industry in the nation. The travel Industry Growth in any nation is inclined to the evolving monetary conditions. Shalini N. Tripathi and Masood H. Siddiqui (2010) referenced that travel industry and accommodation have wind up key worldwide financial exercises as desires concerning our utilization of relaxation time have advanced, ascribing more prominent significance to our extra time. While the development in the travel industry has been amazing, India's offer altogether worldwide the travel industry landings and income is very irrelevant. India has colossal potential for advancement of the travel industry.[14,15]

Story of Indian Tourism

In the prior days not long after freedom, Indian Government did not give much consideration to the travel industry. Around the world, the quantities of worldwide sightseers were restricted and among those visitors, there were just rare sorts of people who thought about going too far away places like India. The main open achievement in the historical backdrop of the travel industry was the making of the Indian The travel industry Development Corporation (ITDC), in 1966. This government association was intended to create vacationer foundation and administrations. At state level, comparable Corporations were built up. Their financial plans were little and the sizes of their activities were constrained. Also, the vacationer administrations they offered were commonly considered unacceptable and apathetic. Both the Tourism Development Corporations (TDCs and the ITDC particularly) and private business people set up lavish lodgings in the metropolitan at worldwide section and leave focuses. These lodgings obliged outside guests as well as the nearby world class, who belittled such inns consistently. In some nearby visitor focuses in the region of principle section focuses (for example Jaipur and Agra) such lodgings were built up.[7]

Tourism & Hospitality in Indian form and it's growth

The tourism and hospitality enterprise is considered one of the most important divisions under the services zone of the Indian economy. Tourism in India is a key increase driving force and a crucial source of overseas alternate earnings. In India, the arena's direct contribution to gross domestic product (GDP) is predicted to grow at 7.Eight in keeping with cent in line with annum in the course of the length 2013-2023. The total marketplace length of the tourism and hospitality industry in India turned into at US\$ 117.7 billion in 2011 and is predicted to touch US\$ 418.9 billion with the aid of 2022. The foreign direct investment inflows in hotel and tourism sector in the course of the duration April 2000–March 2014 was at US\$ 7,348.09 million, as according to the records introduced via Department of Industrial Policy and Promotion. According to a examine carried out by means of SRI International, India is plan to be primary for growth globally inside the well being tourism sector in the subsequent five years, clocking over 25 per cent gains yearly thru 2017[1] with more than 65 percent of the Indian populace falling in the age gathering of 15-64 a long time, Indian voyagers are increasingly open to occasions and are quick to investigate more up to date goals .Expanded appropriation of credit culture and accessibility of occasions on equated monthly portions (EMI) is another development driver.[16]. The travel industry isn't just a development motor yet in addition a work generator. As indicated by the Economic Survey 2011-12, the division has the ability to make expansive scale

work both immediate and roundabout, for assorted areas in the public eye, from the most specific to untalented workforce. It gives 6-7 percent of the world's all out employments straightforwardly also, millions all the more in a roundabout way through the multiplier impact according to the UN's World Tourism Organization (UNWTO). [17]



*Foreign tourist came in India (2016-2017) (6)

Government role and Economy impact

The Centre and State Governments have to play a essential role in contributing to power to electricity' boom of the Indian tourism enterprise. Soon after the release of the New Tourism Policy of India within the year 2002, the sector has been recognized as an engine of increase and improvement. The tourism advertising campaigns of Government of India which includes 'Incredible India (2002)', 'Atithi Devo Bhava (2009)', 'Clean India (2013)', and 'Swadesh Darshan (2015)' were observed to work very properly in attracting each domestic as well as overseas traffic to Indian States/UTs. Besides, the authorities has launched the Hunar Se Rozgar Yojana throughout 2009-10 to generate employable staff for the tourism and hospitality industry. The Government of India released the Tourists Visa on Arrival enabled Electronic Travel Authorization scheme for the nationals of forty three countries. [2]

Income including compensation, profits, intrigue, lease what's more, benefits

Business continues

Work age

Government income including charges, receipts of government endeavors, client expenses and fines esteem added to the gross local and provincial items

Changes in government spending

Changes in the outside trade rates

Externalities and open products

Changes in the dissemination of salary

Multiplier impacts on exchanges, yield, pay,

Work and government income

Indian tourism Industry audit

In India, the Central Government and State Government have declared separate the travel industry strategy worry to their state time to time. Tamil nadu, UP, Andhra Pradesh, Karnataka, Maharashtra, MP, Kerala, Rajasthan, Gujarat and West Bengal are the vital states where tourism industry has created. Due to the expanding significance of the travel industry area Seventh year plan of the Government of India has announced the travel industry part as industry. The primary open achievement ever of Indian the travel industry area is the foundation of Indian Tourism Development Corporation (ITDC) in 1966. On the Basis of

this, lion's share of the states has given the offices through ITDC separately. The endeavors were made to give these offices as an agreeable dares to gather most extreme profit from domestic and remote tourists arrivals in India. The administration of India has appointed Committee on National Tourism in 1988. This advisory group has focused on open area to create the travel industry segment in India. The panel has recommended to set up an arrangement for Tourism advancement in each state [13]

Trend in Tourism

- Stationary lifestyle

It has been seen that contemporary explorers being exhausted by the inactive way of life furthermore, mounting work weight are longing for restful exercises and they are increasingly enthusiastic in having new and remarkable encounters.

- Willing to utilize their vacations

Explorers are eager to use their get-always to the most extreme to restore. Conventional travel area which incorporate experience travel, nature the travel industry, social and legacy the travel industry furthermore, traveling with family are as yet well known with the voyagers.

- Specialty the travel industry

The Ministry of Tourism has stepped up to the plate and recognizes and advance specialty items in the nation. This is done so as to draw in voyagers with explicit intrigue, and to guarantee rehash visits for the novel items in which India has a similar preferred standpoint. The Ministry of The travel industry has comprised Committees for the advancement of Golf Tourism and Medical &Wellness Tourism. The accompanying Niche Products have been recognized by the service of the travel industry advancement and advancement: Cruise, Adventure, Medical, Wellness, Golf, Polo, Gatherings Incentives Conferences and Exhibitions (MICE), Eco-the travel industry, Film Tourism, and Supportable Tourism

- Powerful elderly people

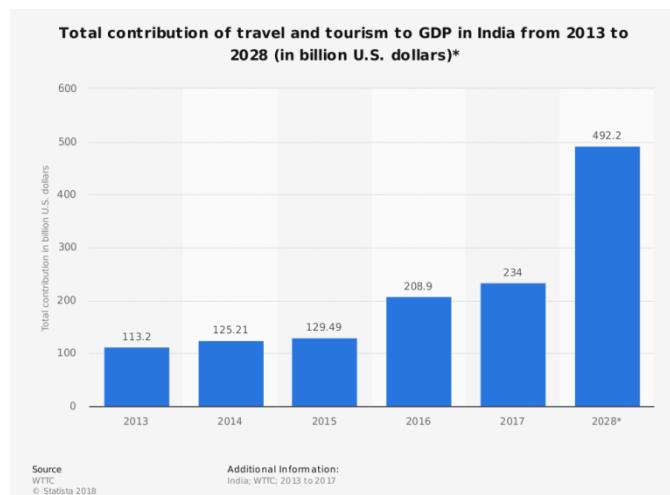
A substantial number of monetarily powerful old individuals over the globe with enough time are anticipating make the most of their fantasy relaxes and are intending to travel[8,1]

- Youth sports travel

Guardians who travel to go to diversions speak to a developing sub-portion of the sports travel section. As indicated by the TIA, in excess of millions individuals gone to a sorted out game, rivalry, or competition as either a observer or member while voyaging.

- Geo the travel industry

Geo the travel industry, a rising segment in the travel industry, is characterized as the travel industry that continues or on the other hand improves the land character of a spot being visited — its condition, culture, and legacy. Explorers are picking progressively country and off the beaten path goals, concentrating to a limited extent on social, memorable and common assets.[20].

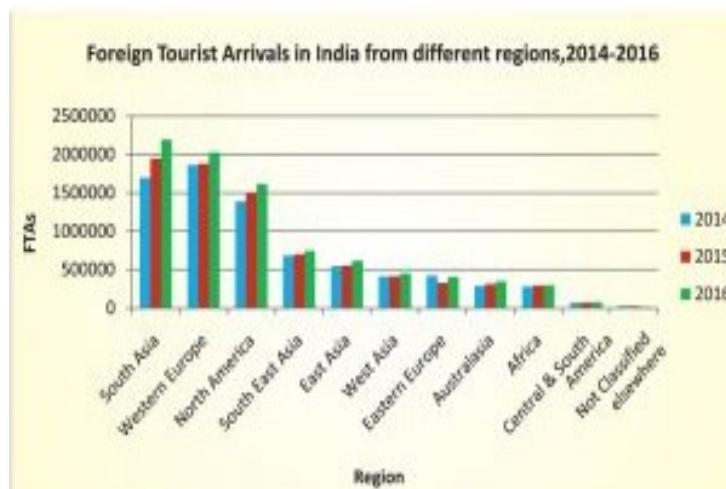


*Contribution of tourism industry in India (2013-2028) (19)

Organization Structure of Tourism in India and contribution to employment

Tourism planning typically takes area at three degrees- national, local and nearby--within a rustic. The place to begin for the tourism making plans manner in any country need to be the improvement of country wide tourism coverage. In India, tourism making plans is exceedingly decentralized and involves a multiplicity of corporations. Since maximum of the delivery structures are with the State Governments, the improvement planning for tourism is generally with the State/Union Territory Governments. Further tourism is a composite enterprise and exceptional Departments/groups are chargeable for extraordinary segments of the enterprise. Thus, numerous businesses are involved in tourism improvement and planning. At the national level, Ministry of Tourism is the nodal employer for the formula of national policies and programmers and for the coordination of sports of numerous Central Government organizations, State Governments and the non-public quarter for the development of tourism in the use of a. Presently, the Ministry is headed via a Cabinet Minister and is assisted by a Minister of State.

Travel and Tourism is relied upon to produce 24,931,000 occupations straightforwardly in 2011(5% of all out business). This incorporates work by inns, travel operators, aircrafts and other traveler transportation administrations. It additionally incorporates, for instance, the exercises of eatery and relaxation businesses specifically bolstered by tourists. By 2021, Travel and Tourism represent 30,439,000 occupations straightforwardly, an expansion of 5,508,000 (22.1%) over next ten years.[18]



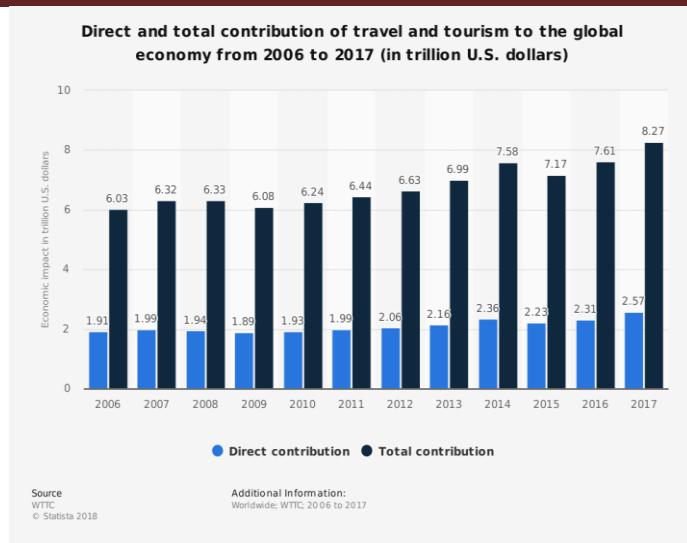
* FTA arrival in India from different region (9)

Tourism future prospectus

The future prospects of the neighborliness and the travel industry is that of a promising one. It is absolutely anticipated of an abnormal state lightness and strength. Unconventional perspective changes are too foreseen to help the business the more. As indicated by the UNWTO (United Nations World The travel industry Organization), global vacationer landings overall developed by 4% between January what's more, June 2016 when contrasted with a similar period a year ago and this is relied upon to further increment in the following years. It is anticipated that Asia and the Pacific will keep on getting over 9% worldwide voyagers.[8]

Empowerment

Perceive The Importance Of Strengthening The role of local communities in decision making about tourism development through their existing civil society structures and Local governance procedures. empower local government scrutiny of joint ventures, co-operatives, and public private sector Associations, It May Be Appropriate For Local Government To Assist Communities In Maintaining Some Authority Over The Forms Of Tourism Development In Their Area. Perceive That Communities Are Not Homogenous And That Equity, Power And Gender Issues Need to Be Addressed.[3]



*Direct contribution of tourism in world economy(2006-2017) (5)

Modern day development and Improvement in Information Technology Field

Advances in data innovation in the course of the most recent 20 years have additionally conveyed extraordinary change and advantages to the travel industry. Sites, for example, Agoda.com, Airbnb.com, Booking.com, ebookers.com, expedia.com, Hotel.com, Lastminute.com, and Trivago.com are simply a few instances of stages that are effectively available to clients around the globe. With a mushrooming of endless sites for the booking of occasions, extending from air ticketing, journey occasion appointments, vehicle contracts, inn convenience, guided visit bundles, and numerous different contributions, new difficulties have emerge..Finally, the job of online life can't be overlooked. As shoppers travel more, and to more places, they have progressed toward becoming faultfinders in their possess rights. Never again do they need to depend on the proposals of visit administrators or visit counsels like Trip advisor. Or maybe, on the web proposals by past guests can turn out to be progressively ground-breaking in affecting how potential visitors would settle on their choices.[4]

Methodology

The design used for this have a look at became that of a descriptive studies layout which sought to examine, examine and determine the rising developments in the hospitality and tourism industry. data become gathered for this research the usage of secondary assets. Thorough studies have been conducted on existing literature by reviewing textbooks, associated literature, articles, journals and on-line sources and the seaming trends were diagnosed to expect the destiny potentialities of the enterprise.

Conclusion

This investigation obviously features that goals looking to keep up or reinforce their position later on universe of Hospitality and the travel industry should begin taking a shot at a long haul activity plan including a lot of systems that consent later on requirements of the travel industry individuals. PC frameworks currently enable individuals to hold carrier tickets, rental vehicles, lodgings, and visit all in the meantime. These PC frameworks are called PC reservation frameworks or worldwide dissemination systems. The Indian the travel industry and cordiality industry has as of late risen as one of the key driver of development among the administrations area in the nation. The travel industry in India is additionally a conceivably huge business generator other than being a huge wellspring of outside trade for the nation. The Government of India has understood the nation's potential in the travel industry and has found a way to make India a worldwide travel industry center point.

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Tourism and Hospitality Industry in India

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ABSTRACT: *Background:-* Emergence of India as a leading social, economical and political leader in the 21 century has opened its door to the world. Its cultural uniqueness, social and natural diversity, exotic food and beverage, colourful festivals attracting the world like never before. Now a day's global economy is driven by three major T's which are Technology, Telecommunication and Tourism. The [World Travel and Tourism Council](#) report says that tourism sector has generated 15.24 lakh crore (US\$210 billion) or 9.4% of [India's GDP](#) in 2017 and supported 41.622 million jobs, 8% of its total employment. Foreign Tourist Arrivals (FTAs) in India during 2017 were 10.18 million with a growth of 15.6% as compared to the same period of the previous year. During 2016, FTAs were 8.8 million with a growth rate of 9.7%. Foreign Exchange Earnings through Tourism (FEEs) during the period 2017 were Rs.1, 80,379 crore with a growth of 17% over same period of previous year. The Hospitality and tourism Industry has proven to be the major engine of economic growth and a significant contributor to the employment generation as well as foreign exchange earnings. In the wake of this the hospitality and tourism industry of the India needs to be studied very minutely in all the key areas from policy formulation to infrastructure building, visa services, digitalization, skill development and capacity building, labour legislation, connectivity, health and hygiene promotion and lot more. SWADESH DARSHAN Integrated Development of Theme- Based Tourist Circuits and PRASHAD Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for the development of tourism infrastructure in the country. The hospitality industry which includes accommodation, [food](#) and [drink](#) service, [event planning](#) and management, [theme parks](#), [transportation](#), [cruise line](#), [traveling](#) and various other services within the tourism industry need huge skilled labor force for different areas like housekeeping, front office etc to provide services of global standard. Hunar se rojgar yojna is the initiative of the ministry of tourism has been very successful in this regard. The [Travel and Tourism Competitiveness Report](#) for the year 2017, ranked India 40th out of 136 countries. Also India attracts less than 3% of total global travelers. This figure shows despite of growth the potential of Indian tourism sector is very high and a lot more has to be done in the future. The most Important of all is the safety and security of travelers and the education of tourism culture have to popularize to create an ecosystem for the tourism industries. A separate subject of tourism can be included in the school curriculum in this direction which will definitely help creating standard skilled work force. **Objectives:-** the purpose of this study is to evaluate Tourism and Hospitality industry in 21st century and finding possibilities for growth of tourism and hospitality industry in India. **Methods:-** The study is purely review based and thus only secondary data from text books, journals and internet sources have been taken for various references.

Keywords: Tourism, Hospitality, Growth, India.

1. Introduction

Tourism and Hospitality are one of the largest service industries globally in terms of gross revenue, foreign exchange earnings and leading employment generators. Tourism, the act and process of spending time away from home for the purpose of recreation, relaxation, and pleasure, with the use of the commercial provision of services. Tourism is a product of modern social arrangements, which is believed to be originated in the Western Europe in the 17th century in [ancient Greece](#) and [Rome](#), as heritage tourism and beach resorts. One other school of thought believes that the tourism activities originated hundreds of years before this, as Pilgrimage tourism (example- Mecca-Medina, Jerusalem, Kashi-Benaras, and Nalanda-Bodh Gaya). However now a day's several other activities are getting popularity as a tourism activities such as Business tourism, Medical tourism, Science and technology tourism, Adventure and sports tourism, Eco tourism, Educational tourism, Village and Tribal tourism etc. Post industrialization the modern tourism and hospitality industry began to develop as leisure and pleasure activities which further grew exponentially after the globalization and taken shape into the present form. Hospitality refers to the relationship with guest and host, where the guest receives various tourism supporting services such as accommodation, foods, beverages, transportation assistance, travel guides, recreation activities, Information centre etc from the host. Hospitality is simply an opportunity to show love, care, respect and belongingness. The world witness a parallel growth of hospitality industry along with the tourism industry, and its role is vital in the development of tourism and travel activities globally.

The global tourism footfall for the last four decades or so shows a picture of a tourism revolution has been sweeping the world. In 1964, the number of tourists leaving their homes, worldwide, was 100 million. This number increased to 200 million in 1974, 500 million in 1992 and 700 million in 2001. The counts are likely to get over 1.5 billion by 2020 and receipts from it are estimated to approx \$2000 billion.

G. Sundaram (Sundaram, 2000) has estimated that the capital - labour ratio per million Rupee of investment at 1995-96 prices in the hotel and restaurant sector is 89 jobs as against 44.7 jobs in

Agriculture and 12.6 jobs in the manufacturing sector .Mc Guire (2015) in her study investigated the latest prevalent in the hospitality industry and iterated that emotional experience an exploration our symbolic towards the industry. Kotari (2011) in his research paper observed that for a produce from the tourist point of view to be improvised and valued the elementary raw inputs are the countries geographical, attractiveness, climatic features, historic information, culture characteristics and the citizens. According to Niti Aayog, India, There has been significant progress in the travel, tourism and hospitality sector in the last decade but there is much further room for improvement. India moved up 12 places from 52nd to 40th in the World Economic Forum's Travel and Tourism Competitiveness Index in 2017.

India having a rich and diverse, pilgrimage, cultural, heritage, geographical, historical, economic features attracted the world from ancient time. Fa-Hien, Hiuen Ttsang, Al Beruni, Ibne Batuta where some famous ancient scholars who came India as a traveler. India having 7600 kms coastline, Rainforests, wildlife diversity deserts, snowcapped mountains on the one hand and temples, mosque, stupas, tribal habitat and a multi cultural demographic representation on the other. It makes India one of the most attractive global destinations.

According to the World Travel and Tourism Council Economic Impact 2018 report India is the seventh largest travel and tourism economy in the world by the total contribution of the industry in the GDP of the nation. It is likely to become the third largest economy in the next ten years. Its total contribution in the country's GDP in the year 2017 was 9.40%, which is expected to grow at the rate of 7.5% to 9.4% subsequent years. Indian tourism economy is likely to be double by 2028 as per the above report. Travel and tourism industry provided 8% of total employment in the year 2017 and total number of jobs dependent on tourism industry to go from 42.9 million in 2018 to 52.3 million in 2028. It means by 2028 this sector will create an additional one crore jobs in India.

According to the Ministry of Tourism the percentage share of foreign tourist arrival in India during June 2018 among the top fifteen source countries was the highest from Bangladesh (25.92%), USA (20.88%) and UK (6.25%). Top source countries availing e-Visa facilities during June 2018 was highest from USA (18.0%), UK (9.5%) and China (7.1%).

The Travel and Tourism Competitive Index, 2017 released by the World Economic Forum shows a gain of 12 places and ranked 40 instead of 52 last times.

At present India offers variety of tourism opportunity to the world which can be broadly categorized in the following areas:-

1) Leisure and recreational Tourism- India provides a peaceful ecosystem to spend a holiday which helps the travelers to attain the much needed peace of mind and soul out of their busy work schedule.Haridwar, Hrishikesh and Laddak offers meditation and yoga related tourism , Kerala is famous for its ancient message therapy which helps relaxing the body and mind. Ministry has also taken the initiative to establish India as a liming destination by promoting "Incredible India" brand at various flora. Ministry has also supported the International Film Festival of India (IFFI 2017) in Goa by hosting the closing dinner.

2) Heritage and Pilgrimage Tourism- India poses a great mixture of almost all the religions of the world from the ancient times. It has protected and promoted its architectural establishment such as temples, mosque, stupas and the palaces of the history. many of them are unique and has been listed by UNESCO as "world heritage sites" such as Ajanta, Ellora, Elephanta caves in Maharashtra, The [Buddhist Monuments at Sanchi](#) and The [Rock Shelters of Bhimbetka](#) in Madhya Pradesh, Qutub minar and Humayu Tomb in Delhi, The [Mahabodhi Temple Complex at Bodh Gaya](#) (Buddha Gaya) Bihar and many more across the map of India. These historical monuments produce the fine examples of the great composite culture of India which evolve and flourished here in the last thousands of year. It pulls the massive global footfalls.

3) Cultural and Religious tourism- The Kumbha mela, Puskar mela ,Sonepur mela are the several examples of Indian cultural and religious exposure to the Indians as well as world. Krishna Circuit, Spiritual Circuit, Ramayana Circuit, Heritage Circuit, Tirthankar Circuit and Sufi Circuit are some specially developed

and dedicated circuits to promote and attract religious and cultural tourism. It provides them an opportunity to participate and feel the historic cultural and religious event. The Buddhist Circuit which is associated with the life of Lord Buddhist has been developed and promoted by the Ministry of Tourism and the Government of India. Buddhist Circuit includes Bodhgaya, Vaishali and Rajgir in Bihar, Sarnath in Varanasi, Shravasti and Kushinagar in Uttar Pradesh. It helps to attract the Buddhist tourist from all over the world, especially from south and East Asia.

4) Ecological and Wildlife Tourism- With only 2.4% of world's area, India accounts for 7-8% of total species of the world. There are about **45,000 species of non flowering plants**, which accounts for 7% of world's total. About 33% of these are endemic which means found only in India. There are 15,000 flowering plants, which is 6% of the world's total. There are 91,000 animal species, representing about 6.5% of world's fauna belongs to India. India has a rich Marine Biodiversity, Wetlands, coastal ecosystem, ice capped mountains, Forest biological diversity, Genetic diversity, Species Diversity, biodiversity hotspot, DESERT NATIONAL PARK etc. It makes India heaven for the eco loving tourist.

5) Village and tribal Tourism- The soul of India still lies in the villages and the remote and original tribal habitats. 'Tribal tourism' as defined by [Terry Ward](#), journalist and travel writer, is "a new form of travel in which tourists visit tribal villages in order to be exposed to a culture completely different from their own". In India, Madhya Pradesh, Orissa, Nagaland, Mizoram, Arunachal Pradesh, Andaman and Nicobar Islands, Himachal, Jharkhand and Chhattisgarh see optimum tribal tourism. Tribal tourism plays key role in creating various financial opportunities for the tribes living in the hinterlands. It has helped foster awareness about the indigenous people in India, many of whom face oppression, lack of opportunities and social exclusion. The tribal population of India has still managed to preserve their prehistoric rituals, customs and culture. Tribal circuit and rural circuits has been specially developed under the Swadesh Darshan scheme which is a theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner.

6) Business Tourism- Business tourism is a subset of tourism where a traveler travel another country for work related activities such as business meeting, conference, consultancy, inspections etc and spend less time at leisure activities. Business tourism is centered to the areas such as cities, industrial regions etc. While business tourism grows, the Indian hospitality industry experiences challenges keeping up with demand, and coupled with leisure tourism expansion, occupancy rates are high. As a result, room rates become expensive and bookings for larger groups need to be made in advance of travel. In addition, large hotels outside the major centers can be difficult to find, and may not meet international standards.

7) Medical Tourism- India having a unique blend of modern medical science practices as well as a centre of Ayurveda, Yoga, Sidha, Naturopathy, etc. together with the spiritual philosophy that has been integral to the Indian way of life. Apart from this India provides one of the cheapest healthcare practices with the pool of highly qualified and trained Doctors and medical staffs who are fluent in English, which breaks the language barriers. Acquired accreditation from well-known international organizations like JCI (Joint Commission International) & JCAHO (Joint Commission on Accreditation of Healthcare), Immediate Treatment facilities, Privacy and Travel Opportunities makes india a popular medical tourist spot. A National Medical and Wellness Tourism Board has been created to work as an nodal agency to govern and promote medical tourism in India. Ministry of tourism assists the Chambers of Commerce for organising exhibitions and seminars on Medical Tourism. These include International Health Tourism Conference, Bangalore 2017, Advantage Healthcare India, Bangalore 2017, Medical Pharmacy 2017, and Delhi.

8) Educational Tourism- India is an important centre of education for most of the South-Asian countries since the ancient period. Nalanda University, Taxila University and Vikramshila University were epitome of knowledge and most preferred destinations for domestic scholars as well as foreign travelers for knowledge sharing and learning. Today India offers good quality global standard education at a cheaper rate to the world. The inbound travelers are much more than outbound education traveler in India. As the quality of education, the degree provided here is not considered of international standards; neither is there a proper uniform mechanism for transfer of credits between home and host institutions India fails to attract much foreign students. Currently, India has some 47,000 foreign students—a tiny number compared to countries with traditionally strong higher education sectors. Study in India" scheme launched jointly by four

ministries—human resource development, external affairs, home and commerce is an ambitious plan to attract 200,000 foreign students to India, more than four times the current number.

9) Adventure and sports Tourism- Adventure tour to India is of **ultimate fun**. The sheer vastness and geographical diversity of the nation gives opportunity to its tourists to plan out a wide range of adventure trips from mountaineering the tallest peaks, trekking down the Himalayan ranges to biking and exotic jungle safaris. Some of the adventure sports that can be explored in here include **trekking, skiing, rock climbing, scuba diving, parasailing, mountaineering, camping and camel safari**. The adventure tour to India becomes more exciting with the wildlife parks and sanctuaries in the country. These parks tempt the tourists with the soft adventure activities like elephant safari, jeep safari, photography, tiger trailing, bird-watching etc. To promote Adventure

Tourism, the Ministry of Tourism has decided to celebrate 2018 as year of Adventure Tourism. Sports tourism means to travel for either watching or participating in a sports event, which also includes sightseeing of that region. Sports are an investment to the tourism industry; they help in the economic growth by filled hotels, restaurants, transportation modes, and retail establishments. They attract high-yield visitors, especially a sport loving repeaters. They Create exposure and enhances a positive image for the county and its socio-culture. Sports tourism industry is a multi-billion dollar industry worldwide. According to an estimate, global sports tourism was worth USD 7 billion in 2017, said Cox and Kings.

Government's Initiatives-

1) Swadesh Darshan Scheme - Under the Swadesh Darshan scheme the ministry of tourism is committed to Integrated Development of Tourist Circuits around Specific Themes. Under the scheme fifteen thematic circuits have been identified for development, namely: Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, North-East India Circuit, Buddhist Circuit Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Tirthankar Circuit, Ramayana Circuit, Heritage Circuit, & Sufi Circuit.

2) Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) - The scheme aims at infrastructure development like development/up gradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like improvement of road connectivity (last mile connectivity), purchase of equipment for ecofriendly modes of transport , tourism Information Centers with ATM/ Money exchange counters, and equipment for tourist activities such as Light & Sound Show, water/adventure sports, renewable sources of energy for tourist infrastructure, parking facilities,, cloak room facilities, waiting rooms, toilets construction of craft haats, bazaars , improvement of communication services through establishing telephone booths, internet connectivity, Wi-Fi hotspot. Under PRASHAD scheme, 25 cities of religious significance have been identified for development in India namely Amravati, Amritsar, Ajmer, Ayodhya , Dwarka , Deoghar , Badrinath, Belur , Gaya , Guruvayoor , Hazratbal,Kamakhya, Kanchipuram , Katra, Kedarnath Mathura , Patna, Puri, Srisailam, Somnath Tirupati , Trimbakeshwar , Ujjain , Varanasi and Vellankani.

3) Government is providing Assistance for Large Revenue Generating Projects-The Scheme aims at development of infrastructure by promoting Large Revenue Generating Projects like Cruise Vessels, Convention Centers, Tourist Trains, Golf Courses etc. with the collaborated efforts of Public Sector and Corporate/Private Sector Partnership.

4) Easing of visa regime- The Ministry of Tourism takes the initiative with the Ministry of Home Affairs and Ministry of External Affairs for increasing inbound tourism. As on December, 2017, e-Visa facility had been extended to the nationals of 163 countries under 3 sub – categories i.e. 'e – Business Visa', 'e- Tourist Visa' and 'e – Medical Visa'.

In 2017, 1.7 million foreign tourists arrived on e-Tourist Visa which was a growth of 57.2% from last year.

5) Adopt a Heritage Scheme (Apni Dharohar Apni Pehchan Project) - It was launched on World Tourism Day i.e. 27th September, 2017. This project is a key initiative of Ministry of Tourism in close collaboration with Ministry of Culture and Archeological Survey of India (ASI). It invites Public Sector Companies, Private Sector Companies and Corporate individuals to adopt the sites of heritage importance and to take up the responsibility for making our heritage and tourism more sustainable through conservation and sustainable development. Till now seven shortlisted companies have been given 'Letters of Intent' for fourteen

monuments under 'Adopt a Heritage Scheme'. These companies will be known as 'Monument Mitras' the 'Monument Mitras' would associate pride with their CSR activities. The project aims at development and maintenance of world-class tourist infrastructure and amenities like basic civic amenities and advanced amenities such as cleanliness, secure environment, ease of access, public conveniences, illumination and night viewing facilities for inclusive tourist experience to increase both domestic and foreign tourists footfall.

6) Incredible India 2.0" Campaign- Incredible India 2.0 Campaign launched by the Ministry of Tourism on World Tourism Day (27 September 2017), to promote Indian Tourism. The strategy for the Incredible India 2.0 Campaign will aim at moving to the next level of promotion and marketing with a shift from the present generic promotions being undertaken across the world to market specific and focused promotional plans and product specific content creation. The objective of the campaign is to promote India as a holistic destination and various tourism products including spirituality, medical and wellness will be promoted through this Campaign. The Ministry of Tourism, Government of India has won the First Prize in the category of TV Cinema Spot at the prestigious international Golden City Gate Tourism Awards 2019 for the films/television commercials produced as part of its Incredible India 2.0 Campaign. The Ministry of Tourism is developing a new Incredible India website campaign. The website is aimed at providing all visitors relevant, interactive and immersive experience across multiple digital touch points (website, and mobile app). It will be one-stop-shop for all tourists planning to visit India by providing complete details on destinations and enabling end to end planning.

7) The Heritage Trail Scheme-This scheme is to promote the World Heritage Sites in India.

8) Domestic Television Campaigns- It uses Doordarshan to promote tourism of the North East Region and to the State of Jammu & Kashmir. The annual International Tourism Marts are being organized in the north eastern states to promote this region. The 6th International Tourism Mart was organized from 5th to 7th December, 2017 in Guwahati.

9) Paryatan Parv- The ministry of tourism in collaboration with other central ministries, state governments and stakeholders is organized a "Paryatan Parv" across the country from the 16th to 27th September 2018 with the objective of drawing special focus on the development of tourism, showcasing the cultural diversity of the country and reinforcing the principle of tourism for all . Paryatan Parv has three main components that is Dekho Apna Desh, Tourism for All and Tourism and Governance.

10) A National Medical and Wellness Tourism Board – This will be an umbrella organization has been set up govern and promote medical tourism in India.

11) A 24x7 Toll Free Multi-Lingual Tourist Info Line (1800111363 or on a short code1363) – It is being run by the Ministry of Tourism for providing information relating to Travel & Tourism in India to the domestic and International tourists in 10 International Languages besides Hindi & English, for assisting them with advice while travelling in India. The calls made by tourists (both international and domestic) while in India will be free of cost. The international languages offered are Arabic, Japanese, Italian, Korean, Chinese, Portuguese, French, German, Russian and Spanish, in addition to English and Hindi.

12) 'Special Tourism Zones'- Creation of Special Tourism Zones partnership with the States was announced in the Budget for 2017- 18. It will lead to overall development of the areas and offer diverse tourism experiences which would help in enhancing capacity building, tourism awareness and creating livelihood and improve standards of local communities living in those areas.

Areas of improvement for Indian Tourism and Hospitality Industry

1) Economic and Infrastructural challenges –Although the government of India has announced the '[Incredible India 2.0](#)' initiative to develop the country's hospitality sector through investments in tourism infrastructure. The ground reality seeks more government, private sector and individual efforts to boost the required level of world class infrastructure in the field of real estate, retail, banking, etc to support the tourism and hospitality industry.

2) Social and Cultural challenges- The more exposer to the outer world the more our composite culture and social life get enriched but at the same time it's also exposed to some anti social and value less elements which may dilute Indians socio-cultural beliefs.

3) Policy and administrative challenges- Government of India and the ministry of tourism has introduced many schemes and initiatives to promote tourism. 100 percent FDI under the automatic route in tourism and hospitality including tourism construction projects, including the development of hotels, resorts, and recreational facilities has been allowed to attract foreign investments. Beside all these steps the implementation of the policies are still to be made more efficient in order to achieve the potential growth. .

4) Technology and Innovation- Technology and innovation keeps a nation moving forward. Artificial Intelligence, robotics, High speed internet, super specialty medical facilities etc are need of time .In which India lagging far behind its competitors' in the Hospitality and Tourism industry. It is thus the most important area of improvement where all the stake holders should put an integrated effort to become a global leader.

5) Safety and security- Tourist safety and security should be the main focus with special attention on women, child and single travelers. Incident of robbery, rape and murders has been reported in the many part of the country. It defames India's reputation on global level and discourages the overseas tourist to travel India. Police and administration should be more sensitive and tourist friendly. Special security agency should be created to foster the need and concerns of the inbound and out bond tourist in India.

6) Ecology and environment-Tourism industry put pressure on the local resources like ground water, vegetation etc and creates problems of pollution, wastes management, wildlife habitat disturbance etc. Effective measures should be taken on the each level of government as well as society to minimize the impact of tourism on ecology and environment so that the sustainable development goal (SDG) by United Nation can be achieved.

7) Connectivity challenges- UDAN scheme for regional connectivity via Air is a game changer step for the promotion of Tourism in India. Recently India has celebrated its 100th airport in Pakyong at Sikkim. Still India need to go miles on the air, road and Water ways connectivity to make the Journey from one tourist place to another more convenient.

8) Controlling unethical activates- Sex tourism, Drugs tourism, surrogacy tourism (surrogacy for outsiders are ban in India), human trafficking and many more are some of the dark sides of tourism industry. Indian intelligence system, police, social workers, NGOs can play important role to curb them.

Conclusion

On the evaluation of all the facts and figures presented above the picture is crystal clear that as a tourist destination India is attracting the world like never before. The global as well as domestic traveler's footfall is increasing faster. This has made the tourism and hospitality industry advanced and revenue and employment in this sector has increased many folds. Unfortunately due to poor policy implementation, increasing crime against travelers, lack of hygiene & sanitation, poor connectivity from one site to another, terrorist activities the tourism industry could not attained the highest level of its potential. So it is the high time for all the stake holders to put an integrated effort to come up with solutions of the above problem and enjoy the status of top global destination.

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Study on Effective Water Scarcity Management and Drought Mitigation Strategies from Hospitality and Tourism Perspective

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ABSTRACT: Water scarcity is a global problem leading to Drought and affecting nature cycle and environment. Out of 100 % of water available on earth 97% is in the oceans and 3% is freshwater. Out of these 3% approximately 2% of freshwater is at the both poles in the form of ice or glaciers. Thus 1% of freshwater is in the rivers, lakes, in the atmosphere and in groundwater. Drought is generally due to variations in rainfall and climatic conditions. Draught has direct impact on agriculture, environment, livestock and households but has indirect economic impact on various business especially Tourism, Hospitality and services sector. "Weather-Watch-Group" has been set by Ministry of Agriculture to monitor weather on weekly basis. National Agricultural Drought Assessment and Management system (NADMS) is being developed by the Department of space for the Department of Agriculture and Co-operation. The study attempts to focus on Draught monitoring, management and mitigation strategies used in Hospitality and tourism industry especially hotels. Extensive desk research was conducted to study the effect of Drought on Hospitality and tourism industry. Observation method was adopted. The study focuses on the work pattern of various National level institutions involved in managing drought in India. Central Government Looks after all the measures for the purpose of drought management. It ensures that all ministries and departments are working on preparedness, prevention and mitigation of droughts.

It was found that Drought prediction methods are at a very tethering stage with not so perfect forecast of monsoon rainfall. United Nations Conference on Environment and Development (UNCED) in 1992 recommended An international day to celebrate freshwater on 22nd march.

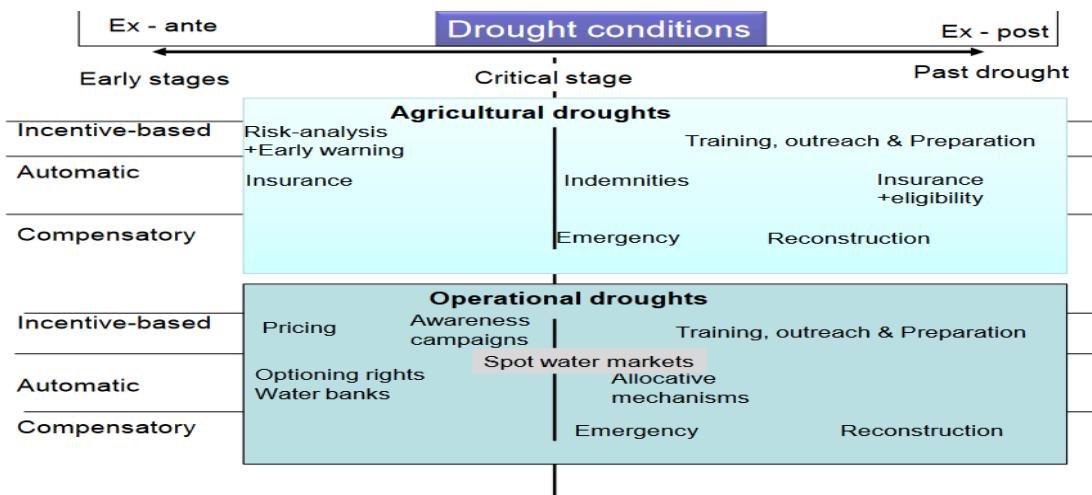
Keywords: Drought, management, hospitality

1. Introduction

Every year, World Water Day highlights the significance of water in our lives and enlightens layman on how to management of all sources of drinking water sustainably. 85% of the nation's potable water comes from aquifers and their levels are falling. As per Central Water Commission, available Water for consumption is very scarce i.e only 29% of water is stored and lying in India's 91 reservoirs. Water scarcity has been recognized as a major global problem, with demand for water projected to exceed supply by 40% by 2030 almost half the world's population will be living in areas of high water stress. The situation leading to water scarcity leads to Drought. Roy et al.(2007), Nandakumar (2009,) stated that Drought is classified as (i) Meteorological Drought: It is deficiency of precipitation from normal level. (ii) Hydrological Drought: It is the condition when the surface and ground water level falls below normal. (iii) Agricultural Drought: It occurs when the soil moisture and rainfall are not adequate for crop growth. Drought occurrence is due to the influence of number of factors like no rain fall or uneven distribution of rainfall, duration of rainfall deficiency, loss of soil moisture, depletion of ground water level. Droughts have direct influence on agriculture, water supply for domestic chores and on economic sectors like irrigation, hydroelectricity production, Agro - industry etc which are highly water - dependent activities.

India is still considered an agricultural economy primarily but agriculture's contribution to the nation's Gross Domestic Products (GDP) is gradually declining from 51.9 per cent in 1950- 51 to 13.7 per cent in 2012-13. Adding to the vulnerability is the fact that approximately 56 per cent of the total cropped area is rain-fed (GoI 2013a). Agriculture is the primary source of livelihood for 58% of India's population. Gross value added by agriculture, forestry and fishing is at Rs 17.67 trillion in 2018. (Ibef.org/industry/agriculture). Due to high temporal and spatial variability in rainfall and wide variations in physiographic and climatic conditions in the country, moderate to severe droughts are experienced almost every year irrespective of a good monsoon. Government has set up a Crop Weather Watch Group at the Central level which Collects data by monitoring rainfall patterns, water resources, crop growth etc. on a weekly basis. In order to overcome the limitations of drought monitoring, the National Agricultural Drought

Assessment and Monitoring System (NADAMS) project provides near Real-time information on prevalence, severity level and persistence of agricultural drought at state/district/sub district level. While the central government plays the role of a facilitator, the primary responsibility of managing drought lies with the State government. With the enactment of the Disaster Management Act in 2005, the National Disaster Management Authority (NDMA) was set up as the apex body for Disaster Management in India, with the Prime Minister as its Chairman. Further, Disaster Management Authorities at the State and District Levels are headed by the Chief Ministers and Collectors/ Zilla Parishad Chairmen respectively. Das et al (2007) mentioned Yr 2002 drought as one of the severest in India which affected 56% of its geographical area, the livelihoods of 300 million people and 150 million cattle in 18 states for which the GOI had to provide relief amounting to about US\$ 4500 million. According to the National Remote Sensing Centre (2008), about two thirds of the geographic area of India receives low rainfall (less than 1000 mm), which is also characterized by uneven and erratic distributions. Agriculture is the immediate victim of drought disaster impacting crop area, crop production and farm employment. While it is difficult to demarcate the onset and end of drought, the impacts can be severe affecting the poorest and most deprived sections of the society.



Source: Garrido, A. and A. Gómez-Ramos. "Risk Sharing Mechanisms supporting planning and policy" En Iglesias, A., A. Cancelliere, F. Cubillo, L. Garrote y D. Wilhite. (Eds.). *Coping with Drought Risk in Agriculture and Water Supply Systems*. Springer. EEUU. 133-151. 2009.

Kanda (2010) realized that as drought affects large geographical area, its conditions are spread all over the world covering North Africa, Mid-East, West Asian Countries, India, China, North, Central and South America. Droughts are classified as early season, Mid season and late season. Drought has impacts on transportation, tourism, energy sectors, forest fires and environment in many Nations all over the world. He also emphasized that The Department of Agriculture and Cooperation (DAC), Ministry of Agriculture (MoA) and National Institute of Disaster Management (NIDM) has the responsibility of preparing the National manual for drought management which has guidelines for drought management in India. He enlisted National level institutions for drought management in India Institutions with their role which are as follows:-

National Disaster Management Authority (NDMA): Responsible for laying down policies, plans and guidelines for drought management and implementation for timely and effective response to disasters. The guidelines assist the Central Ministries, Departments and States to formulate their respective drought management plans. **National Executive Committee (NEC)** Has administrative control of drought management. Preparation of national plan based on national policy of drought management. **National Disaster Response Force (NDRF)** For response on threatening disaster situation. **National Institute for Disaster Management (NIDM)** Works on training, research, documentation and the development of a national level information database. **India Meteorological Department (IMD)** Responsible for the National Meteorological Service. **National Rainfed Area Authority (NRAA)** addresses the issue of drought mitigation on a Long- term basis. **India Drought Management Centre (IDMC)** Help in selecting appropriate drought mitigation and preparedness measures and methodologies.

According to Murthy et al. (2010) the 1987 drought in India damaged 58.6 million hectares of cropped area affecting over 285 million people. The 2002 drought reduced the sown area to 112 million hectares from 124 million hectares and the food grain production to 174 million tons from 212 million tons, thus declining

agricultural GDP to a 3.2 per cent. Effective and timely coordination among various Ministries /Departments /Organisations can enhance the drought management results (GOI 2010). Roy et al. (2011) mentioned that agriculture is the major sector on which the Indian economy is dependent. 70% of the Indian population is directly or indirectly dependent on agriculture for their livelihood. Gupta et al. (2011) Drought Management Strategies in India Government of India has many strategies to manage and overcome the drought effects. The drought management mechanism includes institutional mechanisms, employment generation, social welfare practices, support from Central and State Government and Early Warning Systems. Several policy measures undertaken by the Government of India (GoI) help in building capacity for drought prevention, preparedness, mitigation and management. This has also led to a shift in perception of droughts from a 'crisis of an urgent nature' to a management issue (GoI 2012). Aijaz (2013) added that more than 55% farmers in India depend on rainfall for raising crops and Singh (2013) enlisted the counts of droughts which India has experienced right from 1891, 1896, 1899, 1905, 1911, 1915, 1918, 1920, 1941, 1951, 1965, 1966, 1972, 1974, 1979, 1982, 1986, 1987, 1988, 1999, 2000, 2002, 2009 and 2012 with increasing frequencies during the periods 1891-1920, 1965-1990 and 1999-2012 reaching more than twenty four large scale droughts. Although the country has experienced three major droughts between 2002 and 2012, the capacity to cope with the adverse impacts is steadily increasing due to improved technology and irrigation and partly due to diversification of rural economic activities away from pure farm activity (GoI 2013a).

Literature review

Kumar (1998), Nandakumar (2009), Kanda (2010) mention that drought conditions remain extended for a longer period when rainfall deficiency occurs for consecutive years.

Jeyaseelan (2003), Gupta et al. (2011), stressed that drought has serious impacts on agricultural, economic, social and environmental sectors.

Jeyaseelan (2003) stated that Remote sensing techniques along with the use High resolution satellites sensors from LANDSAT, SPOT and IRS are used in India to obtain information of a large area for drought impact assessment and relief management. Computer technologies and GIS help in processing the information gained from remote sensing for preparing maps. Jeyaseelan also stressed that Drought can be managed into three phases i.e. with timely preparedness, prevention and mitigation.

Jeyaseelan (2003), Nandakumar (2009) Gupta et al. (2011) stated that there are many direct and indirect impacts of drought on social, economic and environmental sectors resulting in reduction of agricultural production and impairment to wild life as well as harm to economy and society.

Sharma (2004) in his research piece mentioned that drought monitoring and forecasting is carried out by Indian Meteorological Department (IMD), which prepares aridity maps on weekly basis and compiles weekly rainfall and precipitation at district level. Drought declaration is the responsibility of State Government. Once the drought is noticed, it is mandatory for the central government to look for the losses and claims done by states. Thus Drought is the responsibility of both state and federal Governments in India.

Shewale (2005) noticed the criteria on which India Meteorological Department (IMD) monitors drought. Drought situation is when the rainfall is less than 25% of the normal rainfall in any area and moderate drought, if the rainfall deficiency is between 26 to 50%. Areas with Drought probability of less than 10% are least drought affected areas, while if there is Drought probability of 10 to 20% the area is called frequently drought prone, and if the probability more than 20% the area is said to be chronically affected by drought.

Prabhakar et al. (2007) highlighted need to enhance medium and long range forecast capabilities and stated that that agromet advisories issued on a weekly and bi-weekly by the local governments help farmers to adopt appropriate agricultural practices.

Roy et al. (2007), Kanda (2010). The drought intensity is measured by monitoring agricultural sectors, economic conditions, water levels, internal and external conflicts.

Karunakaran (2008) stated that a permanent drought is caused due to extremely dry climate and the agriculture is possible only by irrigation; the seasonal drought is the one where the crop durations is not synchronized with the rainy season, the contingent drought's occurrence is irregular and the invisible drought occurs in humid regions in presence of frequent rainfall.

Dappin (2009) recognized that Modern technologies such as wireless sensor networks have proved to be helpful in predicting severity of Drought by accounting various drought parameters like temperature, wind pressure, humidity, precipitation etc. Use of traditional practices for severity prediction is complex due to continuous change in natural parameters and human involvement.

Nandakumar (2009) found that Droughts has frequent occurrence in India.

Mujumdar et al. (2009) disclosed that Fuzzy clustering and linear regression methods are used to monitor and predict future precipitation which is one of the important factor responsible for drought condition.

Bandyopadhyay (2009) observed that due to increasing climate variability and changing climate, the need for effective and efficient drought warning systems is must because it depends on accurate timely assessments of soil, crop, micro-climate and its linkage with livelihoods so that it can trigger mitigation and emergency response at primitive level owing to slow onset nature of drought.

Mauree (2010) stated that ICT provides information about physical and environmental variables associated with droughts like temperature, soil moisture level and rainfall with the help of sensors and communication networks.

Neelam et al. (2010) highlighted that in South Central India, International Crops Research Institute for the Semi Arid Tropics (ICRISAT), informs the rural communities about the vulnerability of their region to drought. Communities are communicated and explained to stay prepared for drought condition With the help of satellite imagery and GIS obtained "coloured drought map images developed by IIT Bombay".

Neelam et al. (2010) stated that ICT along with other emerging technologies like remote sensing is helpful for drought monitoring and management. Use of mobile phones and Internet, for providing early warnings and drought conditions to the farmers and residents in drought areas help managing drought conditions. Audio and video conferencing is another way to provide information to remote farmers and residents of drought prone areas.

Yap (2011) established a point that Radio and television are traditional media for drought like disaster management and provides one-to-many communication in low price. Fixed and mobile telephones are used to distribute the early warning information of drought conditions. Internet and email services are helpful at the time of drought like disaster. Along with preparedness and management, ICT has also be used to provide financial assistance to farmers by raising funds for drought assistance from donors like various agencies, government and individuals

Gupta & Singh (2011); Pareek & Trivedi (2011) stated that there is tremendous potential for harnessing the Indigenous Technical Knowledge (ITK) For alleviating drought impacts. He added that India is endowed with a rich repository of knowledge-relating to cloud formation, lightning, wind direction, rains and drought which has evolved over centuries to perceive and manage natural disasters and extreme weather events by disaster prediction, response, mitigation, and effects of weather on crops. This vast and time-tested ITK on natural resource management can be extrapolated to understand the modern concepts of disaster risk management in terms of early warning, preparedness, mitigation, response and relief.

Gupta et al. (2011), Sharma (2004) highlighted Drought Management Cycle in India

Nandakumar (2009), Roy (2011) Emphasized that Droughts are characterized on the basis various indices like rainfall, soil moisture, temperature, evapotranspiration etc. These indices define and demarcate severity of droughts of a particular region. Based on the indices, different drought indicators are being developed.

Some of them are:

- (i) Aridity anomaly index: It is based on rainfall, evapotranspiration and soil moisture and is used to gauge the moisture stress over the crops.
- (ii) Standardized Precipitation Index: It is based on precipitation and is useful in agricultural and hydrological applications.
- (iii) Palmer Drought Severity Index: It indicates moisture conditions.
- (iv) Crop Moisture Index: It is the degree to which the crop moisture requirements are met.
- (v) Surface Water Supply Index: It gives the measure of water availability over the selected region.
- (vi) Normalized Difference Vegetation Index: It shows effect of climate on vegetation

Gupta et al. (2011) GIS is a wide application that handles large amount of data to find various aspects of drought vulnerability and risk. Satellite remote sensing along with semantic sensor web and GIS can be used to monitor water level of rivers and reservoirs which may help in prediction of drought conditions. The effective early warning system to predict drought conditions should have all the meteorological, hydrological and agricultural information in order to address various indices. Drought mitigation can be done, either by following preventive measures or by using preparedness plans. Preventive measures are building dams and reservoirs for storing water, watershed management and cattle management, proper selection of crops for drought affected areas, applying soil conservation techniques, reducing deforestation, education and training to the people. Preparedness plan comprise of modifying cropping patterns and introducing drought resistant crops, improvement in grazing patterns, protection of shrubs and trees,

improvement in irrigation, protection of surface water from evaporation and introduction of drop irrigation system.

Roy et al. (2011) Late onset, prolonged break and early withdrawal of the monsoon may result in frequent drought occurrence which affects the crop production. About two third of the geographical area in India receives low rainfall and has uneven rainfall distribution.

Jiwan (2012) highlighted that Drought prediction, preparedness and management phases may lack in accuracy and timeliness. Application of modern computational technologies and ICT in drought monitoring, prevention and management is the better approach to overcome the same. ICT along with human support like watershed development, afforestation, ground water development etc is helpful for recovery from drought conditions. He also emphasized that government agencies support in drought management in India by adopting ICT and other technologies for monitoring and mitigating drought conditions. He stressed the need of prediction and preparedness by using Remote sensing imageries supporting and identifying drought area by collection of information based on soil, water, land use pattern, crop area, etc. Remote sensing data from IRS and EOS satellites is used to create database. This data is used by Government sponsored programme like Drought Prone Area Development Programme (DPAP) for watershed planning. IRS satellite uses LISS(linear imaging and self scanning) and PAN (panchromatic camera) sensors for gaining data from natural resources. Geo-satellites are used to obtain meteorological and climate data. INSAT consists of satellites for drought warning.

Kull et al (2013) showcased that There is growing awareness about the benefits of an integrated approach to disaster risk management because of its greater economic efficiency.

Since 2013, ESSO-IMD started using Standardized Precipitation Index (SPI) to monitor drought in the districts of India on a monthly scale. This is in accordance with the guidelines issued by the World Meteorological Organization which recommends SPI as the most useful drought monitoring index because of its versatility in covering all three forms of drought viz. meteorological, agricultural and hydrological.

Rajput et al. (2013) sighted Use of computational techniques in various phases and management of drought. Use of Association Mining is done in Bhopal district of India to check the severity status of Drought.

Taksande et al. (2014) Monitoring rainfall is another way of predicting drought. Artificial Neural Networks have been used to predict rainfall as well as other weather conditions in order to monitor drought.

Inge Huijbrechts, Global Senior Vice President, Responsible Business and Safety & Security, Radisson Hotel Group stated that "Water is life" phrase is especially true in water scarce areas as tourism is growing precisely in areas where water is depleting as a source or will become scarce. He suggested the need to consider and balance the rights of all users: local community, agriculture, eco-systems and thus minimize water use and look 'beyond the hotel door' to engage with stakeholders and the local community.

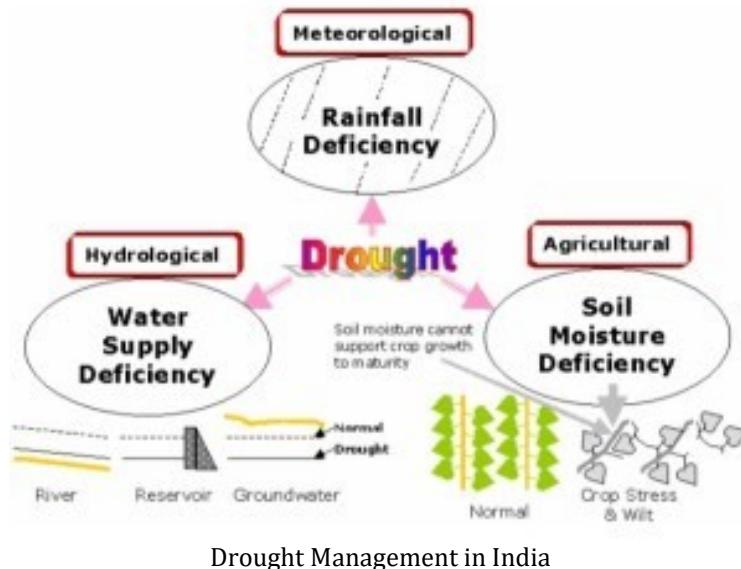
Methodology

Elaborated desk research was carried out to find out innovative yet sustainable methods for effective monitoring, management and mitigation strategies observation method and review of literature was done to find out the efforts and actions from the local to national level. The role of Government and the policies and procedures were screened out to analyze their relevance and effect on predicting such disasters. Research also tries to observe the preparedness of the local bodies, agencies, self help groups and government towards management of Droughts. The research has tried to focus on the recent water scarcity problems in Himalayan state of Shimla and Drought in Latur.

Findings

The states of Rajasthan, Gujarat and Andhra Pradesh were the most affected and have reported moderate to severe drought conditions in most of their districts. Gujarat faced the worst drought of the past 100 years. The drought also hit the states of Madhya Pradesh and Orissa, but to a lesser extent. More than 15% of the population, i.e. 130 million people, in over 70,000 villages and 230 urban centres are affected.

Drought Management in India or Mitigation of Droughts



Moisture Index in Different climatic Zones in India

| Moisture Index | Climate Zone | Percent Area |
|----------------|------------------|--------------|
| -66.7 | Arid | 19.6 |
| -66.7 to -33.3 | Semi-arid | 37 |
| -33.2 to 0 | Dry sub-humid | 21.1 |
| 0 to +20 | Moist sub- humid | 10.2 |
| +20.1 to 99.9 | Humid | 7.8 |
| 100 | Pre-humid | 8.3 |

UNICEF's response in support of drought mitigation in the affected states was planned on the basis of a rapid analysis carried out through field visits and in consultation with Government counterparts. The main goal was to provide relief to women and children in the water-stressed regions and to prevent health problems, including epidemic outbreaks, diarrhoea, malnutrition and dehydration. Immediate relief operations supported by UNICEF contributed to address major concerns such as availability of drinking water, primary health care for women and children nutrition and health. UNICEF supported drinking water supplement efforts through tanker supply, rejuvenation of handpumps, power-pumps and installation of new handpumps. UNICEF also facilitated preventive and curative health care through the provision of essential drugs, vitamin A, iron tablets, Oral Rehydration Salt packages, disinfection of drinking water and on-site sanitation facilities. Mid-term perspective to sustain the availability of drinking water in rural areas: like that in latur district of Andhra Pradesh where the traditional response to drought-related water scarcity has been to create new sources, further exploit existing sources or bring water to villages by tankers and trains. This approach has not changed in the last several decades, although such interventions have failed to provide lasting solutions. UNICEF is working with the state governments to facilitate the development of adequate policies and programmes for drought-prone areas. It includes facilitating the decentralisation of water resources management at the community level. The challenge is to sustain the interest of decision-makers in water issues after the monsoon and the end of the drought.

The research findings coincide with observations of Kanda (2010) that In order to accomplish the three phases of drought management, i.e., preparedness, prevention and mitigation, hard efforts are required. Carrying out these tasks, multiple challenges are to be faced. The major and first challenge is to identify the target and appropriate drought prone region. After the identification, it is again a difficult task to practice standard procedures for declaring a drought in specific area and on particular time. Other challenges include assessment of drought vulnerability and generation of vulnerability maps, drought proofing of chronically affected areas, development and organization of centralized database at state as well as national level for drought assessment and management, application of ICT for drought monitoring and finally, the identification of global and national practices for managing droughts.

- Droughts have severe impact on social welfare, economic parameters and thus results in impaired environment.
- The cost of the measures implemented to mitigate, prevent or alleviate the impacts of drought can also be attributable to the economic cost of the drought.
- Existing information on economic impacts of droughts is scarce, incomplete, unreliable and scattered
- Drought impacts on natural ecosystems are difficult to value in economic terms.

Conclusion and suggestion

Preparedness in timely predicting and identifying a drought prone area along with intensity and severity. It can be done on the basis of historical data and with the help of various drought indicators such as rainfall, temperature, crop yield and many more. With the help of efficient monitoring and early warning systems by using technologies like Remote Sensing and Geographic Information System (GIS), drought can be averted. It can be done by tracking rainfall history, evapotranspiration and soil moisture. Remote sensing based methods are used for identification of drought prone areas, climate variability prediction and soil moisture estimation. Effective management of drought is reliant on preparedness strategies. ICT is proved to be an important tool to transform information for a learning process. Information dissemination process in remote areas is carried out by using mobile phones, audio and video conferencing. Drought is the condition of water deficiency for long period which has an adverse effect on agriculture. India is a drought prone country where, occurrence of drought is frequent. Its impact remains for long period harming the economic growth of the country. The management phase of drought needs to be strong in order to handle drought conditions. The direct impact of drought is over agricultural sector so preventive measures needs to be strengthened. Drought monitoring and preparedness must use emerging technologies in order to identify drought prone regions. Proper measures, if taken, the drought conditions can be handled and mitigated. Training and education to deal with drought situation will be helpful. Overcoming the challenges for drought management is the prime requirement. Strong planning for management of drought will ensure less harm or early recovery from drought condition. Use of ICT in drought phases has its specific and important role for obtaining pre-drought information, early warning systems and post-drought management. Remote sensing along with GIS and ICT has a big share in drought monitoring and management in India. Drinking water sources can be sustained by providing environmental protection and water sources management with community participation. This can be achieved by harvesting water through the construction of check dams and other recharge structures.

The research study recommends the need for knowledge and skills on drought management.

While India has strong drought assessment capabilities, there is need to enhance capacity for early warning and impact monitoring, particularly in the light of climate change impacts, which can further compound the challenge of drought monitoring for early warnings because of wide variability in rainfall pattern even at local levels.

Lack of adequate drought monitoring systems and the capacity to respond via appropriate political, institutional, and technological frameworks, inhibit the development of integrated drought management plans or early warning systems. There is need of top

-down approach to provide national real-time drought monitoring and seasonal forecasting, and a bottom -up approach that builds upon existing regional and local systems to provide national coverage.

Drought management capabilities can also be further strengthened and several studies suggest measures for this purpose.

The measures that can be undertaken at the national and regional level are as follows:

National Level

- Further strengthening of the observational network for drought monitoring to bridge the gap between the existing and desired meteorological and hydrological monitoring network;
- Improvement in information and communication technologies in an integrated manner for tackling the multifaceted challenge of drought at various spatial scales;
- Capacity enhancement for medium and long range drought forecasting;
- Better coordination among ministries and departments;
- Developing mechanism for context specific and need based forecasting including local language for better understanding.

Regional Level

- Enhancement of real time monitoring capabilities at a regional level through training and joint monitoring programmes;
- Improvement in methodologies and analytical tools for drought analysis and vulnerability assessment at local and regional level;
- Organization of joint training programmes to build human capacity in improved resilience towards drought;
- Effective and collaborative implementation of drought relief programmes;
- Strengthening effective water and commodities supply system.

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Gastronomic Tourism: A New Approach for Cultural Tourism in Amritsar

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ABSTRACT: Tourists are travelling all over the world to seek new and unique experiences and gastronomic tourism is gaining attention in this respect by contributing in the promotion and development of tourist destinations known for their culinary specialties. The research methodology used to carry out the present research was based on the field survey with the objective to know the profiles of the tourists visiting the city of Amritsar, Punjab, India and their feedback and motivations regarding the gastronomic offerings. The results of the research shows that there is an important relationship between the culture and gastronomy of a place and how the destinations which are famous for their culture can enhance tourist satisfaction by promoting its local gastronomy. The findings of this study points to the importance of gastronomy in the satisfaction of tourists visiting Amritsar city. The survey was conducted at the local food outlets specializing in authentic delicacies of Amritsar city with a high response from tourists during their visit for enjoying their meals. This study can contribute to the analysis of gastronomic tourism potential in Amritsar, and would further help the tourism organizations and stakeholders to enhance satisfaction of tourists with gastronomic offerings of the city.

Keywords: Gastronomic tourist, cultural tourism, local food, Amritsar, Punjab

1. Introduction

Tourism has witnessed tremendous growth and diversification over decades to become one of the fastest growing industries in the world. This growth continues to multiply with increasing competition and diversification among the destinations for creating unique experiences and satisfaction of the travelers (UNWTO). With increasing global competition between tourist destinations, the search for peculiar experiences becomes more intense (Second Global report on Gastronomy and tourism, UNWTO, 2017). Global report on food tourism by UNWTO, 2012 states that the gastronomic delights of the destination is considered extremely important in the quality of the holiday experience of the tourists. Being a part of cultural tourism, gastronomic tourism is an important resource for the destinations trying to develop innovative tourism products and experiences (Scarpato 2002). Gastronomy tourism is on the rise today, not only because food is central to any tourist experience, but also because the concept of gastronomy has evolved to encompass culture of a place, values of the territory, local history and cultural heritage (UNWTO, 2017). Visitors are involved in some mode of dining during travel (Chang, Kivela, & Mak, 2011), right from relishing food which is familiar to seeking unique cuisines or local dishes (Cohen & Avieli, 2004). Considering food as an integral part of travel, the tourists anticipate unique and delightful gastronomic experiences regardless of whether these are or are not the main motive of travel (Kivela&Crotts, 2006). The aim of this paper is to showcase the importance of gastronomy in cultural and tourist destinations and how it can be used as a tool for destination promotion. The study analysis the profile of the tourists and their motives to visit Amritsar, considered as the food capital of Punjab. Target tourists in this study are the customers having local food at the famous outlets of the city.

Background

The literature shows that a number of research studies have been conducted to examine gastronomic tourism. Some of the important studies worth to mention are the works of Richards (2002), Long(2003), Hall & Sharples, 2003; Mitchell & Hall, 2003), Kivela, J., & Crotts, J. C. (2006). Different terms are used in the literature for the relationship between food and tourism by researchers which are: "gourmet tourism", "culinary tourism", "food tourism" and "gastro tourism" but the most widely utilized definition of Gastronomic Tourism says that it is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food (Hall and Sharples (2003)). The word gastro is derived from the words "**gastros**" which means stomach and "**gnomos**" which means knowledge or law in Greek.

Apart from gastronomy, the word culinary is also used for a country, its cuisine and food preparation techniques (**Kivela&Crotts, 2006**) and mostly used under the gastronomy literature. Gastronomic Tourism is an emerging phenomenon that is being developed as a new tourism product. Over a third of tourist spending during travel is devoted to food (**Quan and Wang, 2004**). **Long (1998)** first framed the term culinary tourism, and defined it as an art of experiencing other culture through food, which includes presentation, consumption and preparation of food items. Experience of local food is also the gateway to new cultures (Long, 2004). Local food can lead to learning new cultures of a place and a chance to interact with the locals (Hegarty and O'Mahony, 2001). Local food has many roles to play such as fulfilling the basic physiological need, providing authentic experiences and cultural acquaintance among the tourists. As such, the destination experiences are closely related to the food of a place (AbKarim, 2006, P.6). Besides the aspect of the tourists' motivation to escape ordinary life, food and food habits is a good way for tourists to understand and get to know each other and a different culture (Cohen, 1979; Bell & Valentine, 1997; Hegarty and O'Mahoney, 2001; Williams, 1997; Henderson, 2009). Food of a place informs about the culture and heritage of a destination (Alonso & Northcote, 2010; Avieli, 2013; Bessiere, 2013). Food has been recognized to be a part of local culture which is consumed by the tourists and is an important element in regional tourism promotion and economic development [Hall 2003: XIII].

Food of a destination is a key to its culture and reflects the history and traditions of a destination.

Therefore, gastronomic tourism has a unique importance of several aspects like the usage of local ingredients produced in the area, the particular taste and flavor of the spices, ingredients used and the methods of cooking various local dishes. To promote the cultural destination for its gastronomy, various characteristics of the local food should be considered such as the local food outlets serving traditional and authentic delicacies, the variety of meals served, their unique taste and the other gastronomic aspects which are noticeable or recognizable to the tourists. The connection of gastronomy with the culture, history and traditions makes it possible to promote destination through its food. The uniqueness of its food gives a boost to the destination for promoting tourism because every place has its own identity in terms of local food and culture.

According to Du Rand, et al., 2003, the authentic food of a place satisfies the traveler which adds to the socio economic impact on gastronomic tourism. A tourist's place has lot more to offer other than its cultural, natural and artistic resources to the tourists who are looking for new and authentic experiences (Cracolici, Nijkamp, 2008). The tourist destination must be able to provide a balance of new and innovative offerings along with the traditional and cultural resources to the tourists (Tse, Crotts, 2005). Therefore it is must to include culinary resources for the more enchanting and unique experiences of the tourists (Haveng-Tang, Jons, 2005).

Brief description of Amritsar

Amritsar is a city located in the Majha region of the state of Punjab in North-western India. Population of Amritsar is 1,132,383 and it is the second most populous city of Punjab (**Census, 2011, Punjab**). Punjab, the land of people with golden hearts, hospitality, lush green fields and free flowing rivers, with its rich history, green surroundings and diverse culture, has everything to keep tourists from across the world enthralled. **Sri Harmandir Sahib**, the most sacred place of Sikh shrines, also called the Golden Temple, is a major pilgrimage destination for devotees from around the world, as well as, an ever increasing popular tourist attraction. The Golden Temple or the Harmandir Sahib is located within a sacred tank (Sarovar) in the heart of the walled city of Amritsar.

Amritsar is a city with a dazzling blend of tradition and culture. With important religious centers and historical sites, the city reveals a magnificent past and a promising future.

Amritsar is also very famous for its cuisine, as the fun loving folk of the state are known to love their food. Amritsar, with its culture of street food is a foodie paradise. Punjab is also not just about its superlative architecture, cultural diversity, and festivals; it's also about experiencing some of the best cuisine and traditions. Visit to Amritsar city is incomplete without tickling your taste buds with the inexpensive and famous street food of the city. If you love your food you will never fall short of choice—street side chole kulche, tandoori paranthas, fish preparations, brain curry, tikkas and delicious sweets. (punjabtourism.gov.in)

The Golden Temple of Amritsar has been awarded the 'most visited place of the world' by 'World Book of Records' (WBR), a London-based organization that catalogues and verifies world records (worldbookofrecords.uk). The city of Amritsar is a brilliant showcase of mixed culture and secular heritage. It has a rich history, a glorious present and a promising future. The story of its success as a tourist

destination may be observed from the following table having statistics of tourist arrivals in this cultural capital of Punjab recorded in the year 2017

Table 1: Tourist visits in Amritsar (International and domestic) from the year 2009-2017

| S No. | Year | Number of tourists |
|-------|------|--------------------|
| 1 | 2009 | 22,58,402 |
| 2 | 2010 | 48,85,865 |
| 3 | 2011 | 1,10,96,952 |
| 4 | 2012 | 1,00,72,719 |
| 5 | 2013 | 1,20,58,034 |
| 6 | 2014 | 1,53,68,340 |
| 7 | 2015 | 1,69,24,412 |
| 8 | 2016 | 2,54,62,627 |
| 9 | 2017 | 2,59,78,495 |

Source: punjabtourism.gov.in

Table 2: Tourist Visits in Amritsar, (Jan-Dec) 2017

| Amritsar | Domestic tourists visited | Foreign tourists visited | Total |
|----------|---------------------------|--------------------------|----------|
| | 25028226 | 950269 | 25978495 |

Source: punjabtourism.gov.in

As it may be observed from the table 2 that the city of Amritsar witnessed 2, 59, 78495 no. of tourists during the year 2017 and the numbers are expected to grow further in the coming years. The number of overnight visitors as per the survey conducted by PHTPB in the city is 25% of the total number, which is considered low but this cultural city of Punjab has a strong potential to increase these numbers if the gastronomic culture is reinforced by promoting the local food of Amritsar.

Considering the above facts, a comprehensive understanding of the profiles of tourists, their motives to visit Amritsar and the satisfaction achieved by them through local gastronomic offerings becomes vital to ensure more enchanting experiences in the future.

Methodology

Research methodology for the study was based on the objective to understand the profile of the tourists visiting the city of Amritsar, their views and motivations regarding the local gastronomy.

The purpose was to gain an insight opinion of tourists about the growth and development of this cultural city in context of its culinary offerings to them. The research was carried out by conducting surveys at the local regional food outlets of Amritsar city which are famous for their authentic specialties and also attracts large number of tourists. The survey timing was as per the famous food offerings of the outlets wherein certain outlets specialize in breakfast, some in lunch or dinner. Researcher viewed this as a good opportunity for interacting with the tourists who want to have traditional food in the city and it will also benefit in terms of quality research and the results of the survey.

The survey of this research was based on previous literature and studies of researchers focusing on tourists and culinary destinations.

Table 3: Studies taken for the structure of the survey

| S.No. | Name of the study | Authors |
|-------|--|---|
| 1 | Ignatov, E., Smith, S. 2006 | Segmenting Canadian culinary tourist. Current Issues in Tourism |
| 2 | Okumus, B., Okumus, F., McKercher, B. 2007 | Incorporating local and international cuisines in the marketing of tourism destinations: the cases of Hong Kong and Turkey. |
| 3 | López-Guzmán, T., Sánchez-Cañizares, S. 2012 | Culinary tourism in Cordoba (Spain). |
| 4 | Harrington, R.J., Ottenbacher, M.C. 2010 | Culinary tourism. A case study of the gastronomic capital. |

| | | |
|---|-----------------------------|--|
| 5 | Ab Karin, S., Chi, C. 2010. | Culinary tourism as a destination attraction: an empirical examination of destinations' food image |
| 6 | Cohen, E., Avieli, N. 2004. | Food in tourism: attraction and impediment. |

The total number of surveys conducted was 520 in the months of November and December 2018. By developing a self administered questionnaire. A previous test of the survey was conducted to detect any mistakes. Sampling technique was simple random sampling with a sampling error +/-3.7% and trusting level 95%. Control of the sample was the realization and supervision of the field work by the researcher. The items in the questionnaire were aimed to respond to the demand and indicators of local gastronomy of the city and also to compare the same with other culinary destinations elsewhere. Five points likert scale was used to give grading for the expectations, motivations and the experience of local food of Amritsar by the respondents having open/closed questions and yes/no answers. The detailed file is shown under in the table: 4

| | |
|--------------------------------|--|
| Number of tourists (year 2017) | 2,59,78495 tourists |
| Sample | 520 surveys |
| Sampling error | +/-3.7% |
| Trusting level | 95% |
| Procedure | Simple random sampling |
| Period of time | November and December 2018 |
| Control of sample | The realization and supervision of the field work by the researcher. |

Source; Developed for the study

The data was analysed and arranged by using SPSS 22.0 programme with univariant and bivariant tools for processing.

Results and discussion

Table: 5 Social-demographic characteristics of the tourist visiting the city of Amritsar

| Variable | | Percentage | Variable | | Percentage |
|-----------------|--|---|-------------------------|--|----------------------------------|
| Gender N=493 | Men Women | 50.6% 49.4% | Education N=501 | High school or lower Technical education University education | 29.8% 12.7% 57.5% |
| Age N=510 | Less than 30 years 30-39 years old 40-49 years old 50-59 years old 60 or older | 15.6% 22.5% 23.8% 23.5% 14.6% | Monthly income N=395 | Less than Rs.20000 Between Rs. 20000-40000 Rs 40000-50000 More than Rs. 50000 | 18.2% 26.6% 24.4% 30.9% |

Source; Developed for the study

In terms of socio-demographic profiles of the tourists who participated in the survey, most of them were from India (90.8%) which asserts that Amritsar is a tourist destination of national interest. Educational status was university education 57.5% which is similar to the results of previous studies done from the gastronomic point of view by Harrington, R.J., Ottenbacher, M.C. 2010; López-Guzmán, T., Sánchez-Cañizares, S. 2012. There is a range of similarity between three age groups as shown in the table 5 where there is participation from 30 to 60 years old respondents. Economic level of tourists visiting the city of Amritsar is high as more than 30% of the respondents agree that their monthly income is above Rs. 50000. With regards to the social-demographic profile of the tourist taking part in the survey, it is worth mentioning that most of them were domestic from Punjab and other states of India (90.8%), thus Amritsar has become a touristic destination of national interest. In terms of length of stay 25% of the tourists stay for one night, whereas 18.2% stays for 3-5 days in the city and 55.8% returns back on the same day. For 49.5% tourists, it was their first visit to the city of Amritsar. The visitors arrived in the city were 44.2% (couples) and 34% with their friends and relatives. It was found in the results that there exists a connection between the income level and gender (Pearson's chisquared coefficient = 17.889; p = 0.000), the age (Pearson's chi-squared

coefficient = 131.682; p = 0.000) and their educational level (Pearson's chi-squared coefficient = 78.185; p = 0.000).

The motivational reasons to travel to the city are shown in the table; 6 measured in a likert scale of 5 points, being 1 – least important; and 5 – very important.

Table 6: Reasons for visiting Amritsar

| | |
|------------------|------|
| Cultural reasons | 4.08 |
| Gastronomy/food | 3.90 |
| Pilgrimage | 3.40 |
| Leisure | 3.39 |
| VFR | 2.39 |
| Educational | 2.25 |
| Business | 1.84 |
| Relaxation | 1.75 |
| Shopping | 1.34 |

Source: Developed for the study

According to the data in the Table 6, there are three basic reasons of the tourists visiting the city of Amritsar, the first is to know and acquaint themselves to the culture of the city, second is the local gastronomy of the place and the third is the visit to this holy place of the Sikhs

Here, the results of the survey indicate that the culture and the gastronomy are having similar response by the tourists with an average feedback of 4 points. This further shows that the city is considered an important destination in terms of its culture and heritage as well its cuisine. Therefore there is immense opportunity for the tourism organisations and the stakeholders to promote Amritsar as a gastronomic destination among the tourists.

The tourist's views about the local cuisine and its related aspects during their experience in Amritsar city are shown further in the table 7. The results are obtained using 5 point likert scale, where 1 being least important and 5 being very important.

Table 7: Elements related to the gastronomy of the city of Amritsar

| Gastronomy elements | Value |
|-------------------------------|-------|
| Authentic food | 4.21 |
| Courtesy and service | 4.13 |
| Menu and variety | 3.97 |
| Ambience | 3.83 |
| Facilities | 3.80 |
| Innovative methods of cooking | 3.55 |
| Pricing | 3.51 |

Source: Developed for the study

The results in the table 7 shows that authentic food, courtesy and service are the two most sought after aspects for the tourists during their experience with the local food in Amritsar. In the same manner the price and the innovative methods and techniques are considered to be the elements which need to be evaluated by the food outlets. The unique and innovative methods using the local ingredients along with new flavors is required to be adopted by the local food outlets for the memorable experience of the tourists.

The most favourite items which were in demand with the tourists are Amritsari kulchas (76%) tandoori chicken (62%), Poori, cholle (55%), mah di daal (61%), lassi (42%). Only 35% of the tourists were known to the traditional outlets serving the authentic local food, therefore adequate efforts for the promotion and publicity of these outlets is required to be done by the tourism organisations and the stakeholders for promoting gastronomy of this city.

Further, the behavior of the tourists regarding the consumption of the gastronomic offerings of the city in their hometown was assessed where 43% believe that they are used to consume these foods in their hometown and 28.3% say that they purchase these products on certain occasions. In this manner, we must

focus on the image that is carried by the tourists about the local gastronomic products and try to improve the relationship between the tourist destination and its cuisine offerings so that the tourists repurchase and can recall these products at their hometowns.

Overall when the tourists were ranked with the satisfaction level of their visit to the city of Amritsar in a likert scale of 5 points the average rank was 4,63 where 46.5% of the tourists were very satisfied with their visit and 44.2 were satisfied up to a great extent. No relationship was found between the level of satisfaction of tourists and the gender, age, income and their educational level. The level of satisfaction with the gastronomy of the city among the tourists states that 34.3% were purely satisfied and 47.2% were satisfied up to great extent and had no relationship with their age, gender, income and educational level.

Conclusions

Gastronomy is an expression of identity and culture, and has emerged as one of the popular aspects of cultural tourism. Food and culture are two inseparable components of tourism. Globalisation has led to competition among the destinations and the tourists are looking for some unique experiences. The destinations are promoting their traditional gastronomy along with their culture to make their mark in the competitive tourism market. Tourists are keen to explore the culinary offerings of a place to know the culture and traditional gastronomy of the area.

In this study an attempt has been made to showcase the relationship between the local gastronomy and tourism. Literature about gastronomic tourism and the importance of cuisine which has been proved to be an important aspect for promoting a tourist destination has been discussed. The results of this research that has been conducted with the participation of the tourists enjoying local food of Amritsar helps us to confirm that travellers are looking for innovative and traditional foods during their visit. The results indicate that the tourists are willing to explore more and more traditional foods of Amritsar, a city famous for its authentic cuisine. The purchase behaviour of the tourists also needs to be analysed for maintaining a strong image of Amritsari food in their mindset. Further, strong efforts are required from the tourism organisations and the government of Punjab to make this most visited place, a gastronomic hub of the state. Considering the time period of this research as a limitation, a more in depth study can be undertaken in different intervals of time during the year with varied views and opinions of the tourists experiencing the gastronomy of Amritsar.

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Current Trends in Restaurant Business in Uttrakhand: A Study on Organic Food Service

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ABSTRACT: *Organic food not only provides good healthy prospect to life but also an edge over our modern lifestyle which has numerous problems associated with it. so when we talk about new trends in restaurant business specially in Uttarakhand, it basically becomes blessing in disguise as there is a varied concept of locally grown organic food in the state, that will not only add a mileage on the outlets menu in terms of organic food but will have an uniqueness in terms of differentiation in the market. This paper aims to define the importance of how regional organic crops of Uttarakhand can explore the future benefits. Organic and specialty produce presents a significant opportunity for farmers as high-value alternative crops and an excellent source of income and advantage the local restaurants may availin terms of cheap buying. This paper also aims at acknowledging and identifying certain food attributes that marks an impression on customers and improving on regularity of customers, improving guest experience, and by analyzing the barriers related to locallyproduce organic crops. The Research has been conducted by interviewing relevant participants and by analyzing secondary data.*

Keywords: Ethnic, Restaurant Business, Uttarakhand, Organic Food, Food Service, Customers

1. Introduction

The concept of successful restaurant business is built on the concept of repeat customer. Ambience and facilities being the secondary aspect, food being the primary factor, is of utmost importance as quality food is what actually seeks repeat customers though it is characteristic of human nature that monotonous taste and flavors tend to lose business.

The demographics of Uttarakhand reveals a varied number of crops that can not only add specialty to Organic food service restaurants but present amazing [opportunities for organic farmers](#), restaurant owners, [organic handlers](#) and the organic community as a whole. Generally accepted trend of healthy life can be the key to the success of the tourism market. Tourist thus embarks their interest towards physiological aspects, specially the food, which if organic is more focused on international platform. (Hu and Ritchie, 1993). The demand for purchasing local food supports, small and mid -size farmers, who vice- versa have many indirect benefits to their communities. Similarly, with increasing awareness about disease related to agro chemical products (Mader et al 2002, Halde et al, 2015) large corporate houses have marked organic food as their unique selling proposition. Similarly celebrity chefs endorsing organic products have given weight age and pathway to local farmers and opened a new dimension for the new restaurant's in line(Snjezana Gagic, 2015).This paper provides an inside view of challenges of organic farming and its direct benefits related to new trends arising in restaurant sector in context to Uttrakhand state, the first and only state of India with adequate farming policy and framework ([Maikhuri K Rakesh et al .2015](#)) with context to openings of new restaurant's in the region who are perceived as direct consumers for the product since the state experiences a legal ban on cutting forest since 1890's. The land with terrace agriculture produces few of the most organic crops which if procured by the restaurant linage can create wonders. In addition it is observed that, an inflated demand for consumption of organic food, traders will ingress to a market with clients of very large quantity (Mikkelesen Egberg et al.,2002), yet it will also mean that the traders will be able to understand promotion of organic food in the catering world. This will ultimately boost exports and production from the region as well.

Objective

The researcher paper is aimed to identify the current trend of restaurants in context of organic food in Uttarakhand state and analyzing the benefits and challenges perceived by the restaurants and local farmers for promoting the concept in main stream restaurant business.

Uttrakhand and Organic Food

When we talk about different ecological conditions throughout the world that is found to be best for organic farming, India is on the foremost, because of its diverse variation in agricultural and ecological conditions

and above all hilly region had a comparative edge over many other areas in producing organic products for several reasons (Sehgal et al.,1990). Especially major parts in Uttrakhand have either no or very less ingress to chemical based fertilizers, thus organic farming comes by default to the region, and therefore livestock excrete is used as manure and as a natural alternative (Maikhuri et al.2015).Secondly rain fed condition are fairly high as compared to other parts of the world is as high as $20\text{-}30 \text{ mg ha}^{-1}$ year of farming.According to 2001 Population Census nearly 72.2 percent of India's population lives in rural areas (74.3% in Uttarakhand) for its livelihood. Agriculture is the largest contributor in the country's Gross Domestic Product (GDP) accounting for as much as 18.3 percent at current prices in 2006-07 and in Uttarakhand Gross State Domestic Product is 20.3% at current prices. Thus, Agriculture has a key position in India's as well as for Uttarakhand economy both in view of employment and contribution to the national and state income.(Agriculture Census in Uttarakhand Year: 2005-06).The most important soil parameter for guaranteeing nutrient supply to the crop is soil ph. Even when all plant nutrients are present in sufficient quantities in the soil, if the pH is not maintained at the right level (6.0-7.0) the crop will display nutrient deficiency symptoms and will not achieve its yield potential. This deficiency is partly due to the fact that in acidic conditions (low pH, below 5.5), soil biological activity is reduced, thereby slowing the release of nutrients. Also, at either end of the pH scale some major and minor nutrients become unavailable to the crop. Other effects of low pH or acidity include deteriorating soil structure, reduced crop quality, reduced fertilizer efficiency, increased nutrient losses, and deterioration of grass wards as per reports of Department for Environment, Food and Rural Affairs (DEFRA). Thus analyzing the overall possibilities in terms of geographical demography of Uttarakhand, density of soil, shortage of man power, and extensive availability of livestock and use of manure contribute to the cause (Ramesh et al.,2010).

Through the evaluation of scope of local crops around Uttarakhand (especially Dehradun) it is found that there has always been a subsequent market of these crops in international market, such as basmati rice, Ragi, dog mustard is few of them (Singh DK et al ,2016). The wild organic food is best suited for hill regions in Uttarakhand.

Advantages in Terms of Organic Manure

Dairy farming in Uttarakhand Himalaya is excellent, as weather and demography helps it in all the verticals. Another important dimension about dairy farming in the hill zone of Uttarakhand is vast forest covered area (59.7%), grazing land (3.4%) and subsequent water. Oak and Deodar, being the most commonly growing trees, in the region acts as a fodder tree for animals. Hill areas are also known for lush grass fields comprising of all climatic conditions. With high prospects related to livestock keeping agriculture as the main life source of the people, cultivated land is limited to 12.4% thus, foremost to food, where, livestock farming becomes utmost important to attain food reliability and milk production being a promising vertical for substantial sustainability, it is easily stated that Uttarakhand holds an upper hand in terms not only in animal milk sector but the parallel vertical of animal manure and its use for locally grown organic crops.(Pandey , Singh 2012)



Travel Map of Uttrakhand

Restaurants and Consumption of Organic Food

The progressive demand of vegetables, fruits along with different herbs and spice, people have found new ways to develop new range of vegetation which are not only rapid in growth but serve a decent portion size to the seller as well, since everything comes with the cost, hererapid use of chemicals and fertilizers have forced people to find a healthy way of living, this is where organic market comes into consideration. Organic food makes its roots firm after people realized the importance of being healthy and carrying a healthy lifestyle (Alfnes F, Sharma A. 2010).

According to Tech Sci Research report, "India Organic Food Market by Product Type, Competition Forecast and Opportunities, 2011 - 2021", India organic food market is anticipated to grow at a CAGR of over 25% during 2016-2021, due to increasing use of synthetic chemical fertilizers and pesticides in non-organic products that lead to various health issues such as cancer, obesity and birth defects.

Reports suggest that the government is making efforts to increase adoption of organic food, by the way of launching various policies and expanding land area under organic cultivation over the next five years.

Organic pulses and food grains dominated demand for organic food in the country since 2015 and it is believed that the segment is anticipated to continue dominating the market through 2021. As per Agriculture and Processed Food Products Export Development Authority (APEDA), worldwide, India exported organic products worth \$515 million in the financial year 2017 -18, from \$370 million in 2016 -17. This trend will further accelerate in 2019. The demography of Uttarakhand points that there are substantial restaurants across Dehradun and other adjoining districts that have sensed the urge of upcoming trend. Local farmers are contacted for cheap and organic procurement of ingredients. It is also observed that most of the time consumers have more knowledge about the product than the producers, in terms of healthiness and taste. (Essoussi H L, Zahaf Mehdfi.2012). Farmers are thus striving for proximity with the further supply chain. With proper labels as it becomes easy for consumers to choose best availability in market. Similarly restaurant owners also hesitate to incorporate organic products in their menu, as studies have revealed that upscale restaurants priorities profit over principles, and environmental beliefs, when they face difficulty regarding supply leading to price premiums and poor market demand (Poulston et al .2011).

Methodology

For the purpose of this paper data have been accumulated from 8 different tourist destination of Uttarakhand. Keeping Uttrakhand tourism statistics of 2017- 18 in to consideration following figures were recorded.

| S. No. | Tourist Destination | Local tourist | Foreign tourist | Total |
|--------|---------------------|---------------|-----------------|---------|
| 1 | Dehradun | 2118533 | 27956 | 2146489 |
| 2 | Rishikesh | 673226 | 4815 | 678041 |
| 3 | Mussorie | 2794108 | 1865 | 2795973 |
| 4 | Kedarnath | 470517 | 718 | 471235 |
| 5 | Badrinath | 920078 | 388 | 920466 |
| 6 | Gangotri | 408275 | 463 | 408738 |
| 7 | Yamnotri | 391732 | 476 | 392208 |
| 8 | Nainital | 910323 | 8329 | 918652 |

Fig 1: Graphical representation of tourist flow in Uttrakhand 2017-18

For initiating the purposes of the paper, data was collected by interviewing restaurant owners and employees; we tried to accumulate individual restaurants along with restaurants within hotel premises. Data samples were collected from 40 individual standalone restaurants with 8 restaurants from reputed hotels from the destinations. It was taken in to utmost consideration by the investigators that respondents have substantial knowledge about food industry and market segmentation, therefore mostly food handlers including chefs and mangers were comprehensively interviewed, we mostly strived to locations and restaurants who are more familiar with foreign clientele, and thus problems related to meet there demands in terms of food preferences As these restaurants have sensed the upcoming trend and adopted the new ways of evaluating food. Interview was conducted on basis of a brief survey that consists of 7 primary elements.

| Elements |
|---|
| 1. Actual demand for organic food |
| 2. Health conscious segment for organic food |
| 3. Customer's preference about organic food preparation |
| 4. Availability of organic food |
| 5. Food cost involving organic food |
| 6. Profit sharing ratio of organic food items in the menu |
| 7. Repeat customer for organic food |

Findings

The overall scenario here reflects an emerging demand for organic food not only between the locals but more with the foreign nationalities, during the research it was also encountered that many restaurant owners (around 35.5 % of them) are procuring crops directly from the farmers and local inhabitants, as it elevates them as caterer to an elite and different market. It was also found that local delicacies prepared by the restaurant owners, from locally grown organic commodities such as Ragi and Barnyard Millet are more popular not only among local tourists from different regions but within foreign tourist as well. Though, it was also recorded that many of these restaurants lack few basic standards in terms of hygiene, employee knowledge and varieties in food and they face the competition within the belt. Around 25% of the restaurants especially in tourist places are more centric to dinner meals as compared to breakfast and lunch. Only two restaurants in Rishikesh and Haridwar region serve pure bio organic breakfast and lunch.

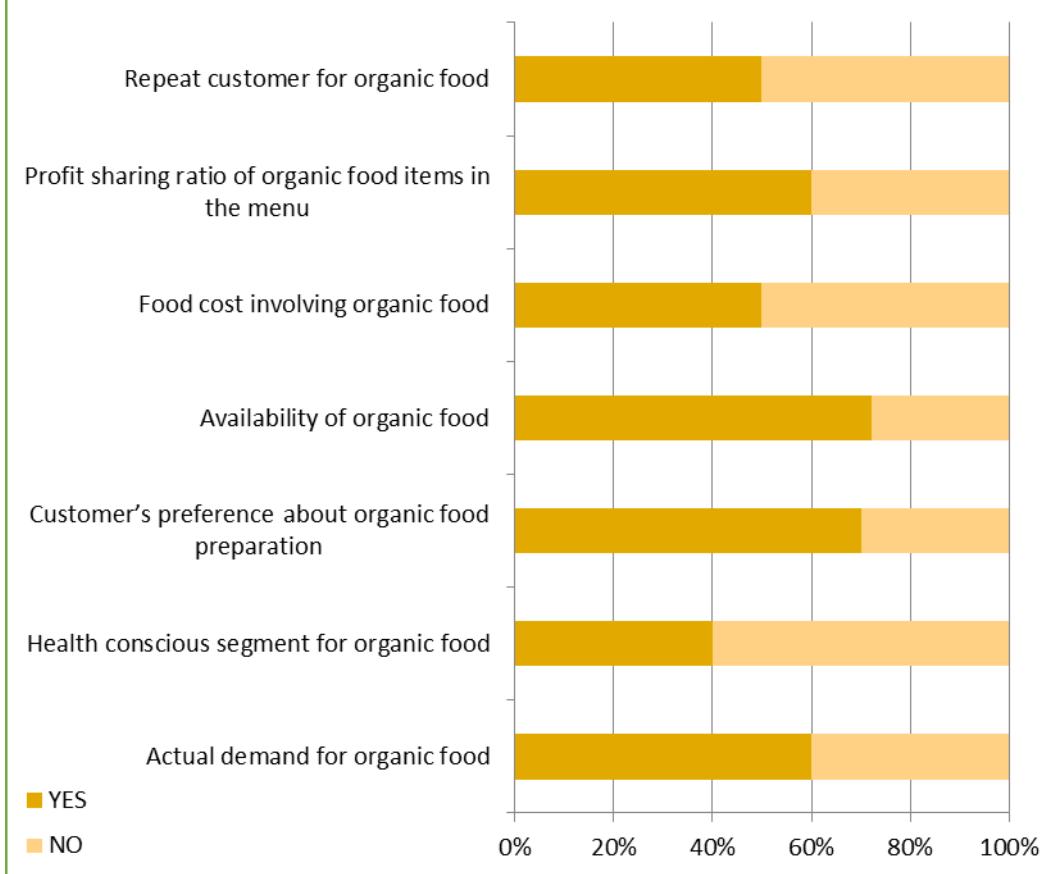


Fig 2: Projection of Relationship between Organic food and Restaurant demand

It was also noted that maximum restaurants serving organic food, prepared the food, once they receive an order from customer in advance, probably customizing the preparation, for the guest. This provides them for high returns on meals at the same time purchasing cost being on the higher side for the commodities.

Most of the star category hotel's restaurants in Uttarakhand, does not directly buy from the farmers. The target market remains the health conscious and foreign clientele. The selling price of the organic food menu items are comparatively higher as compared to other items in the menu, which ultimately acts as a biggest obstacle in development of the organic concept, thus resulting in underdeveloped local market. Organic food crops being locally grown are purchased by multiple retailers in between or by importers.

It is suggested that, not only different food joints in the state but entire hospitality sector should be exposed and motivated towards benefits of organically grown crops. Organic food can be promoted through different means of educative modes or writings of established authors, specially highlighting the benefits of organic commodities and foodthrough inclusion in their staple diets. The local market can be strengthened, with raise in demand and simultaneously availability of resources. Another fundamental element for any food business to flourish is always the food quality (Namkung Y, Jang C S. 2007). It needs to be looked as huge improvements are needed in terms of food quality. Organic food can only excel if it can be cherished in a restaurant with more varieties and quality preparations.

Conclusion

In Uttarakhand, tourism remains a key factorin the economic development of the state. Tourist around the globe have interest for cultural travelling like "Char DhamYatra"and getting rejuvenated in different hill stations in the state. Hospitality being a very integral part of the process needs to redefine and update the upcoming trends and ideas, through which foundation for organic food consciousness can be laid. Concept of Organic food is on the horizon, and it has potential to develop in Uttarakhand tourist circuitry. This paper is an attempt to evaluate the current status of organic food and food commodities in the state.

The paper reveals few areas of concern such as only few restaurants actually serve organic for breakfast and lunch, as majority of restaurants prepare meals on guest demand only.

This is the indicator for restaurant, catering and hospitality units to create organic awareness and demand of organic food within the local parameters of the state, with the help of international literature along with supporting local bodies within the state, and hence ensure the lucrative organic food evolution in the region.

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New Act East Policy – Opportunities and Challenges of Tourism in North East India

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ABSTRACT: The entire tourism industry and its infrastructure is an area of unlimited business potential, contributing to employment generation and increased revenue earnings. The region of northeastern States has real competitive advantages over other tourist destinations of the country that attract tourists throughout the year. Almost 98% of the borders of the North-East are international- a genuine gateway to the South-East Asia and the world. This is a grand opportunity since the location proximity can be used to promote tourism in the entire region. It is also required to make an effort to establish the much needed corridor between North East as a bridge to South East Asia for economic operation and to make North East a hub for trade and commerce as well as a popular tourist destination. Tourism is one of the opportunities that the northeastern States can utilize in cross border economic activities between India and member countries of South East Asian Nations (ASEAN). Therefore this paper is an attempt to highlight the potential of the area as tourist destination and the prime segments of tourism in the area. It will also highlight the policy initiatives taken up by the government in order to improve the tourist inflow which includes both domestic as well as international and development of tourist circuits with infrastructural facilities viz., roads, power, tourist complexes, hotels etc. as a pre requisite for the development of the region.

Keywords: North-east India, Act east policy, South East Asian Nations, opportunities and challenges

1. Introduction

Tourism is gaining importance in the world day by day as the most potential sector for building relationship among different countries. Exploration being the zeal of the people today every nook and corner of the world is bound to be focused every day through the medium of tourism. Tourism in today's world is no more a luxury or sight seeing. It is motivated by the natural urge for new experience, adventure, education and entertainment regarding different cultures, life styles and environments. These motivations include social, religious and business interests. The basic human thirst for new experience and knowledge is enhanced with recent advances in transportation and information technology in the 21st century and has made tourism industry to undergo a significant change. Now even a common man has attained the status of a tourist and enabled to reach even the remotest parts of the earth. Tourism Industry has given birth to a number of secondary and tertiary activities; provided new career opportunities in hospitality, leisure and surface transport, gainfully employing thousands of people and fetching several crores of rupees in foreign exchange year after year.

Tourism has generated employment in different parts of the country. Besides creating opportunities for tourist guides, conducted tours, establishment of hotels, and so many other avenues in the tertiary sector, tourism can be a major source of employment in North east Region. It is argued that every domestic tourist can generate direct and indirect employment of three persons, and this can be higher (seven) in the case of inflow of every foreign tourist. It is also projected that every one million rupees invested in tourism, 47.9 direct jobs can be created, besides, of course, creating more avenues for indirect employment.

Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth. Over the years, North-East has emerged as a popular tourist destination and tourists are gradually finding it more and more interesting. The natural beauty, the environment, the flora and fauna of the state is unique. Its large biodiversity, rolling hills, green valleys, virgin forests, the mighty river Brahmaputra and its tributaries, -all these make these North Eastern States a major hub for Tourism. The colourful lifestyle of its different tribes has a long history of diverse and unique cultural heritage. Their traditional art, culture and crafts are very attractive and these are sources of great attraction for both domestic and international tourists.

About North East India

North East India accounts for 7.9% of the total land space of the country with a total area of 262185 square kilometers and comprises of: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura. The region is of strategic importance for the country on account of the fact that nearly 90% of its borders form India's international boundaries. The Macmahon line separates North East India from Tibet. This region is connected with the rest of India only through a narrow corridor in North Bengal, having an approximate width of 33 km on the eastern side and 21 km on the western side. This narrow corridor is popularly known as the "Siliguri neck" or the "Chicken's neck".

Relation with South East Asia

India's landlocked Northeast comprises the seven states of Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, and Tripura. They are connected with the rest of India by the 22 kilometer-wide Siliguri corridor and are often seen as India's "Mongoloid fringe". This region is also home to over 200 ethnic and tribal groups who belong to the Southeast Asian culture zone that includes the Assam Valley, northern parts of Myanmar and Thailand, and the Yunnan province of China.

Tourism in North East Asia

The ethnic and the cultural diversity of the people, the rich handloom and handicrafts, Raj nostalgia associated with the tea industry, different battle sites of World War-II and the various war cemeteries are some of the other attractions that the region has to offer to the world. The North East especially Meghalaya can offer thrilling experiences for those interested in cave tourism. Buddhists can visit Tawang and Hindus the Kamakhya Temple etc. at Guwahati. Majuli Island at Brahmaputra is the biggest river Island in the world. It is a rare attraction. There are well preserved Churches all over N.E. States. Tea was introduced here in the year 1825 and there are many lush green tea estates that present a soothing sight to the eyes. Oil was first struck in 1889 and one of the world's first refineries came up in Digboi (Assam) in 1901. This presents a tremendous potential for both capacity building and capital formation.

The North Eastern part of India is almost another world. It is a place of magical beauty and bewildering diversity. A land where the summer rains drench the hills meeting the misty plains, where exotic wildlife haunt the jungles, where flow rivers like the Brahmaputra, the Barak and the Imphal and where the trains whistle into dark tunnels only to open out to breathtaking landscapes.

The region has a temperate climate and is comparatively cooler than mainland India and can be projected as the complete destination for visitors. Winters too are not that severe in most parts of the region. The pollution-free environment can be an attraction, which the North East has in abundance. Nature has endowed the region with such enormous geographical diversity that it can be a major attraction for those looking out for adventure like white water rafting, mountaineering, rock climbing, trekking and hiking, wind surfing etc. The Himalayan range of Arunachal Pradesh with its snowcapped mountains, the world's highest rainfall at Sohra (Cherapunjee) Meghalaya, the one-horned rhino at Kaziranga and Manas, the unique phenomenon of birds committing suicide in the Jatinga hills are some of the diverse attractions for nature lovers. The breath-taking beauty of North East has prompted many comparisons like the "Scotland of the East" and "Switzerland of India". The entire tourism industry and its infrastructure is an area of unlimited business potential, contributing to employment generation and increased revenue earnings. This is an area where immediate benefits can be reaped.

Some of the interesting facets of this region, which can be described as the region's real competitive advantage, are as follows:

- Rich Bio-diversity - flora, fauna, forest, medicinal and aromatic plants
- Immense cultural diversity
- Tremendous ethnic diversity - people and their traditions
- Matrilineal social system amongst Khasis and Jaintia tribes as also a variation of matriarchal system among Garos is the world's remnant of ancient civilization
- Mountains, rolling hills, forests, lakes, valleys, rivers
- Variety of village life fold and livelihood options, rural diversity
- Diversity of religious celebrations
- Spread of History

Indeed, it's a virtual paradise for travelers, searching for continuous joy in Pilgrimage, Adventure, Culture, Nature, Heritage, Wildlife, Golf and Polo and many more. All these make a rich panorama. It's a land in the twilight of imagination and reality. It's a tourists' delight. Though Northeastern region possesses rich history, culture and scenic beauty comparable to any other developed tourist spot of the country, very few foreign tourists of the world are exploring this region.

Problem Analysis

There is a wrong perception that entire North Eastern Region is beset with multiple insurgencies. The fact is militancy does exist in certain pockets only but large area in the region is not at all affected by the cult of terrorism and insurgency. It is on the part of people at large and media in particular to provide this vital information to the people at large. But there are other reasons also for lesser number of tourists in the region. Few are the few worth mentioning:

Absence of a Tourism Policy: The Government of India has a policy to develop tourism into an industry and a target to achieve in respect of attracting foreign tourists, who constitute an important source of hard foreign currency. As a result, process tourism has become the second largest foreign exchange earner. It has taken steps to revise the National Tourism Policy, 1982 and came up with new Tourism Policy -2002 to envision global tourism based on four S – Swagat (welcome), Suvidha (facilities), Soosna (information) and Suraksha (security). It is said that Assam has a policy on tourism prepared in November 1987. Unfortunately, it is not available in any of the offices connected with tourism. It appears that there was an attempt in November 1987 to formulate a tourism policy and then in December 1992 an exercise was done to frame certain rules on tourism. It appears that these steps did not bring forth any concrete result.

Restricted Area Permit (rap): The RAP to the North-Eastern region was enforced in 1955 in the backdrop of alleged missionary involvement in the Naga rebellion. Under this a foreigner intending to visit North-East including Assam had to undergo a long arduous procedure of obtaining permission from the Home Ministry. With RAP in force till May 18, 1999 it was an uphill task for any foreign tourist to visit Assam and other places in the North-East. Unfortunately, the ghost of RAP still continues to loom large and the efforts to disabuse the false apprehension in the mind of the foreign tourists are minimal.

Insurgency: Almost whole of North-East, has been experiencing violent movements, some of which are secessionists in nature. The foreign and the domestic tourists consider it risky to visit this part of the country, in view of the prevailing law and order situation. The general impression has been that any foreign or domestic tourist could be a soft target of the insurgents. Therefore, they are reluctant to undertake an adventurous journey to Assam and North-East. Contrary to this general impression, however, there is not a single instance of harassment, not to speak of threat to life to any domestic or foreign tourists visiting the region since the outbreak of the Naga movement. But the general impression about the deteriorating law and order situation is enough to ward off any tourist.

Lack of Infrastructure: To attract tourists, there must be distribution of information, infrastructural facilities like good hotels and tourist lodges, affordable and reliable communication network, clean and hygienic food and accommodation, availability of water sports equipment, and the like. Most of the places of tourist attraction are not by the side of the national highways, and approach roads are in bad condition. This is a strong discouraging factor, which works against a good inflow of the tourist. It appears that the potentialities for developing tourism to a stable source of revenue are not matched by proper policy and strategy.

Lack of Coordinated Efforts: There is a lack of coordination among several agencies like Department of Tourism and Department of Archaeology in handling the demands of the tourists in places of both historic and religious importance. There is virtually no coordination between various public industries and private sectors like tea industry, oil and coal on one hand, and the Department of Tourism or Assam Tourist Development Corporation (ATDC), on the other, in the efforts towards developing eco and tea tourism.

Absence of Tourist Guides: The region virtually does not have any trained guides placed in important places of tourist attraction. Consequently, as the tourists arrive at such a place there is hardly anyone to satisfy the inquisitiveness of the tourists. The Department of Tourism initiated a programme to train tourist

guides. The effort did not yield good result as most of the trainees left the job. Some of them found other means of livelihood while others found it to be less paying because of the poor inflow of the tourists to the state.

Recommendations

Economic Integration of the North Eastern Region with Mainstream India and South-East Asia: Policy-makers, bureaucrats and intellectuals attributed the numerous armed separatist struggles and the political instability in the northeastern States to the region's underdevelopment and weak economic integration with "mainstream" India. It has been argued that the situation would come to a pass when the region catches up with the rest of India in economic activities. As part of the efforts to integrate the region with the rest of India, emphasis was laid on improving rail, road and air connectivity. A 20-km-wide "chicken neck" corridor of land connects the region with the country's mainland. The focus has now shifted to transnational and sub-regional cooperation between India and South-East Asian countries as it is seen as the only way to bail out the region from its state of underdevelopment and political crisis. The issue of promoting tourism, through which a major source of national revenue can be created and generated, cannot be handled in isolation. A multi-front strategy has to be developed to elevate it to the status of industry. The following points needs to be advanced in this direction:

State policy for Tourism: A policy of tourism for the whole of the north eastern States needs to be evolved on the line of National Policy of Tourism, which incorporates broad policy guidelines to attract both domestic and foreign tourists.

Fixation of Targets: It is important to take proactive measures to speed up the development of N.E. Region in order to bring it at par with the rest of the country. The creation of a special agenda for the North-East which is monitored by the Prime Minister's Office, instituting a non-lapsable pool of resources to speed up developmental projects and the extension of fiscal and financial incentives to support industrial investment, are some of the unique measures that need to be taken by the Central Government to help shape a new future for one of India's most beautiful frontier region. Certain targets should be fixed in respect of tourist inflow, infra-structural development, commissioning of new projects, annual revenue to be earned and employment to be generated.

Publicity Drive: What is of priority is the need to create awareness among the people. Any form of tourism that showcases the rural life, either real or recreated, and that which involves rural folk (as artists, guides, etc.) at such locations, thereby benefiting the local community, economically and socially, as well as enabling interaction between the tourists and locals for a more enriching tourism experience. For development of tourism in this region, the promotion of eco-tourism is the most viable option - the resources for which are in abundance in the Northeast. Communities should be given significant inputs about the pros and cons of tourism so as to avoid its negative impact. It is not enough to have just eco-tourism policy and guidelines. The means to implement these policies must be made available and a conducive atmosphere should be created to make it workable.

Infrastructure and Facilities for the Tourists: A new initiative to encourage externally aided projects for North Eastern Region to accelerate development in key sectors like roads network energy, water resource management, urban development, infrastructure for external trade and tourism can be taken. The entire infrastructure connected with tourism such as good road communication, good hotels and safari resorts; water sports, tents and other logistics for eco-tourism should be developed. This tertiary sector needs greater attention. Tourism is known as a 'hospitality service' and it should ensure all possible facilities (Suvidha) to the tourists, who are to be treated as honoured guests. Apart from infrastructure, tourist information, travel services and trained guides are needed.

Communication Network: It is important and necessary to shed the perception held by many Southeast Asians and Indians alike who view the two regions as being "very far" from one another. For that India must establish rail, water and air linkages as well as modern telecommunication linkages with mainland Southeast Asia. All this will attract commercial interest in the infrastructure along the route and also aims to promote business and developmental activities. Although most of the tourist places are not very far from the airports, the condition of most of the roads including the national highways is not satisfactory. The approach

roads to most of the tourist spots are in deplorable condition. Absence of good roads to the places of tourist attraction is a discouraging factor. Efforts should be made to coordinate with the PWD (Roads) to improve the condition of the approach roads to the tourist spots on priority basis. In this connection, it may be noted that the river Brahmaputra offers a scope for an eco-friendly river transport.

Fiscal Incentives: Forge a useful public-private partnership, which is vital for development of tourism. North-East India is unique in many ways. Unlike other tourist destinations of the country the North East presents conditions to attract tourists throughout the year. The need for a concerted effort to develop a tourist circuit linking the various sites of interest in packages for the entire North East as a tourist destination is required. The Government may offer fiscal and other incentives to the private entrepreneurs to take up a host of tourist related services like setting up hotels and restaurants, to purchase vehicles etc. by making provisions for soft loan and reducing tax rates.

Tourism Package for the North East: Tourism in one state of North East cannot be viewed in isolation. Assam is the gateway to North-East, which, as stated already, itself is a reservoir of natural beauty with great variety. Many tourists visiting Assam would like to visit Shillong, Cherapunji in Meghalaya and a number of places in Arunachal Pradesh like Tawang, Bomdila, Tezu and Meo. There may be an integrated regional approach involving all the states of the region to promote tourism in the region with an attractive package of nature, eco, tea, adventure tourism. In this connection it is important to mention here that the Annual Report of the Ministry of Tourism stipulated 25 travel circuits in the National Action Plan for Tourism. Such steps need an effective coordination among the states of the region.

To conclude it may be said that effective methodology needs to be evolved and implemented to forge coordination of various departments and organizations directly and indirectly associated with tourism. With the up gradation of the airport in Guwahati to international standard the prospect of foreign tourists visiting the region has become brighter than before. The task of ensuring good sanitary condition around the tourist spots and the improvement of the condition of the railway and bus stations nearby the tourist spots should be urgently taken up. The central assistance to upgrade facilities and infra-structural development should be tapped and properly utilized. It is imperative to have an effective monitoring system, so that the projects sponsored by the government are implemented on time and in right earnest. This can be accomplished only when there is transparency and vigilance.

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Importance of Online Reviews from the Perspective of Customer and Hotel - A Study of Uttarakhand

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ABSTRACT: *Online Reviews are powerful tool in determining customer loyalty for the hotel. Online reviews are customer feedback which is updated electronically. Hotels keep a watch on online reviews to improve their service quality, understand guest need and want. For conducting this research researcher has relied upon secondary data where 15 hotels were taken into account. Time has been a major constraint factor in covering more hotels. The researcher questionnaire was mostly focused on quality of service, ambience of hotel, food and beverage offered. The researcher of this study indicated that hospitable behaviour of staff, inclusion of High Speed Internet Access, Express check-in/check-out, happy hours, pickup & drop service enhanced the overall staff satisfaction of guest and star rating of Hotel.*

Keywords: Hotel Industry, Online Reviews, Feedback, Purchasing Power, Parameter, Behaviour of customer.

1. Introduction

In the age of e-commerce, every industry be they hospitality, tourism has unfolded in online sales. Online reviews are the new word of mouth technique to reach to customer and Hotel. Hotels adopt several marketing strategies to earn loyalty of customer but customers are more likely to trust online reviews. They act as best advertising tool for hotels. Online review sites are Trivago, Trip Advisor, Hotel website etc. Customer checks previous review of other customer before deciding about any hotel. According to current figures, 71% of independent travel-related bookings are done online, while 36% of all package tours are booked online. Customers like to search for objective opinions, and they prefer reviews, which are mostly delivered through large feedback platforms and consumer-centric sites, because of their independence from official or corporate content (Forman, Ghose, & Wiesenfeld, 2008). The online reviews can be divided into four categories. They are efficient reviews, suspicious comments; potential comments and invalid comments. Consumers do not rely solely on advertising messages anymore, but direct their attention to other sources of information, especially online reviews. Surveys show that more than half of consumers consults online reviews (CMA 2015; Mintel 2015).

Objective

- This paper has aimed at understanding the importance of online reviews for customer.
- To study how seriously Online reviews are being followed by Hotel and what action do they take.

Literature Review

The Changing Behaviour of Customer

To make an effective decision a variety of sources are used, which provide varied information and involve purchase risk also. Therefore, Web has become the most popular source of collecting information. (Werthner & Klein, 1999)

Nowadays customers who have already, tested the product and service their views are given prime importance, so their views matter a lot. (Crotts, 1999)

Impact of social Media

With the evolution and development of Web 2.0, society has changed the way they communicate. The internet has strengthened the relationship between businesses and its consumers with a variety of online channels that contribute to the interactions and transactions between them (Fortis, 2015) Furthermore, it has also brought Word of Mouth, which is also most valuable form of marketing (Whitler, 2014)

User Generated content websites are one form of electronic word of mouth that has a big impact on how consumers obtain information, evaluate and make decision on products and services related to tourism (Sparks, Fung So & Bradley, 2015)

Knowing that each month there are 350 million different visitors on Trip Advisor, that each minute 255 new reviews are posted covering 6.6 million businesses, including one million hotels, restaurant and lodging (Trip Advisor, 2016)

Online Reputation Management by Hoteliers

There are more than 1.6 billion social network users in the world, with 64% of the internet users who have access to social media. In addition, 50% of travel companies have generated bookings through social media (Vardi,2014).

Businesses that do not take into consideration online reviews are missing opportunities to develop themselves, personalize their offer and stay at the head of the competition (Saul, 2016).

All category of hotels use online travel agents (OTA), booking platforms, online sales, which form the biggest part of their revenue. (Buhalis & Law,2008)

Prospective customer spends a qualitative time in reading online review which effect their decision making power (Zhu & Zhang, 2010)

Online review platform plays an important role in attracting more travellers to post and good and bad experiences (Zhong, Leung, Law & Wu 2013). This behaviour of customer not only provides free information to assist the decision making procedure of other traveller and also motivate hospitality managers to improve their product & services quality.

After expenditure, customer give online reviews which are quick to access, up-to-date and available everywhere. Nowadays Word of mouth is taken as biggest invention of digital age (Kaplan& Heinlein,2010)

Research Methodology

For conducting this research, Researcher has relied upon secondary data and Primary data also where 15 hotels had been considered in Uttarakhand State. The responses of participants were collected through a set of structured questionnaire. The collected data was then tabulated on an excel sheet and graphically represented through analysis.

Population and Sample Size

The entire group of respondents were Hotel employees and Customer Male and Female taken into account to draw the inference from their responses. Three employees per hotel has been taken into consideration and 30customers who gave reviews were also taken in to consideration.

Results and Findings

Presentations of Findings

This section will present the research in a systematic manner pertaining to the online review of hotel in Uttarakhand district. It has attempted to understand Feedback taken by Customer and Hotel. A total of 80 respondents (inclusion of 3 respondents per hotel and 35 customers in total) were considered to take out inferences from the study of high attrition rate of employees in Dehradun District. Primary data were collected from 80 respondents from 15 Hotels in Uttarakhand District. Questionnaire framed for respondents helped to determine the various parameters the hotel has been reviewed the action taken by Hotels on those reviews.

Q 1. Gender Proportion

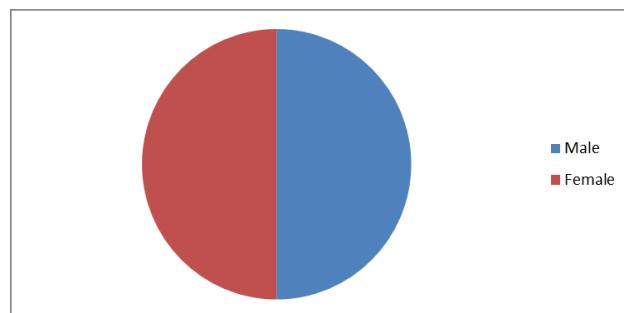


Fig 1: Graph depicting Gender percentage of respondents

The First question identified the gender percentage of respondents who had participated in this research. This was necessary to obtain a fair understanding of the gender composition of the participants. Data was obtained from male and female rather than just from one gender. In this research, an equal proportion of gender has been taken into consideration.

Q2. Age Structure

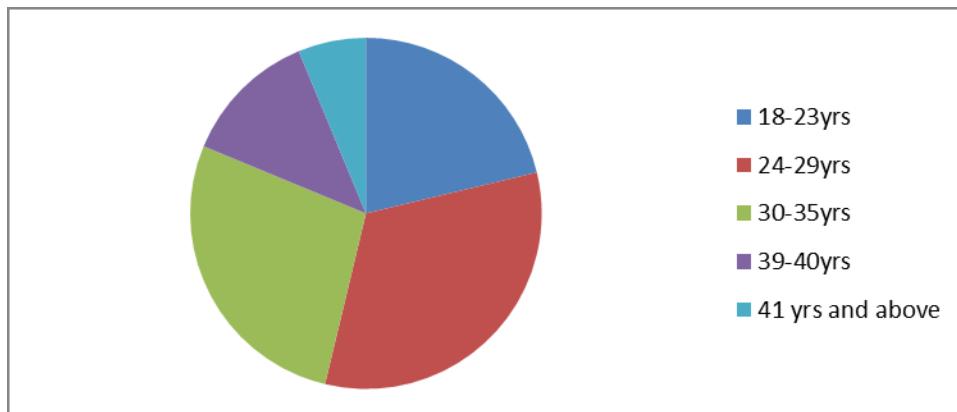


Fig 2: Pie Graph showing order of Age structure of respondent.

The second question in the questionnaire sought to identify the age structure of the respondent. It is very important for researcher to ascertain the age group of the participant. Here the researchers have considered age ranger to keep an idea of their age as people were seen conscious to reveal their age.

17% Participants were of 18-23 yrs age group

26% Participants were of 24-29 yrs age group

22% Participants were of 30-35 yrs age group

10% participants were of 39-40 yrs age group

5% Participants were of 41 yrs and above age group

Q 3: Do Customer provide review frequently

In this question, the participants were presented with a choice of five likert scale questionnaire which were used to take the answers of respondents. The goal was to know whether customer provide review frequently about the Hotel. The graph below present the result provided by 45 respondents who are staff working in hotel.

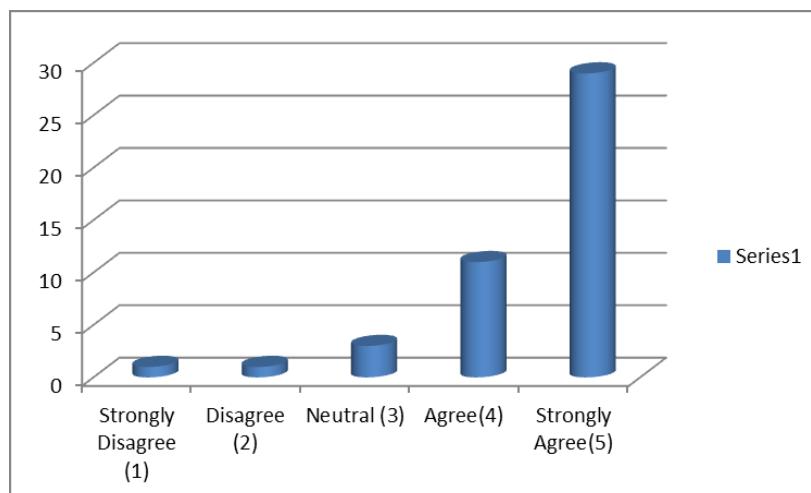


Fig 4: Histogram representing responses using a Likert Scale.

Graphical Representation

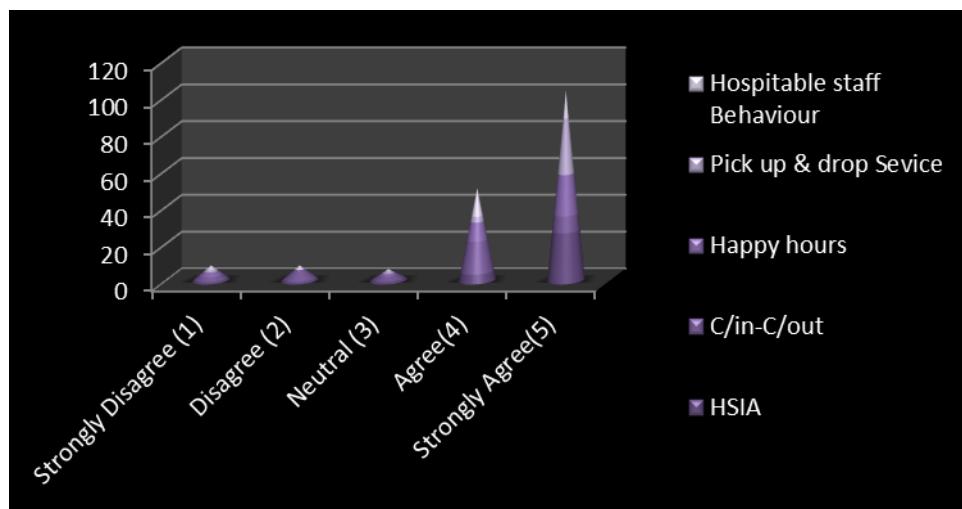
From the above graph, it is taken as many of the Hotel staff believe that customer do provide review of the hotel when they check out from the hotel. It has been observed that 29% strongly agreed, 11% agreed that customer do provide review of the hotel. Whereas 3% were neutral and 1% each were strongly disagree with the above point in question.

Q4. Do you provide reviews on Parameters?

From the respondent point of view it had been observed that due to low services provided customer satisfaction level has been affected in star category hotels. The researcher considered High speed internet access, express check in and checks out, Happy-hours, pick up and drop service, hospitable staff behaviour. Maximum respondent does comment or provide feedback on such facilities. It is being reported that 27% respondents strongly agree that they do comment on such facilities whenever they stay in any hotel. 17% percent just agree with the feedback on express check in and check out facility. 10% agree that Happy hours are taken into account while providing online reviews in any portal. 15% agree that Polite nature and hospitable dealing of staff matter to them. These all factors are under observation by maximum staff. There were 1%-2% respondent who gave neutral reply in all aspect. 1%-2% customer hardly give reviews on such topic under discussion.

| Factors | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree(4) | Strongly Agree(5) |
|----------------------------|--------------------------|-----------------|----------------|----------|-------------------|
| HSIA | 1 | 1 | 1 | 5 | 27 |
| C/in-C/out | 2 | 5 | 2 | 17 | 9 |
| Happy hours | 2 | 0 | 1 | 10 | 22 |
| Pick up & drop Service | 1 | 0 | 1 | 3 | 30 |
| Hospitable staff Behaviour | 2 | 2 | 1 | 15 | 15 |

A graphical representation of the parameters on which customer judge and provide rating to particular hotel.



Q 6. Do Hotels read reviews provided by the customer?

After filling questionnaire from customer, staff also participated from each hotel and showed positive response for the review reading. According to the response received from hotel staff around 99 % hotels seek for feedback. They conduct meetings and share feedback with all staff; department wise. Fifteen hotels have been taken for conducting research and maximum agreed to view online feedback.

Q 7. What actions do you take after reading reviews about your hotel?

From the research study it has been found that hotels takes the review seriously and initiate corrective action, 95% staff members takes it seriously to determine guest loyalty, goodwill. If they find any complaint

they immediately call for training and with that try to improve their service. Head of department convey their thanks to guest for the feedback and send a welcome mail or apology mail as a service recovery.

Conclusions and Suggestions

The study has presented that equal percentage of males and females have been considered in conducting this research. The young and middle aged people are more aware about online reviews. They make active participation in providing reviews about the hotel. The study also indicated that guest are also conscious for online review for the properties they stay and they prefer to provide feedback often. Most of the guest strongly provide feedback on High Speed Internet Access, Pick -up and drop service, happy Hours at Hotel, and Hospitable behaviour of staff. They pay attention more on these facilities provided in Hotel. These types of reviews judge the hotel on different parameter and set the star rating of Hotel. 90% of Hotel staff take reviews seriously and share the feedback with their staff. They try to improve their services by conduct training session for employees and take corrective action also. Online reviews can make or break the reputation of a hotel. Online Reviews increases the volume & quality feedback given by employees.

These days many reviews are taken as fake or hoax as well. Still time is required by Hotel staff to take reviews seriously. Staff training should be conducted vigorously on guest needs. It is being suggested that that High speed Internet access, pick up and drop Facility, Transportation, Happy Hours, check in and Check out should be done efficiently as it still faces complaint. Online reviews provide online reputation management tools to hotels, restaurant. The result generated from 80 respondents. The positive experience regarding the hotels provides greater impact on hotel demand. This research has some limitation as the data collected from respondent may or may not have same mind-set. The time of filling questionnaire may have different mindset. The effect of poor internet service on guest satisfaction & consequently on hotel online reputation have yet to be explored thoroughly. To better understand the dive into the online Review, Pre Arrival assistance could be provided to the guest and look into this issue seriously. Provision of Shuttle Service and attentive staff make guest feel comfortable. This way guest can avoid waiting for a taxi or going through the long tiring process of renting a car. Happy hours are generally provided at that time when the customer wants to relax after a day work. It is a best way to introduce your customer to the new arrival offers, enhance brand awareness. Hotels must look into these issues and give time to read reviews positively. Check in kiosk enhances the smooth functioning of front and back end work. Hotels should set timing for every staff per guest and measure the timings of check in and check out and reward the same staff for the service. Online reviews can provide a cost effective way of monitoring the customer voice and can provide a competitive edge.

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Cave Tourism as an Alternative Tourist Destination: A Case Study on Karla and Bhaja

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ABSTRACT: Maharashtra is a famous destination among the domestic as well as foreign tourist. The state is blessed with rich heritage, culture, history, tradition which includes ancient monuments, forts, caves, cave temples, and pilgrimage sites. Tourism helps to increase income generation and develop new job opportunities to the local communities. The aim of this study is to present the challenges and prospects in the development of Cave Tourism. In this paper were analysed prospects of cave tourism in Maharashtra followed by various strategies which help to grow the destination with a new emerging concept. This study is based on qualitative method whereas secondary data used to recognize the problem for the development of the destination and interview technique used to understand the opinion of the tourists visiting the cave site area. This study is restricted to limited geographical area and presented on secondary sources available with authentic sites and interview technique. Further analysis can be done on local, stakeholders and government perception towards acceptance to enrich the cave site. The finding of this study will offer the new tourism product to Maharashtra Tourism Board to promote Karle, Bhaja Caves with an alternative tourist destination. This will provide economic benefits and social upliftment of the local or host community.

Keywords: Cave Tourism, Challenges, and Strategies, Alternative tourist destination

1. Introduction

A cave is a "natural chamber or series of chambers in the earth or in the side of a hill or cliff" (Webster, -), (Oxford). Caves is a "hollow in the earth, especially one opening more or less horizontally into a hill mountain" (Universalium, 2018). Caving is an individual activity to explore the caves (Farlex). Caving traditionally is a recreational activity to explore the wild cave systems (Bali, 2018). In the United State and Canada, Caving or Cave Tourism is well known as "Spelunking" and in the United Kingdom, the word "Potholing" is used (Rathnayake, 2016). In today world, Cave Tourism is allied with exploring wild cave system as well as caves which are carved out by human and have historical implication (Bali, 2018). According to (Pathmakumara, Welange, Dandeniya, & Elgiriya, 2010) Rock Caves are majorly classified on the basis of rocks types and these classifications are Rock Shelter, Hollow Cave, Tunnel Caves, Boulder Caves, River Caves, and Crack Caves. Caves located in the world are mainly natural caves and this is Karst system overriding through the alteration process of the physical environment and harbouring of wildlife (Okonkwo, Afoma, & Martha, 2017).

Cave provides a stable atmosphere and humidity for a longer period of time, therefore records states that Buddhist and Jain monks used to stay in rock-shelter caves (Devrath, -). While traveling traders, travellers are used these caves as temporary accommodation (Bapat, 2003). Rock – Shelter caves are mostly observed in India, and they are part of UNESCO World Heritage Sites. These caves are well known because of their carving, painting and epigraphy et which explains the history and trade relations with the west area of the World (Chandra, M. 1977). In India, one can visit both naturally formed caves in Eastern and central India and human carving in Ajanta, Ellora, Elephanta, Udayagiri, Barabar et. Carving and sculptures similar to Indian cultural form are also detected in Sri Lanka. Similar to India even Sri Lankan caves enlighten on habitant sites during the pre-historic era. These caves are correspondingly used for the meditational, residential purpose (Wickramasinghe, 2009).

Cave Tourism is a part of environmental tourism product because caves are located in natural surrounding and their carving and structures are tangible in nature (Rathnayake, 2016). Tourists motivational factors and their socio-demographic characteristics play a vital role in the purpose of traveling (Kim, Kim, Park, & Guo, 2008). Hence, Cave Tourism is an emerging concept in tourism as tourists are motivated to visit cave for the natural landscape and historical importance. Caves are in natural settings can be a great potential for tourism development along with economic upliftment of the local community (Rindam, 2014). A cave can be one of the important products for the tourism industry if it is developed and market with proper strategies

(Okonkwo, Afoma, & Martha, 2017). The marketing of Cave Tourism will ultimately help to conserve the environment through the protection of the cave site area.

Maharashtra's history is dated back to the Chalcolithic period (c. 1400 BCE-700 CE) but the state name first appeared in the 07th-century inscription and Chinese traveller's account (Hebalkar, 1985). Foreign and domestic trading flourished during the Satavahana period (02nd-century BCE-02nd century CE) (Hebalkar, 1985), (Chandra, 1977), (Gaikwad, 2015). India was having relations with countries like Arabia, Egypt, and Rome (Reddy, 2013). India was exporting primary goods like cotton, textiles, spices et and against that traders imported wine, glass and luxury item from these countries (Gaikwad, 2015).

Maharashtra is having huge potential to offer cave as an individual tourism product to the market. Because distinctly this state can find 800-900 caves which are spread across the area (Joshi, 2008), (Bagwe, 2019). These caves are carved for the residential and meditational purposes by Buddhist, Jain monks (Dalavi, 2014). Later on, these caves are cast off by merchants and traders during the trading (Reddy, 2013). Thus, rock-shelter caves in Maharashtra are mostly found on trade routes. During the Satavahana period, the main foreign trade route was passing through the famous ports of Kalyan, Sopara, and Baruch (Chandra, 1977). Naneghat, Lonad cave, stupa at Sopara are evidence that showcases the trading information of the past.

Marketing and promotion of caves as an alternative tourist destination in Maharashtra are slowing undertaking the spread. Ministry of culture released press information in 2015 stating that they are planning to develop 03 Buddhist circuits in India. In that Buddhist Heritage Trails will be stated circuits to promote Buddhist site and caves in Maharashtra. The central government identified the sites for marketing. These sites are Aurangabad (Ajanta, Ellora, and Pitalkhora Cave), Pune (Karla, Bhaja Cave), Mumbai (Kanheri Cave), and Nashik (Pandavleni) (Ministry of Culture, 2015). Maharashtra Tourism Development Corporation in association with Ministry of Tourism organized Buddhist conclave in Aurangabad on 24th August 2018. The aim to promote the Buddhist Heritage and sites in Maharashtra (Bose, 2018). Buddhist monks, delegates and consulate generals from 12 to 15 Buddhist nations arrived at the destination.

The aim of this paper is to present the current challenges faced in the development of Cave Tourism as an alternative tourist destination. More specifically, in this paper, we have analyzed the tourist's perception of the enrichment of Cave Tourism in the study area. This study also suggests the strategies to market the Cave Tourism as an independent tourism product.

2. Objectives of the Study

- To understand the prospects of Cave Tourism in the study area.
- To examine the challenges related to the development of Cave Tourism in Maharashtra.
- To suggest strategies to overcome the problems of Cave Tourism as an alternative tourist destination.

3. Methodology

- a. **Research Design:** To have a better understanding of the issue exploratory research design was used. To get the primary data interview technique was used.
- b. **Area of the study:** Karla, Bhaja (Pune District of Maharashtra)
- c. **Sample Design:** Sample Size were selected through convenience sampling.
- d. **Analysis:** The data collected and analyzed with the help of statistical tools like percentage, SWOT analysis, and graphical representation.

4. Description of the Study Area

4.1 Karla Cave

Karla caves are situated in Mawal Tehsil of Pune District, Maharashtra, India (Corporation, n.d.). Karla's ancient name is "Valuraka" and is one of the most famous rock-cut architecture centers excavated about 100 meters (Archaeology Survey of India, 2009). The Buddhist caves at Karla were excavated in c. 01st century BCE. The spacious chaitya hall was carved during Hinayana Buddhist sects (Department of Archaeology). This chaitya hall / griha is the biggest of its type in the whole of India and excavated during the Satavahana period (Archaeology Survey of India, 2009). Ashokan pillars are carved only in the two locations in the western Deccan area, one of which is located in front of Chaitya griha. So, it is important and unique while visiting the cave site area (Archaeology Survey of India). This group of caves includes 16 excavations which depict artistic embellishment of both Hinayana and Mahayana sects of Buddhist. This cave is carved by a donation received from various merchant federations, the price of Marathi family, merchants, monks, nuns, and various devotees. This evidence found because of inscriptions found in and around the cave site. In the year 26.05.1909, Archaeology Survey of India declared these caves as a National Monument (Archaeology

Survey of India, 2009). A shrine of Hindu Goddess Ekvira is located in front of main chaitya griha of Karla Caves. Nowadays many Hindu devotees visit this Karla for religious purposes (Corporation, n.d.).

4.2 Bhaja Cave

Bhaja caves located in Bhaja Village of Mawal Tehsil, Pune District, Maharashtra, India. This is one of the important sites among Hinayana Sects of Buddhism. There are a group of 22 excavations and carved during the period of 2nd century BCE to 2nd century CE (Bagwe, 2019); (Corporation, n.d.); (Archaeology Survey of India, Bhaja Caves - Ticketed Monuments). At the cave site one can find out only one chaitya griha (prayer hall) and the rest are viharas (residential cave). Like Karla even in Bhaja Chaitya griha are carved along with stupa inside the chaitya griha (Corporation, n.d.); (Archaeology Survey of India, Karla Caves - Ticketed Monuments) (Archaeology Survey of India, Bhaja Caves - Ticketed Monuments). Like Kanheri caves in Mumbai even in Bhaja Caves, one can visit stupa gallery. There are 14- rock-cut stupas excavated in the memory of honored monks (Corporation, n.d.); (Pandit & Narayan, 2013). Inscriptions engraved in some of the stupas and in wooden rib enlighten on the name of the monks (Corporation, n.d.).

Accessibility to reach Karla and Bhaja Caves:

By Air: The nearest airport is Pune – Distance 62.3 Kms, Mumbai – 100.8 Kms

By Rail: Nearest railway station is Malavli and Lonavala stations

By Road: Connected through National Highway 40

5. Analysis & Interpretation

The study conducted in the different areas that are Karla and Bhaja in Pune Districts of Maharashtra. It was found that (55%) of respondents interviewed were between the age of 18 – 27, (20%) were between the age of 28 – 37, (5%) of the respondents were in the age of 38 – 47, were like (15%) and (5%) of respondents are from 48 – 57 and 57 and above respectively. Majority of the respondents were (65%) were male. (100%) of the respondents were following Hindu religion and their purpose of the visit was distributed among History (25%), Nature (10%), Pilgrimage (35%), adventure (30%) respectively. Regarding the booking, (100%) of the respondents prefer to do self-booking. It was found that (90%) of them were same-day visitors was only (10%) of respondents was an overnight stay. Among the tourists, the majority of the respondents (50%) were employed, while (25%) of them were students and (20%) were into business or profession and rest (5%) are housework respectively.

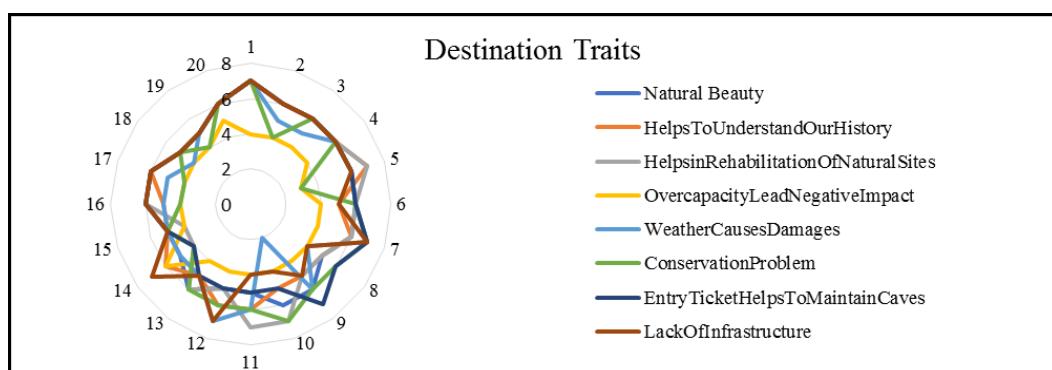
5.1 Swot Analysis to study the prospects of Cave Tourism:

| Strength | Weakness |
|---|---|
| <p>Location:</p> <ul style="list-style-type: none"> ➤ These caves are positioned in a hill cliff and filled with natural beauty, cultural and religious – historical importance. ➤ Caves are located near the weekend spot (Lonavala and Khandala) for tourists. These spots are developed with natural as well as manmade attraction. ➤ Infrastructure Development: <ul style="list-style-type: none"> ➤ These caves are well linked through National Highway 48, Lonavala and Malavli railway station which are connected to Metropolitan cities like Mumbai and Pune. ➤ Massive infrastructure development occurred near the cave site area and it helped to enrich the local community. <p>Historical Worth:</p> <ul style="list-style-type: none"> ➤ Caves are carved during the ancient area and their sculptures and inscription enlighten on historical importance. ➤ These caves also brief about the various sects established over the period of time and their | <p>Awareness:</p> <ul style="list-style-type: none"> ➤ Foreigner tourist visiting Karla caves are higher (average of past 03 years is 2207) as compare to Bhaja Caves (average of past 03 years is 1490). ➤ Hindu goddess shrine situated in Karla cave premises. So, domestic tourists who visit the shrine also visit Karla caves. Thus, awareness of this cave is more as compare to Bhaja caves which are cited in a similar surrounding. <p>Lack of Promotion:</p> <ul style="list-style-type: none"> ➤ Government (central, state and local) are involved in the promotion of these sites. But sites are promoted as weekend gateways or trekking points for tourists. ➤ “Cave Tourism” have an potential to grow as an alternative tourist destination but policy makers and stakeholders are not actively participating to promote. <p>Lack of proper guidance at cave site:</p> <ul style="list-style-type: none"> ➤ No proper guide appointed for the |
| | |

| | |
|--|---|
| <p>impacts are cited in the cave site area.</p> <ul style="list-style-type: none"> ➤ During the ancient era, India was engaged in trading with western World and information about the merchants, and culture one can cite at the destination. | <p>tourists visiting the cave site area. Information or audio – video rooms centers are not available to provide proper information on the cave site.</p> |
| <p>Opportunities</p> <ul style="list-style-type: none"> ➤ Increasing tendency towards Cave Tourism as an alternative tourist destination. ➤ Promotion of Cave Tourism will help to uplift the Local Community by creating a new job opportunity and economic development. ➤ Cave Tourism can be better promoted to the Afghanistan, Bangladesh, Bhutan, India, Nepal, Maldives and Pakistan (SAARC) and Bangladesh, India, Myanmar, Sri Lanka, Thailand, Nepal and Bhutan (BIMSTEC) countries as a new tourism product because these countries practicing Buddhism is one of their prime religion. | <p>Threats</p> <ul style="list-style-type: none"> ➤ Environmental changes are causing the damages to some of the group of caves. ➤ Tourist inflow at the cave leads to increase carrying capacity of the site. |

5.2 Challenges related to the development of Cave Tourism

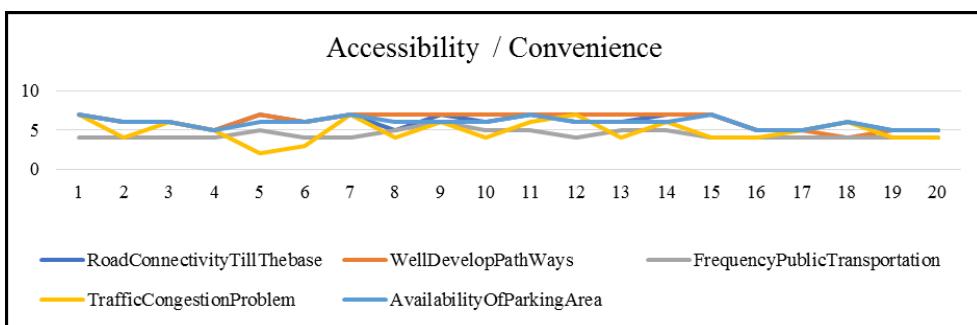
5.2.1: Figure no. 01: Destination Traits



Source: Author

In the above figure no. 01, tourists faced damages of caves and sculptures because of weather and seasonality changes. As per the respondents, conservation problem is another challenge cited at the destination, physical damage and overcapacity affects the sculptures and carving in and around the cave site area which leads to negative impact while visiting the site. The respondent's observed lack of infrastructure facilities at the cave site area.

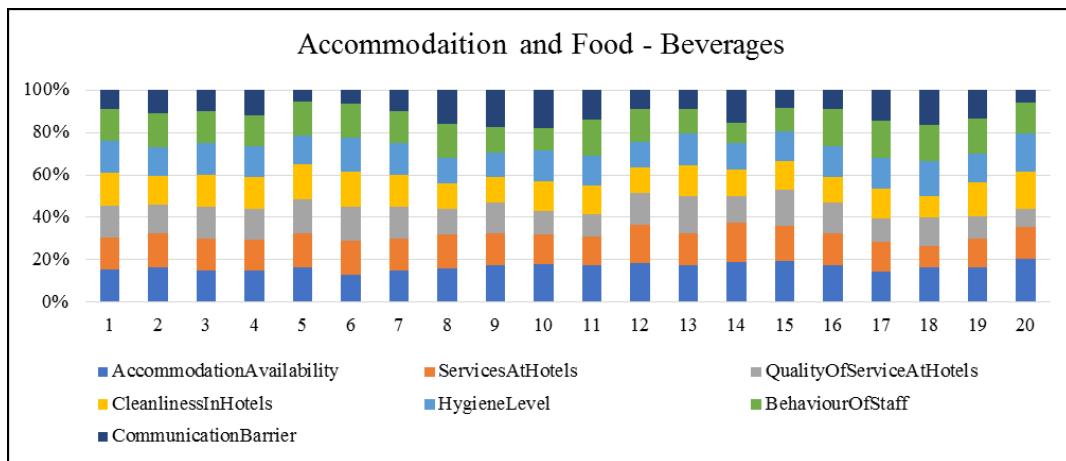
5.2.2: Figure no. 02: Accessibility or Convenience



Source: Author

In figure no. 02, indicates that tourists are facing on-site problems with regards to traffic congestion and the availability of parking area. At the Karla cave, for the tourists, local government bodies have developed the new way which connects the old pathway in the mid of the mountain cliff. So, tourists preferred to travel by road till the middle of the cliff which ultimately leads to traffic congestion and parking problem at the cave site area.

5.2.3: Figure no. 03: Accommodation, Food and Beverages



Source: Author

Interviewers stated that they are having a positive perception of the accommodation facilities which are available at the cave site area. For serving the tourists and to expand economic upliftment, locals started their stalls, hotels, and restaurants with numerous authentic, local cuisines but the respondents are facing challenges like low hygiene, cleanliness and communication barriers.

5.2.4: Table no. 01: Amenities

| Amenities | Percentage |
|--|------------|
| Information Kiosks near cave | 90 10 |
| Basic Amenities like Bank, ATM, Hospital | 80 20 |
| Cleanliness in and around the site | 80 20 |
| Sanitary facilities | 70 30 |
| Security and Safety Systems at the site | 85 15 |
| Toilet Blocks | 90 10 |
| Facilities of Drinking Water | 65 35 |
| Problem of Water Scarcity | 30 70 |
| Signage and Stickers for visitor information | 100 0 |

Source: Author

As per the tourist's opinion, it is stated above that there is an availability of information kiosks/centers, Banks, ATM, cleanliness at the site, sanitary and toilet blocks, signage facilities at the cave site. 70% of the respondents are mentioned that there is a problem of water scarcity at the cave site area. Locals fulfill their water need by bringing water from downstairs or they use drinking water tanks.

Tourist Satisfaction and Destination Loyalty; (85%) respondents are ready to revisit the site but (45%) of the tourists are facing the negative impact due to residents' undesirable gestures towards tourists. Natural settings and physical environment (40%) of tourists are highly recommended, whereas (35%) of the respondents are agreed to recommend Karla and Bhaja Caves to others.

5.3 Strategies to Overcome the Problems of Cave Tourism

5.3.1 Archaeology Survey of India, need to set priority conservation programs at cave site area so that, caves which are under restoration will be open for the tourists at the earliest. This will aid to split the tourists among a group of caves. This will also help to handle the carrying capacity of the group of caves located in Karla and Bhaja caves. There are no proper accommodation and infrastructure observed near the cave site area, as tourists prefer to stay in Lonavala and Khandala one of the hill stations in Maharashtra which are located 12 Km from the Karla Cave and 13 Km from Bhaja Cave.

5.3.2 Parking facilities levies are collected by Gram Panchayat, but due to two different routes to reach the mid of the mountain cliff, there is a problem of congestion observed. Even hotels, restaurants, and stalls are having their own space which they allocate for tourist parking. So, there is no proper parking space to allocate by local bodies. The proper channelization and allocation of parking space will reduce the problem of traffic congestion and parking.

5.3.3 Hotels, restaurants or stalls which exists near cave site area are not registered under any of the government bodies (Ministry of Tourism, Maharashtra Tourism Development Corporation). There is no proper guideline followed by them for hygiene, cleanliness at the hotels, restaurants, and stalls. Central government bodies or local bodies regular inspection will reduce the problem of hygiene, cleanliness.

5.3.4 Locals are having a negative perception towards the tourists and destination development. Thus, tourists are receiving a negative gesture from them. Central government bodies like INTACH, ASI, an independent NGO, history or environmental bodies can create an awareness program for both local and tourists. It will help to reduce the negative gap between both of them.

5.3.5 The government is focusing on well-developed tourism products and raise the funds to that particular product. But independent caves are having the potential to attract a greater number of tourists. So, the government can initiate individual "Cave Tourism" Product as an alternative tourist destination.

6. Suggestions and Recommendation

6.1 Local communities can be one of the major investors to maintain the site. So, they will receive a proper program and training.

6.2 A local community presence in the maintenance committee will keep continuous involvement in the enrichment of "Cave Tourism".

6.3 Regular and continuous evaluation of caves will improve the issues related to conservation and maintenance.

6.4 Documentary shows, Audio-video clips will provide information about the caves and ultimately will showcase the historical importance.

Aggressive marketing of the caves as a tourist destination will attract a greater number of tourists for "Cave Tourism".

7. Conclusion

The research studies explore the current scenario of Karla and Bhaja caves of Maharashtra. The study concluded that there are prospects to develop the destination under the concept of "Cave tourism". This study enlightens that there are challenges at the destination but proper channelization, government, and local community initiatives will reduce the same and will attract a greater number of tourists. When it comes to tourism as an alternative tourist destination caves are having the potential to enrich as an independent "Cave Tourism" product among the tourists.

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Tourist Behaviour towards Conservation and Tourism: National Parks in India

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ABSTRACT: Tourists of the new era condemn conventional tourist attractions and are relentlessly exploring new forms of tourism. Global governments are trying to promote their various forms to full fill tourist's increasing and new demands. In this race national parks & wildlife sanctuaries are considered as flagship for tourism development as protected areas are becoming increasingly popular and having a good opportunity to emerge. In Indian National Parks, tourist support for conservation has not been investigated much. This study is to observe tourist behaviour towards conservation of national parks in India. A questionnaire was formed and floated online. From responses, it was observed that many of the tourists are not aware about conservational schemes and initiatives at National Parks which are launched by government. The study also examines the tourist's role in the conservation and sustainable development of National Park as a favoured tourist attraction is inevitable. Responses also revealed positive attitudes towards conservation and high support for conservation endeavours.

Keywords: national parks, conservation, tourist attitudes

1. Introduction

People have been travelling since the ancient era but the purpose and motivation of their travel has changed as per time. Evidence propose that individuals' purpose for travelling to natural environments have changed as per time (Eagles & McCool, 2002; Fridgen, 1996). Earlier people used to travel for trade, pilgrimage etc. Now a day's tourists are travelling for pleasure, recreation, adventure, food, events and many more reasons. Fridgen (1996) suggested that early travels to pilgrimage or sacred destinations were mainly for spiritual essence. Following which travel for health and pleasure purposes were into picture and eventually for admiration of the natural world in the 17th and 18th centuries. The world is also witnessing different forms of tourism according to the choices of destination is offering to them. Out of these choices nature and environment has always lured and will continue to lure a good number of tourist's attention and interest for a variety of reasons. In 21st century which is trapped in industrialisation it becoming a task to find natural places. People from hustle bustle of cities are finding peace in nature and moving towards it for tourism. Due to this unregulated interference there was disturbance in natural and cultural heritage of the place. With this government introduced the concept of conservation of wildlife and nature. Wildlife sanctuaries and national parks where thus established with an idea of conservation of resources with some regulations for tourists and locals also.

The first national park of the world, Yellow stone national park was established in 1872 in US. In India as, other countries wildlife sanctuaries and national parks are the best places to dwell into nature. National parks and natural environment are powerful attractions for tourists. (Uysal and Gitelson (1994)). According to Kamri & Radam, 2013 national parks are known to have immense scope for ecology, recreation and culture, all of which attracts people to them. National Parks are beautiful destination for experiencing nature, wildlife, and ecotourism (Nowaczek & Fennel 2010). It doesn't matter that the purpose of making national parks was conservation, tourism or any other (Frost & Hall, 2009 a), they will always come forward as most favoured tourist attractions. Every year many tourists visit different national parks to entertain them. This requires a proper park management which can take meet their needs. Eagles and McCool (2002) unveil a current shift in importance from the establishment and expansion of protected areas to the management of these protected areas. Mismanagement of same can cause disturbance to both i.e. the tourist and the nature. Over flow of tourist should be dealt appropriately as it can lead to considerable damage of the natural environment. Some adverse effects are by now noticeable decreasing biodiversity, water sources like sea pollution, disturbed wildlife), while more adverse effects are estimated in near future (Golcic & Bastic, 2012; Hall & Gossling, 2006). These effects are caused by both the suppliers and the recipients of tourism. Suppliers are accused of damaging the nature by unstoppable use of resources and tourists are accused of littering the environment, creating unnecessary wastes, and showing little sense of responsibility

and regard for flora and fauna (Lam & Chan, 2002). La Page 2010; Eagles & McCool, 2002; the overflow of tourists in most of the national parks is considerate warning to the nature. Than too many park authorities are being reluctant and ignorant and want to cater more and more tourists and meet their demands, which require to increase visitor facilities like accommodation, transportation (Huang, Deng, Li, & Zhong, 2008). Also, if a tourist's basic demands like good accommodation, transportation and food are not met it can cause a decrease in number of tourists. Although the battle between the needs of entertainment and leisure and the needs for conservation have been acknowledged (Barros, 2005), it is recognised that in many developing nations, it is the tourist entry charges to national parks and other tourism earnings, which provide the capital for maintaining and managing the national parks (Eagles et al., 2013). Behaviour of tourism service providers towards environment have been researched a lot but researches on behaviour of tourists towards environment is going slowly. (Andereck, 2009; Kim, 2012).

It is seen that both nature and human have a special connection which alters with the attitude of tourist towards the former. According to Page and Connell (2009) there can be a mutual connection between tourism and the nature, both benefitting each other. Also, there can be connections in which tourism gets benefitted and the other i.e. nature is undisturbed or the connection in which tourism not only utilizes nature, but also destroys it.

However, it has been tried consistently to avoid the last type of relationship in which tourism gets benefitted at the cost of nature. The issue was said to be resolved by introducing sustainable tourism. Sustaining nature with tourism going on is a hot topic for research for many (Liu 2003, Clarke 1997, Swarbrooke, 1999, Hall, Gossling & Weaver 2009). Globally there is a race going on for sustainable tourism (Page, Bentley and Connell 2009). According to Clarke 1997 sustainable tourism is a practice that everyone should follow, it is not inbuilt attribute of every type of tourism or any special type of tourism. Many researches show that tourism is a long way from sustainable (Buckley 2012) and if you want to achieve the goal of sustainable tourism tourist play a major role in same (Sirakaya & Choi, 2005). How much a tourist relates him or herself with nature decides how much he is eager to conserve nature and take part in sustainable race. Thøgersen and Olander (2002) performed a study to show that there is a relationship between sustainable consumption and values and behaviour of any individual. Study suggest that value priorities are very significant for sustainable consumption. If an individual values environment or nature he or she will never harm the same. A study suggests that there is a close relationship between an individual's attitude towards nature and his or her attitude towards issues related to the environment. The more an individual connects him or her with nature the more he is concerned with environmental issues (Schultz, Shriver, Tabanic, and Khazian (2004)).

A study was conducted on tourists' attitude towards conservation of nature which suggests an individual with high national park affection have comparatively more optimistic inclination towards conservation and protection of nature than the individual who have less national park affection Arnberger, A., Eder, R., Allex, B., Sterl, P., & Burns, R. C. (2012). Another study concluded that attitudes towards environment and nature-based tourism motivations are very closely and positively related Luo, Y., & Deng, J. (2007).

2. Objectives of the Study:

1. Investigate tourist perspective towards conservation of natural tourism resources
2. Comprehend the relationship between conservation and tourist behaviour
3. Understand the role of tourists in conservation efforts

3. Data collection Methodology:

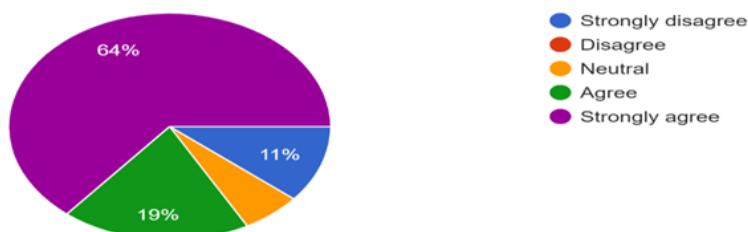
A structured questionnaire was floated online and people who visited national parks were asked to fill it. 100 filled questionnaires were used for analysis.

4. Results and Discussions

Table 1

Awareness towards conservation of natural resources in tourist areas is important.

100 responses

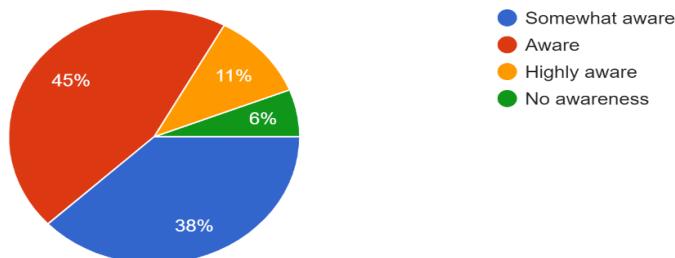


When we are learning tourist attitudes towards conservation it is important to learn that whether tourist think that conservations of natural resources in tourist areas is important. Observing wildlife can be an inspiring affair. Unlike earlier days when people get to only read and see pictures of wild animals on TV or, at best, in zoos and aquariums now they get to see it in real in a national park, they are excited by watching breath-taking flora and fauna. Spotting wild animals like tiger, gorillas, elephants and many others by this proximation is not just an unforgettable experience but it also can inspire people to better participate in conservation of these natural resources. As per the responses majority of the people agree that awareness for conserving natural resources is very important. (Strongly agree 64 %, 19 % agree).

Table 2

I am aware of governmental initiatives towards conservation

100 responses

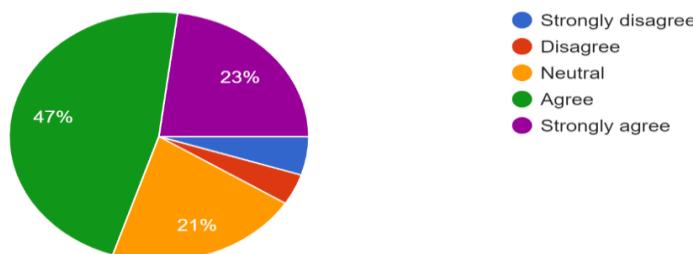


Keeping in view the continuous invasion into the forest by humans, our government took good and effective initiatives to conserve wildlife in the country, and amongst it, most commendable initiatives is the Wildlife Protection Act of 1972, which forbid the activities which involve the killing of rare and endangered species. However, this is not the only initiative by the government, there are many other initiatives too that have helped the country maintain its affluent fauna. But as per the responses collected only 45 % people are aware about governmental initiatives towards conservation. 38 % people were not aware fully but had some idea. This suggest that government needs to aware people about these steps taken by it.

Table 3

The responsibility of conserving national parks and its flora and fauna are on the tourists visiting the destination

100 responses

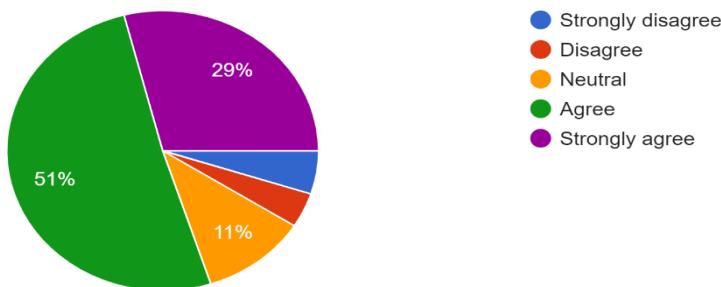


People have an idea that conservation is just saving animals; but involves maintaining their habitats and changing mindsets of people towards them. A national parks flora and fauna can be disturbed by the actions of people, from deforestation, littering to pollution and hunting. Responsible tourism has a major role in stopping these undesirable actions and activities by inspiring people to adore rather than damage the natural resources. Majority of respondents (27% Strongly agree, 47 % Agree) felt that it is their responsibility to conserve flora and fauna of national parks they are visiting.

Table 4

Tourism can become a factor of change and help authorities to conserve natural environment

100 responses

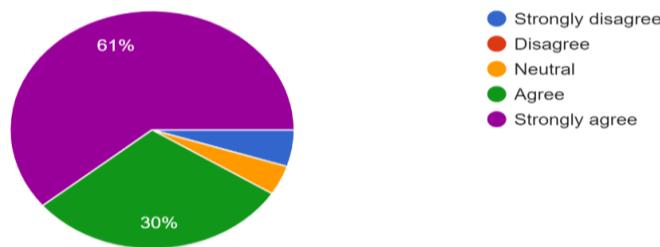


Wildlife tourism can have hostile reaction on animals: by destroying their habitats, by intimidating their behaviour. Wild animals are very vulnerable to these kinds of disturbances. Therefore, great care and attention is needed to limit and control tourism activities around them. The tourism is one of the important ways to improve a countries economy so we cannot prohibit people from visiting national parks as the money generated by revenue of tourism is used in maintenance of that national park and it also supports livelihood of surrounding communities. Government have to make tourist realize that wildlife is an important aspect of our environment. The question was designed to learn that whether tourist think that they can make a difference and be a factor of change. Majority of respondents felt that Tourism can change and help authorities to conserve natural environment.

Table 5

Natural environment will attract more tourist to a particular destination if it is maintained properly

100 responses

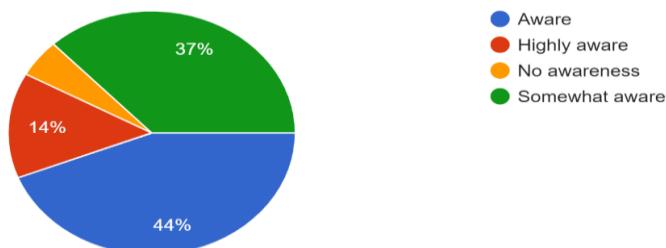


Any place if maintained properly gathers attentions. Natural places having serene environment attracts tourists of all ages. However due to ignorance of tourist and negligence of authorities the natural places are getting disturbed and it may have negative effect on tourism flow. Most of the respondents (61% strongly agree and 30 % agree) feel that if maintained properly natural environment will attract more tourist.

Table 6

I have knowledge of certain rules and regulations that are applicable to tourists at national parks

100 responses

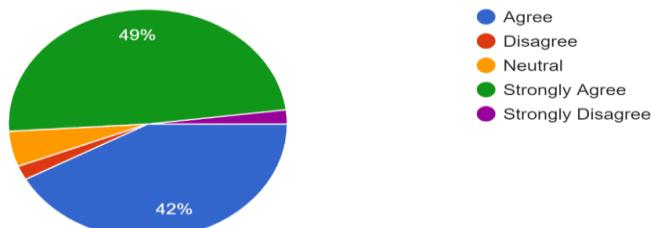


To stop illegal activities and unwanted interference of people towards wildlife, national parks set some rules and regulations and tourists visiting should abide these rules and regulations. Most of the respondents were aware of the rules and regulations applicable to tourists at national parks. (14% highly aware, 44% aware, 37% somewhat aware).

Table 7

Being responsible is an important aspect of being a tourist at a national park or natural environment

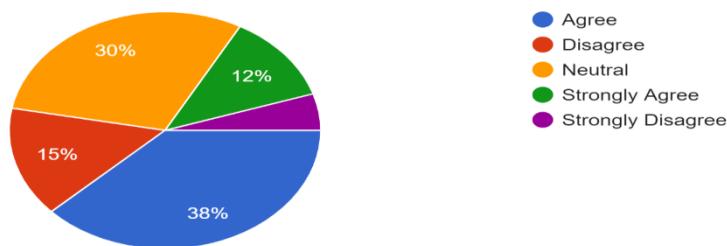
100 responses



Responsible tourism is a very heavy word which makes you feel excited and emotional at the same time. We always try to be responsible person in the society but often forget our role towards environment or nature. We think that nature is something to be exploited freely, but we should learn that there is end to every thing. If we didn't restrict ourselves it will reflect on ourselves sooner. We cannot live without nature. If tourists are to enjoy high-quality wildlife watching without threatening the survival of the animals they watch or their habitats, wildlife watching practices need to be controlled and properly managed. According to the responses to this questions most of the people feel that you have to be responsible when you are visiting a national park or natural environment. (49 % strongly agree, 42 % agree)

Table 8

Tourists are more prone to disturb the ecosystem of a national park
100 responses

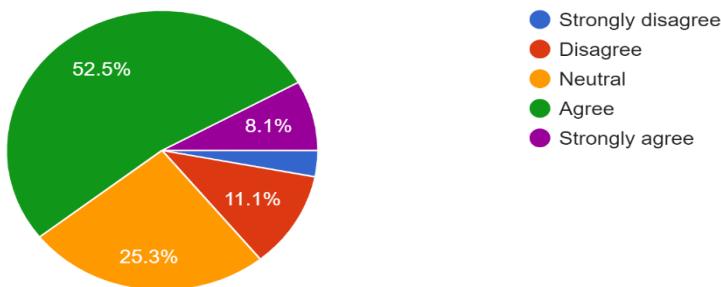


As tourism increases in national parks, it is predetermined that it will create adverse effect on the environment and wildlife. Without effective and proper protection and management, these effects can damage the natural environment and destroy wildlife which are the key assets for tourism in a national park. These dangers arise because animal populations cannot cope, indefinitely, with increasing visitor numbers. According to majority of respondent tourists can disturb the ecosystem of national park. (12 % strongly agree, 38% agree, 30 % neutral).

Table 9

Tourists are more into the leisure aspect of ecotourism rather than the actual "eco" experience

99 responses

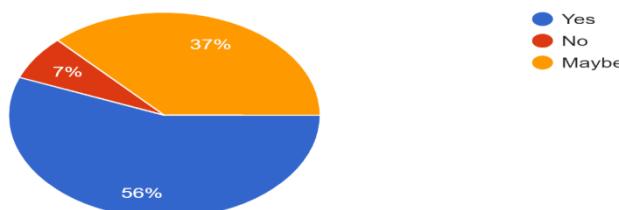


Visiting national parks provides the chance for tourists to learn more about the ecosystems, biology, and geology of them. By knowing them from close tourist can have better understanding of how to conserve different species and natural formations. It provides an exciting first-hand experience about sustainable living and other eco-friendly activities. But it had been observed that many tourists are not caring about these experiences, they are more into leisure instead of eco experience. The responses to the question also suggest the same. Majority of the respondents felt that tourists are more into leisure aspect than eco experience. (8.1 % strongly agree, 52.5 % agree).

Table 10

There has to be more involvement with the local tribal community when visiting national parks

100 responses

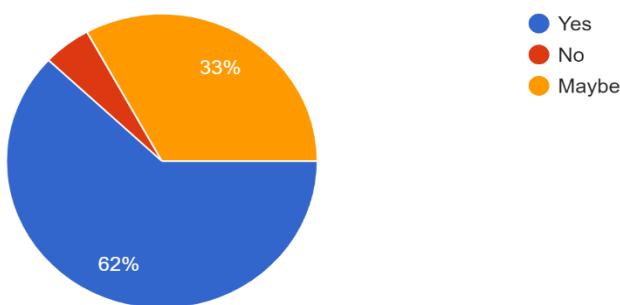


When visiting a national park, it's not only about conserving environments; it's also about sustaining communities. Tourism not only creates employment opportunities for locals but it also preserves and promotes their culture and traditional practices. For this it is necessary that tourists should interact with local tribal communities when they are visiting national parks. Majority of the respondents felt that there should be more involvement with the tribal communities in national parks. (56 % yes, 37 % maybe).

Table 11

Currently tourists are ignorant to the needs and aspirations of the tribal communities dwelling in the forests

100 responses

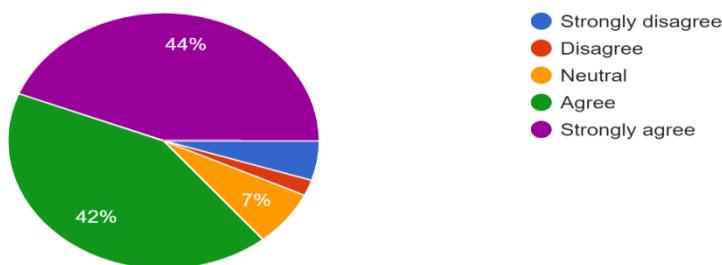


When we study about tourist attitude towards conservation, we should know that it is not only wildlife and environment which we have to conserve, we have to know about tribal communities living in the vicinity of the forest. When the concept of national parks was not introduced these communities used to utilize forest resources freely. But after restrictions from the government they have to search for other options for their livelihood. Majority of the respondents felt that tourists are ignorant about the needs and aspirations of the tribal community around the forest. (62% yes, 33 % maybe). As a responsible tourist we should know their needs and aspirations but we sometimes fail in that.

Table 12

The government must play its part in promoting a sustainable model of tourism at national parks

100 responses

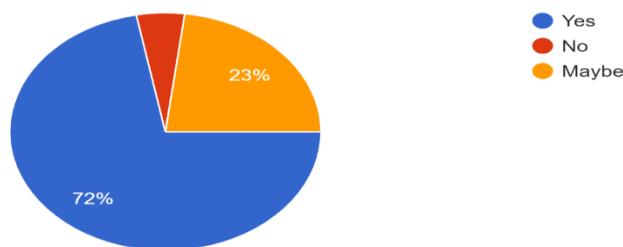


National parks around the world have furnished us with models for sustainable tourism development, and provided a blueprint that we can follow. Our government must also play its part in promoting a sustainable model of tourism at national parks. The respondents were very positive about this question. (44 % strongly agree, 42 % agree).

Table 13

National Parks in India must be re-branded and re-positioned to reflect ethos of sustainability

100 responses



National parks display us the best thing what different nations can do when it comes to innovation in conservation of wildlife and environment and land management. World wide there are different examples how even small changes can lead a park much closer to a sustainable approach to both park's infrastructure and park development. In India also national parks should be repositioned and rebranded to ethos of sustainability. Majority of respondents agree to the same. (72 % yes, 23 % maybe).

5. Further Research and Limit

Further research can dwell in the deeper veneers of conservation and attitudes towards conservation measures by public and private bodies. We may take in cognisance the various obstacles and road blocks towards conservation endeavours which were not covered through this study.

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Technology Driven Housekeeping: A Study Based on Hotels Acquiring Such Practices

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ABSTRACT: While everything from the front desk to food and beverage has been impacted by new technology developments, the housekeeping department, relatively speaking, remains stuck in the dark ages. Nobody's really paid attention to the housekeeping department in a long time," admits Vince Barrett, vice-president of Food and Beverage/Rooms with Shelton, Conn.-based New Castle Hotels & Resorts. We still expect room attendants to perform at the same level as 25 to 30 years ago, yet the size of rooms and the product has changed dramatically and we haven't advanced their technology, training or equipment to make them more productive." In addition to being one of the hotel industry's largest payroll departments, housekeeping — particularly poor housekeeping — does not go unnoticed by guests. It can also be your undoing in social media, where something as innocuous as a stained towel can lead to a one-star review. The good news is that technology is now improving everything from housekeeping assignments to everyday tasks such as vacuuming. The highly competitive hotel landscape at present has forced us to reexamine our operations to not only look for added efficiencies but also to see what we can do better. The overwhelming consensus is one of getting back to basics – that hospitality is and will always be a people business. Hence, improving our human capital will in turn have manifold benefits, both direct via improved productivity, for example, as well as indirect through, say, heightened guest satisfaction. Nowhere is this reinvestment in our own associates and managers more necessary than for our housekeepers and other related departments, because they account for the most payroll-by-man hours. Further, these room attendants, maids, public area custodians and other back-of-house staffers endure workplace hazards that are far removed from other roles. As such, professional development for these team members will generate significant cost savings from a variety of underlying rationales.

Keywords: Female employees, female managers, Leadership, Gender composition.

1. Introduction

In the recent years, new applications using smart devices have been widespread in hotel businesses, which were usually limited in the front office system until the adoption of IT programs, for example housekeeping during the past few years. This research deals with a housekeeping management mobile application as a new phenomenon in the hospitality industry, with the aim to uncover the essence of housekeepers' experience using the application; thus, to unfold the strengths and weaknesses of the application and suggest how to improve its capability in practice. Housekeeping work has been apparently the most time-consuming and human resource consuming processes in the hotel operations. Increasing productivity and efficiency has been the top priority, which would result in a big improvement in hotel operational performance.

Housekeeping operations are increasingly becoming scientific and mechanized. Efficiently managed Housekeeping departments ensure the cleanliness, safeguarding and aesthetic entreat of the hotel. The tasks performed by Housekeeping department are pivotal to the horizontal daily operation of any hotel. In the present stringent competitive scenario maintaining hotel is very tough and satisfying guest is even tougher. Integrated audiovisual technologies are helping hoteliers reimagining the guest experience and exceed the expectations of the modern traveler. Touch-screens, high-definition content, and wireless connectivity are ubiquitous in daily life, and hoteliers are leveraging their popularity to deliver true value from lobbies to guest rooms.

Purpose of the Study

The study intends to find out the benefits added to the hotel operations of the hotel due to the presence of modern trends and technologies. For this purpose the preference of employees in Housekeeping department was analysed for the qualitative study about their perception towards the assistance given by technology in their daily operations. This study will help the hotels to realize the importance of technology in their organization.

Study Area

The present study is based upon New Delhi attracting significant percentage of guest arrivals. The hotel properties including the hotel units of internationally renowned branded hotel chains that are influenced by the seasonality of tourism. The sample was made up of Housekeeping employees working with star categorised hotels (not less than 3 star) recognized by the FHRAI (Federation of Hotels and Restaurants Association of India) and HRACC (Hotels and Restaurants Approval Classification committee) governed by the Department of Tourism, India. A sample size of 118 employees was chosen including different levels of management from various departments of 12 such reputed hospitality organizations. The sample work was conducted between February and March 2019. A questionnaire as a survey instrument was developed. The first section of the questionnaire included questions on demographics (age, gender, education, current position and work experience). The second section included the various technologies used and rated by the employees on the Likert scale of 5.

Literature Review

- Customer relationship management, revenue and sales management, housekeeping maintenance software etc. The developments in guestfacing systems and IoT technology are significantly enhancing the capabilities of BoH management systems. For example, in-room IoT units like thermostats, motion sensors and ambient light sensors (shown in Figure 1) can be used to control temperature and lighting in hotel rooms when they are unoccupied or unsold which can reduce energy costs by 20 to 45 percent. Starwood Hotels and Resorts' "daylight harvesting" is such an energy-saving scheme which saves energy and increases indoor lighting consistency by automatically adjusting the energy-efficient LED lighting based on the natural light detected coming into the hotel room.^[1]
- The requirements for the level of service and the quality of the experience during the stay are increased. Their satisfaction is determined to a considerable extent by the management decisions about the type and ways of application of technology in the process of providing hotel services. Technological innovations are becoming more and more widely used in the hotel industry. It is evident that information technology investments will increase hotels' productivity, reduce their costs, and at the same time add value to the services and products offered to their customers.^[2]
- The energy management system in the hotel helps to analyse data from major energy-consuming appliances. Compact fluorescent lamps are the spinal column in high efficiency lighting. These lamps save energy waste. Ceiling motion sensors are used in meeting rooms, conference rooms and public areas to reduce energy waste. Housekeepers are looking for products and equipments that help in conserving energy.^[3]
- Responsible tourism and green practices, there is much more to being ecologically friendly than reusing sheets and towels. Environmentally-friendly properties, whose managers are eager to institute programmers' that save water, save energy and reduce solid waste—while saving money.^[4] Eco practices are one of the most spectacular emerging trends in hotel housekeeping. —Going green^[5] is a trend of the day and environment sound policies increases the monetary health of a property. There is an increasing awareness to use eco-friendly amenities, commodities and practices. Housekeepers are developing and adopting new ways to conserve water and energy.^[4]
- The three biggest challenges for hotels' organizational structure are: globalized business environment, technology development and request of interested parties. Within the process of hotel housekeeping is possible to identify the following activities with employed persons (Figure 2): the activity of hygiene and equipment supplies accommodation units, bad making (supervisor room, maids), the activity of laundry and dry cleaning: washing, ironing, drying (head wash, the controller receiving and issuing machine, chemical cleaners, tailor, washer, presser), activity hygiene hotel public space (hygienist, washer floors, washer glass surfaces), safety and security, activity decorating the interior of the hotel and the maintenance of horticultural seedlings (decorator, florist, gardener), as well as technical maintenance activity.^[5]
- Many hotels have invested heavily in information technology (IT) infrastructure and networking that deploy the latest technical advances in their operations. Hospitality Industry strongly invested in information technology (IT) to generate new technologies in housekeeping department. New technologies like Wi-Fi (wireless fidelity), radio frequency identification, GPS (global positioning system), VOIP (voice over internet protocol), hand held communication devices and WLAN (Wireless local area networks) are developing rapidly. Many types of software having comprehensive

housekeeping applications are being used today in the hotels. With the help of technology customers involvement in service delivery has been increased.^[6]

- To increase compliments and minimize complaints, executive housekeepers can access a tool that enables realtime insight. One acronym for that technology tool is CMMS. The CMMS Decision What is CMMS? It's a common (but not the only) acronym for management software in our industry. It stands for custodial maintenance management software. Fortunately, there are the complete facility management cycle can be documented, evaluated and optimized starting with budget, then going through processes, training/ certification, employee engagement and quality validation.^[7]
- For hotel operators, the hotel industry must follow the trend of the times, grasp the consumers' habits, characteristics, and temperaments at all times, elevate the service quality constantly, and develop unique commodity value or service mode in order to keep the superiority in the intense competition. The most important commodity of a hotel is the room; therefore, at the part of how to provide the tourists the fastest rooms with the highest quality to boost the customer satisfaction, the room attendants' proper preparation and careful handling has a decisive influence.^[8]
- The challenges of keeping up with the fast pace of technology is difficult and expensive. Multiple telephone lines, interactive opportunities for ordering room service, and guest-room check-out are examples of amenities that guests increasingly desire, but that are very expensive to install and implement.^[9]

Objective of the Study

- Finding out the role of technology in housekeeping department of the Hotels.
- Identifying the future needs of technology in effective service delivery.

Types of Instruments and Methods used for Research

- Data collection through Questionnaires with employees from different departments of the hotel.
- Respondents are recorded in questionnaire.

Analysis Tools

- Development of Hypothesis
- For analysis of data, descriptive statistics is used.

H_0 : Employees rating to the given variables is significant.

H_1 : Employees rating to the given variables is not significant.

Data Analysis (Table 1. Demographics):

Table 1, shows the demographical characteristics of respondents. 68 (57.62%) of respondents were from age group of 21-30 years and 40 (33.89%) were from age group of 31-40 years while, 06 (5.08%) were from 41-50 years. 04 (3.38%) were from age group of 51-60 years. This shows that there is a balance of fresher and experienced female workforce in the hotel industry. The highest number of the respondents 51 (43.22%) indicated they had a Bachelor degree in hotel management. 21 (17.79%) of all respondents had a graduation degree. 22 (18.64%) respondents were diploma holder in hotel management. 31 (26.27%) respondents had working experience in the hospitality field for 5-10 years; 12 (10.16%) respondents had 10-15 years working experience in this field. There is a considerable number of respondents 71 (60.16%) working experience less than five years, which depicts the trend of freshers' in the hospitality industry. Respondents were selected from Housekeeping department.

| Demographic Characteristics | | No of Respondents | % |
|------------------------------------|----------------------|--------------------------|----------|
| Age | 21-30 years | 68 | 57.62% |
| | 31-40 years | 40 | 33.89% |
| | 41-50 years | 6 | 5.08% |
| | 51 and above | 4 | 3.38% |
| Gender | Female | 52 | 44.06% |
| | Male | 66 | 55.93% |
| Education | Graduate | 21 | 17.79% |
| | Graduate (HM) | 51 | 43.22% |

| | | | |
|-------------------|------------------------------------|-----|--------|
| | Post graduate | 18 | 15.25% |
| | Diploma | 22 | 18.64% |
| | Others | 06 | 5.08% |
| Experience | < 5 years | 71 | 60.16% |
| | 5-10 years | 31 | 26.27% |
| | 10-15 years | 12 | 10.16% |
| | 15-20 years | 04 | 3.38% |
| | Total Number of Respondents | 118 | |
| | Number of Hotels | 12 | |

Data Analysis and Interpretation

Table No 1: Increased Guest Satisfaction

| Response | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 83 | 70.33% |
| Agree | 21 | 17.79% |
| Neutral | 12 | 10.16% |
| Disagree | 02 | 1.69% |
| Strongly Disagree | 00 | 0% |

Table No 2: Increased Efficiency

| Response | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 77 | 65.25% |
| Agree | 26 | 22.03% |
| Neutral | 11 | 9.32% |
| Disagree | 03 | 2.54% |
| Strongly Disagree | 01 | 0.84% |

Table No 3: Adherence to SOP

| Response | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 74 | 62.71% |
| Agree | 29 | 24.57% |
| Neutral | 09 | 7.62% |
| Disagree | 04 | 3.38% |
| Strongly Disagree | 02 | 1.69% |

Table No 4: Smoother Operations

| Response | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 58 | 49.15% |
| Agree | 35 | 29.66% |
| Neutral | 15 | 12.71% |
| Disagree | 06 | 5.08% |
| Strongly Disagree | 04 | 3.38% |

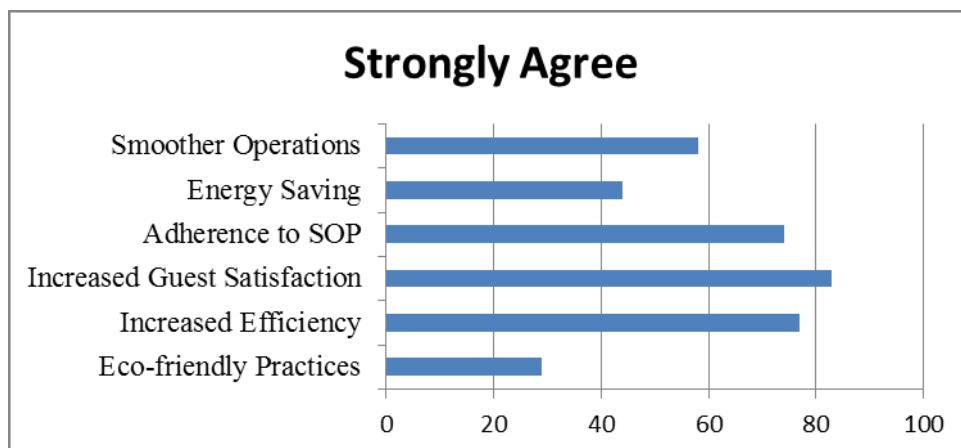
Table No 5: Energy Saving

| Response | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 44 | 37.28% |
| Agree | 39 | 33.05% |
| Neutral | 17 | 14.04% |
| Disagree | 11 | 9.33% |
| Strongly Disagree | 07 | 5.93% |

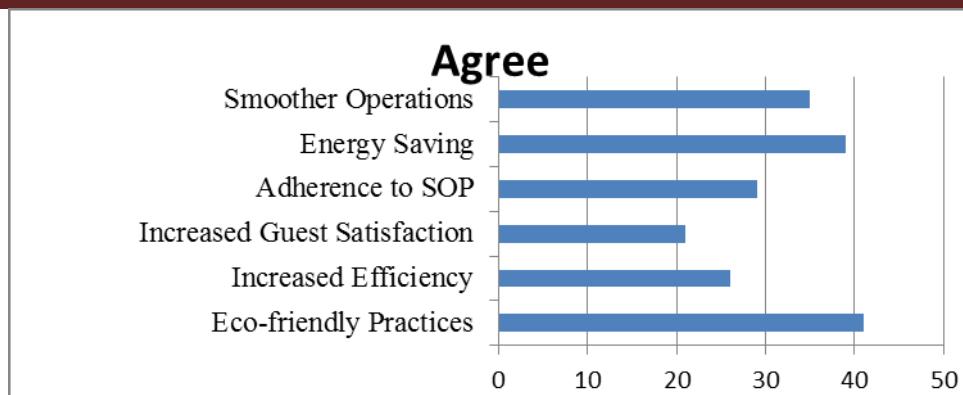
Table No 6: Eco-friendly Practices

| Response | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Strongly Agree | 29 | 24.57% |
| Agree | 41 | 34.74% |
| Neutral | 23 | 19.49% |
| Disagree | 14 | 11.86% |
| Strongly Disagree | 10 | 8.47% |

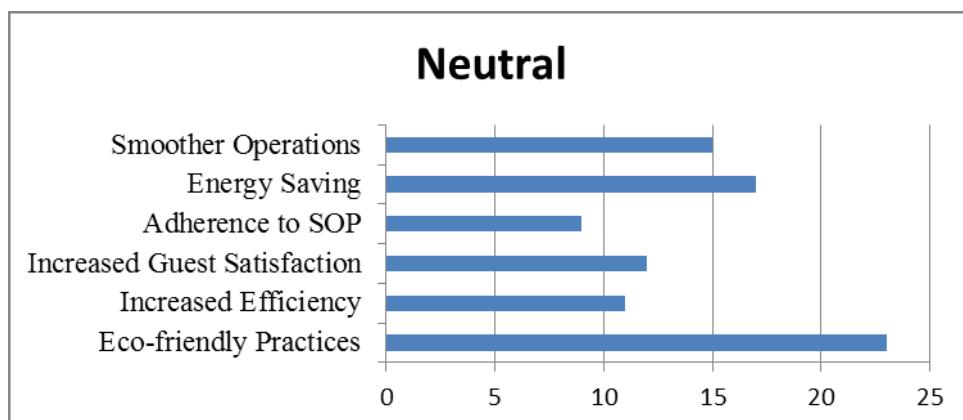
Findings and Results

**Graph No 1:** Strongly agreed respondents (in %)

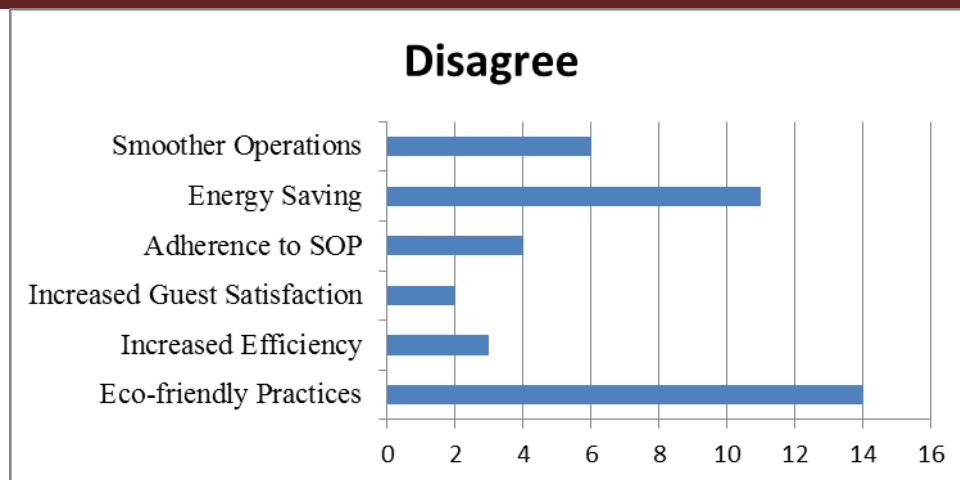
Maximum respondents i.e. 83(70.33%) strongly agreed upon the role of technology in increased guest satisfaction followed by 77(65.25%) embarked upon increased efficiency with the help of the technology. 74(62.71%) respondents affirmed that the technology has helped them in strict adherence to the SOP (standard operating procedure) while, 58(49.15%) respondents opined that with the proper usage of the technology, the overall operations gets smoother. 44(37.28%) respondents stressed that the technology has been contributing in energy conservation and it has also significantly contributed towards the eco-friendly practices with 29(24.57%) respondents.

**Graph No 2:** Agreed respondents (in %)

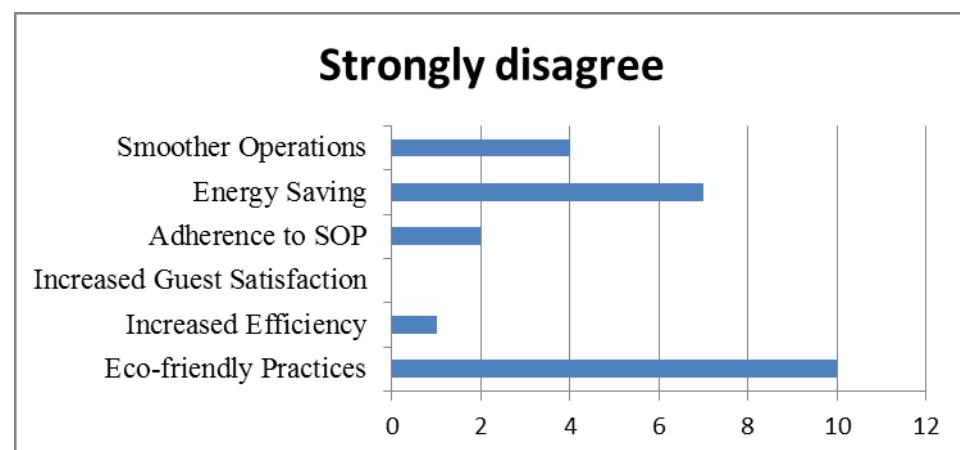
Maximum respondents 41 (34.74%) emphasized that Eco-friendly Practices gets better with the usage of technology followed by the Energy saving capability of the technology which was affirmed by 39(33.05%) respondents. Smoother operations, adherence to SOP and increased efficiency was rated 35(29.66%), 29(24.27%) and 26(22.03%) respectively. 21(17.79%) respondents said that the guest satisfaction has increased with the inclusion of technology.

**Graph No 3:** Neutral respondents (in %)

Maximum respondents 23 (19.49%) remained neutral Eco-friendly Practices gets better with the technological usage followed by energy saving capabilities of the equipments and machinery with 17(14.40%) respondents. Smoother operations 15(12.71%) are facilitated with technology followed by increased guest satisfaction 12(10.16%). Increased efficiency and adherence to SOP was rated 11(9.33%) and 9(7.62%) respectively.

**Graph No 4:** Disagreed respondents (in %)

14(11.86%) respondents disagreed upon the contribution of technology towards the eco-friendly practices followed by energy saving quality of the technology which was rated 11(9.33%) respondents. Smoother operations 6(5.08%), adherence to SOP 4(3.38%), increased efficiency 3(2.54%) and increased guest satisfaction was rated by 2(1.69%) respondents respectively.

**Graph No 5:** Strongly disagreed respondents (in %)

Maximum respondents i.e. 10(8.47%) strongly disagreed upon the role of technology towards eco-friendly practices followed by energy saving tendency 7(5.93%). Smoother operations 4(3.38%), adherence to SOP 2(1.69%), increased efficiency 1(0.84%) and increased guest satisfaction 0(0%) were rated respectively.

Discussion

The respondents asserted that the technology has played a vital role in effective and efficient service delivery. Maximum respondents i.e. 83(70.33%) strongly agreed upon the role of technology in increased guest satisfaction followed by 77(65.25%) embarked upon increased efficiency with the help of the technology. 74(62.71%) respondents affirmed that the technology has helped them in strict adherence to the SOP (standard operating procedure) while, 58(49.15%) respondents opined that with the proper usage of the technology, the overall operations gets smoother. 44(37.28%) respondents stressed that the technology has been contributing in energy conservation and it has also significantly contributed towards the eco-friendly practices with 29(24.57%) respondents.

Conclusion

The study establishes the point that the technologies have always been important in delivering the things with perfection. Be it a vacuum cleaner, keyless entry, wearable apps, robotics, virtual reality, room alteration, eco-friendly practices and technologies all play a vital role. There is an endless list of such equipments which range from handy cylindrical vacuum cleaners to heavy upright vacuum cleaners, from scrubbing machines to buffing machines. Each has its own advantages.

The assessment was done to find out the role and importance of technology as per the employees perspective of the housekeeping department. The data itself depicts that the response towards the variables was found overwhelmingly positive.

Hence, it can be concluded that modern Housekeeping is driven by Technology and Hotels Acquiring Such Practices are getting positive response from the customers and employees point of view also. The Study has helped us in finding out the role of technology in housekeeping department of the Hotels but it still advocated that there are certain areas that require identification of the future needs of technology in effective service delivery and implementation of the same in order to survive and sustain in this era of competition.

Limitations and Scope for Future Research

The present study was carried out gathering the point of view of housekeeping employees only. Further study could be carried out by taking the view point of the guest and the employees of the other hotels. Limited attributes that selected for this study, an extensive study could be carried out by taking other attributes into consideration with a larger area and sample size.

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Problems and Prospects for the Evolution of Eco-Tourism in Dalma Wildlife Sanctuary, Jharkhand, India

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ABSTRACT: Ecotourism is a kind of tool which helps to preserve or conserve the natural and cultural assets for the upcoming generation as well as enhance the local communities' life economically and socially without any negative impacts on them. This study aims at exploration of eco-tourism, which acts to promote local economy, socio-cultural changes and life style of the people residing in and around the Dalma Wildlife Sanctuary. The purpose of this study is to identify the actual status of eco-tourism in Dalma Wildlife Sanctuary and explore challenges of eco-tourism being faced by the government as a stakeholder at the sanctuary and also review the marketing strategies for promoting eco-tourism worldwide, which in turn create a marvelous impact on local communities' economy. Researcher has observed that, eco-tourism in Dalma Wildlife Sanctuary has improved from last few years, government of Jharkhand has also improved its civic amenities like communication, sanitation, transportation facilities and standard of living for the local community in general. To have leverage on eco-tourism potential, it is necessary for the sanctuary, not only to promote them but also analyze the needs, perceptions, preference and satisfaction of the tourist that it can provide. This paper emphasizes on the concept of eco-tourism, prospects of eco-tourism and the challenges being faced by the government for the development of Dalma Wildlife Sanctuary as a most preferable ecotourism destination. Researcher also giving some suggestion which can be helpful for the stakeholders to solve the problems related to ecotourism development in the respective sanctuary in sustainable manner which can explore newer avenues in relation to nature and open up its unexplored areas.

Keywords: Tourism, Eco-tourism, Problems and Prospects, Dalma wildlife sanctuary

1. Introduction

Tourism is viewed as a global activity of employment, revenue generation and general economic growth. It is a world's largest smokeless and fastest growing industries today. In developed and developing countries both have a great significance of tourism. It has achieved a huge social, cultural and economic significance in modern society. "Tourism is now viewed as one of the key sectors of economic growth and development of the country, both from the point of view of income and employment generation as well as a source of revenue". (Singh & Pathak, 2009). The consequence of tourism has reached new heights and has committed place all around the globe. "Tourism is an important driver of growth, which raises the national income of many countries". (Chatterjee & Das, 2015).

According to The International Eco-Tourism Society (1990), eco-tourism is defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education". "The International Union for Conservation of Nature (Now World Conservation Union) has officially adopted this definition during its 1st World Conservation Congress held in Montreal in October 1996". (Chatterjee & Das, 2015). Clearly, ecotourism offered a concrete planning and considerable potential for integrating conservation with development of natural and cultural heritage. "Tourism has been neglected area hitherto in our country. Of late, though, the government has identified the revenue earning potential of tourism as an industry and has stated giving some real improvements. The 'Atithi Devo Bhav' campaign of ministry of tourism is slowly but surely picking up, yet, lot has to be done". (singh & pathak, (-)).

According to the Jharkhand eco-tourism policy (2015) "The Ecotourism Plan can also be an integral part for wild life Management plan in case of protected and reserved area and as well as forest area. "The development of commercial ecotourism can increase public support and the total amount of funding available for nature conservation. It can be a positive contributor to the conservation of nature". (Tisdell, 2003). "Merely 3,111 foreign tourists had visited Jharkhand in 2001. That number rose to 1.54 lakh in 2014. Similarly, arrival of domestic tourists also increased 73 times in the last 15 years. Around 4.50 lakh domestic tourists visited Jharkhand in 2001, which increased to 3.30 lakh in 2014". (Dey, 2016)"Jharkhand has the potential to became a very popular tourism destination given the various tourist attractions it can offer. In

fact there is something for every kind of tourism in the state-right from pilgrimage to eco-tourism". (singh & pathak, (-)).

2. Literature Review

Problems and prospects of eco-tourism development in kumaun region of uttarakhand. The main focus of this research thesis is to explore the potential for eco-tourism of kumaon region of Uttarakhand. This study is also evaluating the role of Eco-Tourism in development of regional and national economy and the impact of eco-tourism activities on local community. And also finding out the problems responsible for slow development of Eco-Tourism in Kumaon region. (Kaur, 2017, May 11)

Comparative Study of Ecotourism Spots Of Netarhat Plateau. This present study is briefing about the wonderful landscape of the hill, nature and flora and fauna of Netarhat which has attracted the number of tourists including British over the year. The data for the study has been collected from primary and secondary source. For primary data, researcher has conducted cross section interaction through discussion and interviews with domestic and international tourist and the local venders.(kumar, 2013)

Economic Aspects of Ecotourism: Wildlife-based Tourism and Its Contribution to Nature. To find out, whether the Lapa Riso eco-friendly small houses fulfil the definitional promise of ecotourism or not and to what extent, the researcher has used an interdisciplinary nested-scale analysis, combined interview method and land-use impact of the Lapa Rios (LR) lodge. These above methods have allowed the researcher to reject the null hypothesis and confirms that Lapa Riso eco-friendly small houses has made significant contributions to both local livelihoods and environmental preservation and included the highest rates of reforestation of studied area in the Osa Peninsula. Lastly the researcher has concluded that Lapa Riso fulfills the definitional promise of ecotourism and provides social, economic, and environmental benefits in the region. (Tisdell, 2003)

Ecotourism-A Tool for Environmental Awareness. This present paper is describing about the ecotourism as important tool for conservational point of view for the natural and cultural heritage. The researcher also telling that eco-tourism is a responsible form of tourism and a way of tourism development and consecrated for preserving and sustaining the diversity of the world's natural and cultural environments for future generation and which helps to encourage the community going back to the natural products in every aspects of life. (Jhariya, 2012).

Impact of Ecotourism (Theo- Tourism) On Forest Of Parasnath Hill. The present research is conducted at the forest of Prasnatn Hill with the aim to identifies the impact of ecotourism on forest and growth parameters effect on the biodiversity. (Deogam & Sunita, 2017)

Understanding the Impact of Ecotourism Resort Experiences on Tourists' Environmental Attitudes and Behavioral Intentions. This present research paper is describing about the benefits of conservation of environmental management practices and nature experiences which is provided at a major eco-tourism resort of Australia. For achieving the objective of this study, the researcher has investigated the changes towards the tourist's knowledge about environment, awareness towards natural and cultural preservation, attitudes and behavioral intentions between pre-visit and post-visit stages. (lee & moscardo, 2008).

Developing a scale for evaluating ecotourism by visitors: A study in the Annapurna Conservation Area, Nepal. In this article, researcher has conducted their research in Annapurna conservation area for evaluating the ecotourism from the visitor's point of view and also developing the scale for evaluating them. For this article, researcher has taken the sample of 315 international visitors to the Annapurna Conservation Area (ACA), Nepal was surveyed in April and May of 2006 to assess how they gathered information, evaluated by using some scale like visitor's age , the use of guides, ecotourism and rated their levels of satisfaction from their ecotourism experience. (Baral, Stern, & Hammett, 2012)

Ecotourism in Madhav National Park: Visitors' Perspectives on Environmental Impacts. This study, conducted in Madhav National Park in Shrivpuri, M.P., India, reports one of the first efforts to identify the impacts of ecotourism in India from the perspective of tourist. (Dixit & narula, 2010)

Ecotourism and Its Impact on The Regional Economy – A Study Of North Bengal (India). The present research paper reflects an overview of present status of ecotourism activity of different areas of North Bengal. The researcher also analyzing the economic benefits that ecotourism projects of the different areas contribute to local areas. (Karmakar, Nov-11)

3. Objectives

- To identify the recent status and prospects of eco-tourism in Dalma wildlife sanctuary.

- To recognize the existing problems being faced by the government for eco-tourism development in the sanctuary.
- To make suggestions for the development of ecotourism in dalma wildlife sanctuary in a sustainable manner.

4. Research Methodology

• Types of Research

This study is undergone as a descriptive as well as exploratory kind of research because the basis for this study and its planned objective describing the current situation of the destination (Dalma wildlife sanctuary) which is exists at present and also recognizing the problems coming for the development of eco-tourism in Dalma wildlife sanctuary.

• Data collection

The base of this research work is primary as well as secondary data. In primary method, researcher has collected data through interview method. The sample of the study are the government employees who are directly dealing with the. The secondary data was collected from different sources like forest office, books, related research paper, journals, newspaper, and governments published report and policies and forest management plan (Dalma wildlife Sanctuary).

5. Description of the Study Area

5.1 About Jharkhand

The state Jharkhand has a unique relation with forest since ancient times. The word 'Jharkhand' relate to the 'area of land covered with forests'. Therefore, Jharkhand is associated with forests literally as well as symbolically. Various ethnic groups of Jharkhand such as Munda, Oraon, Ho, Santhal, Paharia, Chero, Birjea, Asura and other have influenced their ecosystems by varying practices of agriculture over the years. Traditionally, these indigenous local communities have symbiotic relations with forests of jharkhand. Local festivals of jharkhand like Sarhul and Karma are conventionally related with worshipping of trees.

Table No 01: Foreign and Domestic Tourist Flow in Jharkhand from 2007 to 2015

| Year | Foreign Tourist | Domestic Tourist | Total Tourist Flow |
|------|-----------------|------------------|--------------------|
| 2007 | 4004 | 4906394 | 4910398 |
| 2008 | 5803 | 6030028 | 6035831 |
| 2009 | 13872 | 7610160 | 7624032 |
| 2010 | 15695 | 6885273 | 6900968 |
| 2011 | 72467 | 10796286 | 10868753 |
| 2012 | 31909 | 20421016 | 20452925 |
| 2013 | 45995 | 20511160 | 20557155 |
| 2014 | 154731 | 33427144 | 33581875 |
| 2015 | 58568 | 9145016 | 9203584 |

Source: Ministry of Tourism, Government of India (retrieve on 20/08/2018)

5.2 Dalma Wildlife Sanctuary

Dalma Wildlife Sanctuary is situated around the Dalma Hills which is a much larger area. It is located about 100 km. from the capital city Ranchi, and 10 km. from the steel city Jamshedpur. This sanctuary attracts varied group of people right from the city dwellers, students to nature lovers. This wildlife sanctuary runs parallel to the NH-33 with majestic hills as high as 915 ft. from sea level. Dalma Sanctuary is spread over 193sqkm of East Singhbhum and Saraikela-kharsawan districts of the Jharkhand state. The respective forests comes under the category "Dry peninsular Sal" and "Northern Dry Mixed Deciduous Forest" because most part of Dalma forests shed leaves in the summer and full bloom at the onset of monsoon.

Zones of Dalma Wildlife Sanctuary

1. Core zone (Area 46.88 sq.km. + 12.39 sq.km.)

The zone is situated in the middle and eastern part of the Sanctuary area and well protected by hilly terrain. It has a very high-quality habitat and is natural home of a large variety of wild animals with high density. More than two-third of elephant's population resides in the core area.

2. Buffer zone (Area 133.95 sq.km.)

The Sanctuary is surrounded by forest area 74.69 Sq.kms. of Chaibasa North Forest Division presently Sariakela Forest Division and 57.61 sq.km. of Dhalbhum Forest Division, which will act as buffer zone of the Sanctuary.

3. Tourism zone (Area 1394.43ha)

The area of tourism zone is 1394.43 ha. Including all forest fully or partially. The tourism zone is like a strip Hum Chakulia Naka to Kadamjhor Protected Forest and then spreads north and south wards and finally, it takes the shape of a funnel. The tourism zone is also a necessary and indispensable part of any protected area, to give an opportunity to the people, nature lovers to see the beauty of the nature, and admire it, and at the same time, to raise awareness among the people, about forests, and wild life.

Values and significance of Dalma Wildlife sanctuary

- The sanctuary is one of the significant elephant habitats in lower eastern India. It seems to be the only habitat of elephant in this region though once they were well distributed in different tracts of Singhbhum East, Sarikela – Kharshanwa and Singhbhum West in Jharkhand, Purulia and Midnapur in west Bengal and Sundargarh in Orissa.
- The sanctuary is comprised of a series of hills. Its highest peak is at an altitude of 926 meters called Dalma top.
- Dalma Wildlife Sanctuary is weighty with rich vegetation and dense forest that cover the entire area and consists of numerous species of trees and plants. The forests in the sanctuary are usually Dry Mixed Deciduous with few Dry Peninsular Sals. The chief species of trees available are **Jamun, Terminalias, Dhaura, Karam, Kendu, Sal, Gamhar, Mahua, Semgal**.
- There are **29** revenue villages inside the sanctuary and **73** on its periphery.

Table No 02: Report on list of Animals is submitted by Range officer of Dalma Wildlife Sanctuary in the year 2012

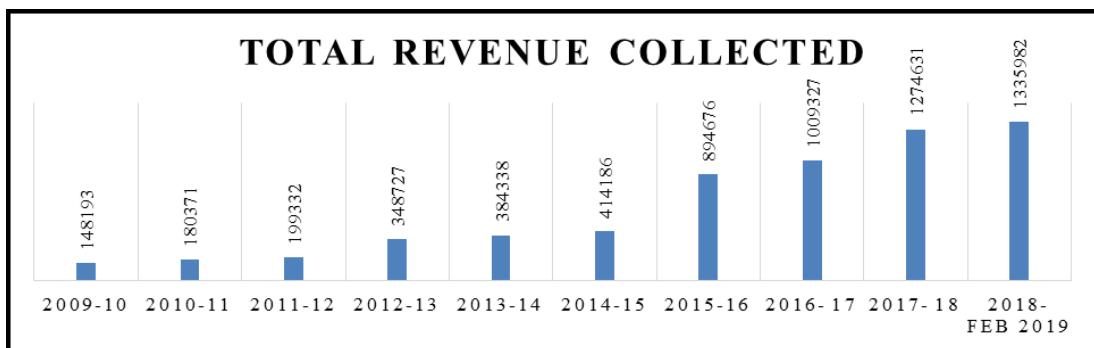
| S. No. | Name of Animals | Numbers | S. No. | Name of Animals | Numbers |
|--------|-----------------|---------|--------|-----------------|----------|
| 01 | Male Elephant | 31 | 07 | Wild dog | 32 |
| | Female Elephant | 86 | 08 | Leopard | Not Seen |
| | Calf Elephant | 39 | 09 | Giant Squirrel | 148 |
| 02 | Sloth Bear | 42 | 10 | Wild Fowl | 567 |
| 03 | Wild Boar | 216 | 11 | Hyena | 05 |
| 04 | Barking Deer | 137 | 12 | Mongoose | 39 |
| 05 | Langur | 11 | 13 | Pea Fowl | 112 |
| 06 | Rhesus Monkey | 1015 | 14 | Fox | 27 |

Source: Draft Management Plan for Dalma Wildlife Sanctuary (2016-17 To 2025-26) Retrieve on 10. Jan. 2019



Source: Forest Department, Ranchi, Jharkhand, retrieve on 2018 May, 21

Fig No 1: Tourist inflow in Dalma Wildlife Sanctuary



Source: Draft Management Plan for Dalma Wildlife Sanctuary (2016-17 To 2025-26) Retrieve on 2019, Jan 10.

Fig No 2: Revenue collected from Dalma Wildlife Sanctuary

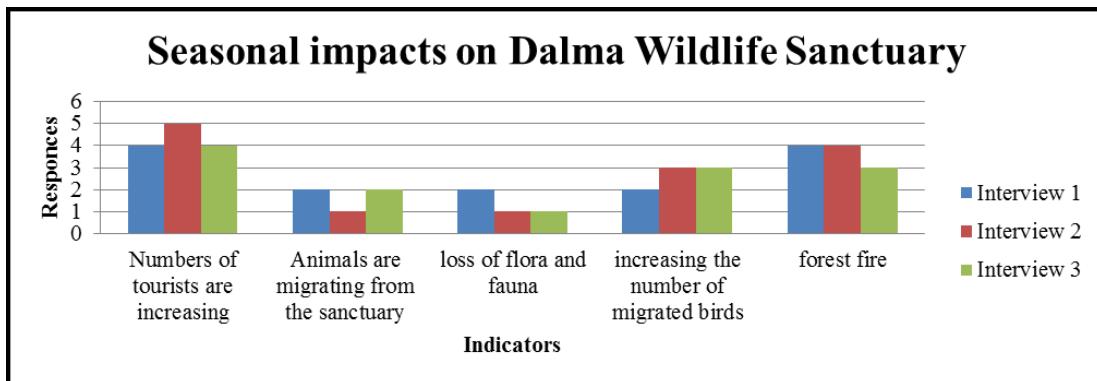
Above both the Graph (Figure 1 & 2) of tourist flow and revenue collection, revealing that the number of tourist per year to this sanctuary and the revenue collected from this sanctuary is increasing gradually and, it also showing that Dalma Wildlife Sanctuary has the potential regarding Eco-tourism, if proper care is given to this eco-tourism place and more tourist infrastructure provided by the government of Jharkhand, more revenue earning and more number of tourist for the state government will be the results.

Table No 03: According to data collected from the records, section wise revenue obtained from entry fee of tourist and their vehicles are as follows

| Financial Year | Revenue obtained from entry fee from tourists and vehicle (in Rs.) | Revenue from forest Rest House reserved for government personnel and tourists (in Rs.) | Total revenue collection (in Rs.) |
|----------------|--|--|-----------------------------------|
| 2011-12 | 161922.00 | 37410.00 | 199332.00 |
| 2012-13 | 294127.00 | 54600.00 | 348727.00 |
| 2013-14 | 326388.00 | 57950.00 | 384338.00 |
| 2014-15 | 348186.00 | 66000.00 | 414186.00 |
| 2015-16 | 545476.00 | 349200.00 | 894676.00 |

Source: Draft Management Plan for Dalma Wildlife Sanctuary (2016-17 To 2025-26), Forest Department, Jharkhand, Retrieve on 2019 Jan, 10.

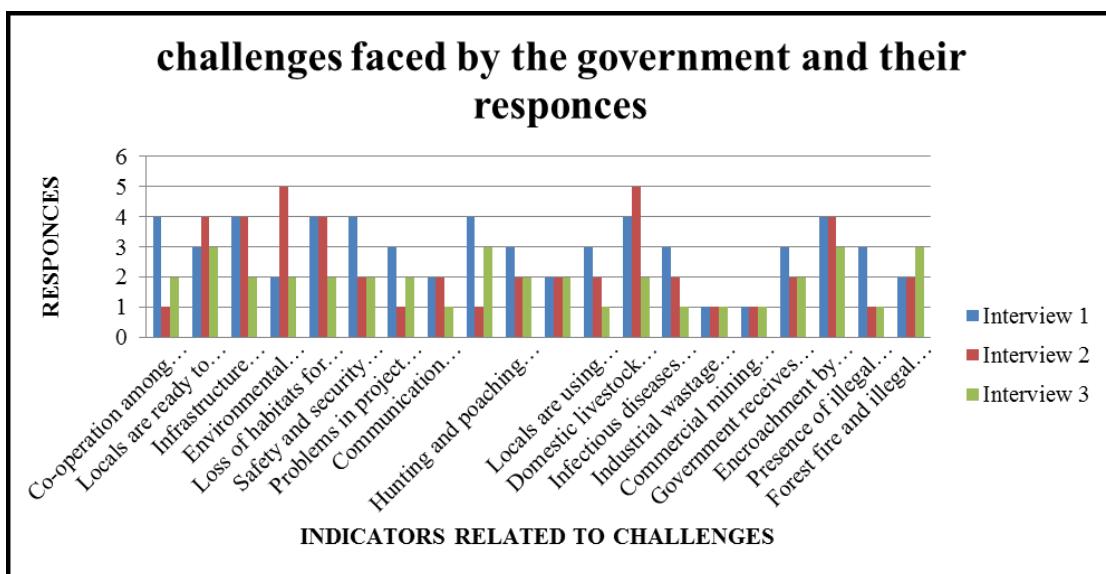
6. Findings and Interpretation



Source: Author

Fig No 3: Graphical representation of seasonal impacts on Dalma wildlife Sanctuary

As per the discussion with the higher authority of forest department (Jharkhand) which are directly associated with Dalma wildlife sanctuary and the above graph (figure 03) reveals that the number of tourists is increasing and forest fire are the main positive seasonal impacts in Dalma Wildlife Sanctuary.



Source: Author

Fig No 04: Graphical representation of challenges faced by the government for the development of eco-tourism in Dalma wildlife sanctuary

As per the discussion with the higher authority of forest department (Jharkhand) which are directly associated with Dalma wildlife sanctuary and the above graph (figure 04) reveals that ,the main challenges for the development of Eco-tourism are infrastructure challenges within the sanctuary, loss of habitats for animals and local community, Domestic livestock grazing and weed infestation in the sanctuary, Encroachment by farmer and builders, environmental degradation and ground water depletion in the sanctuary, co-operation among various government department for the development of eco-tourism, locals are not ready to accept changes and willingness to receive tourist, safety and security challenges within the sanctuary for local, tourist and wildlife, lack of human resources and travel intermediaries for the promotion of this sanctuary.

7. Suggestions or Recommendation

In upcoming days, the tourist's need and wants regarding tourism services will be guided by a variety of components that will help to build an icon of a country. For this Dalma wildlife Sanctuary, Jharkhand government needs to take some important decision regarding environmental and ecological conservation, host and guest rights, infrastructure development, quality of services, safety and security, etc, will become a crucial factors. As we know, Jharkhand is well known for its forest land, tribal, mines, ancient temple's culture, and backward culture, so for that reason government tourism offices, travel agency and tour operator companies needs to recreate and redesign the tourism Packages related to nature based and needs to explore the unexplored areas where the flora and fauna is the prime attraction.

7.1 Suggestions for The Development Of Ecotourism In Dalma Wildlife Sanctuary In A Sustainable Manner

- **Adopt.** Any person can adopt an animal from a wildlife conservation organization such as the [World Wildlife Fund](#) (WWF) to save wildlife.
- **Volunteer.** If a person doesn't have money to give, they can donate their valuable time. Many organizations and zoos have volunteer programs for the wildlife like cleaning, rescue wild animals and teach visitors.
- **Donate.** Tourist are requested, if they visit any zoos and nature reserves or any wildlife sanctuary, pay the recommended entry fee or as per their wish please donate some money. Their donations will be used to help or maintain these vital conservation areas and local culture.
- **Speak Up.** Share your passion and experience for wildlife conservation with your family and friends and tell them, how they can help or donate their some valuable money and time.
- **Buy Responsibly.** By not purchasing products made from endangered animals or their parts, a person can stop wildlife trafficking from being a profitable enterprise.

8. Conclusion

Tourism can say one of the significant sectors in Jharkhand because it has the capacity to bring the new employment opportunities, reducing poverty and improving the living standard specially for the local community of Jharkhand. The Indian state Jharkhand, is gifted with wealthy cultural heritage and bounties of nature. A enthralling State with abundant forest, enchanting wild life, alluring waterfalls, delicate handicrafts, sprawling water bodies, wonderful classical and folk dances and music has enough potential to attract the tourist worldwide. Dalma Wildlife Sanctuary is one of the best eco-tourism destination compare to other destination of jharkhand with lots of potential of eco-tourism, where nature lover can find numerous wildlife, can go for ecotourism activities, just need a government support and sound marketing strategies to promote this sanctuary worldwide. Although there is some eco-tourism project is going on within the sanctuary like building forest guest house, mud house, sanitary facilities, but still there are a lot to do for matching the other sanctuary for pulling their tourist towards itself.

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Role of Sacred Tourism in Bringing Communal Harmony in Conflict Ridden Areas with References to Hindu Religious Sites in Kashmir

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ABSTRACT: Jammu and Kashmir is known for its composite culture in the world. The valley of Kashmir is the sacred land of Rishies and Saints. There are many sacred places in the valley having different religious roots but spreading same ideas and thoughts of mutual- respect and universal brotherhood. People from all the communities of nation prefer to visit different shrines of the valley to heel their misers of pragmatic worldly life and for the completion of like cycle rituals. The most prominent pilgrimage sites in the state are Sri Mata Vaishno Devi, Shahdara Sharief, Sri Amarnath Yatra and Hazaratbal Shrine. These sacred centers are the hub of socio-cultural transformation of the state. No doubt from the theoretical point of views, these aforementioned shrines are playing vital role among the pilgrims to organize themselves in such a way where the culturally patterned structures fades away and what Turner called the presence of 'Anti- structure' in their relations. These 'Sacred centers' not only provide internal and spiritual solace to the believers. But they are also responsible for communal harmony and mutual tolerance. The findings of the study will be based on both primary and secondary data with suitable methodological techniques as per the requirement of the study.

Keywords: Sacred Tourism, pilgrimage, Sacred Land, communal harmony and composite culture

1. Introduction

Religious Tourism can be defined as travel with the core motive of experiencing religious forms, or the products they induce, like art, culture, traditions and architecture (FICCI 2012:2. The followers of the religion are universally performing various rituals and practices. Such as, worship, sacrifices, festivals, pilgrimage and kneeing or bowing in front of God, deity or totem etc. One of the worldly-recognized practices in religion is Pilgrimage. Barber has defined Pilgrimage as "A journey resulting from religious causes, externally to a holy site, internally for spiritual purposes and implicit understanding" (Kreiner, & Kliot, 2000:55). Pilgrimage orients the members of Society to inculcate self discipline and is playing a vital role in bringing people together to strength their common bonds and social solidarity. Since times immemorial Pilgrimage is performed by all the major Communities of the world. As same is continuing in contemporary era, such as Muslims are visiting Mecca and Medina, Christians to the Lourdes France and Jerusalem etc. India's landmass is treated as the "Sacred Geography" (Jha, 1985:17). Various pilgrimages sites such as The Amarnath and Kedarnath in North, Rameshwaram in South, Somnath in West and Lingaraj in the East are attracting millions of the people of Indians to seek spiritual solace and blessings of God and Goddess (ibid).

Jammu and Kashmir is epitome of pluralism in India. The unity in diversity preserved in the little and great traditions of the State makes it more significant from the Sociological point of view. The valley of Kashmir is the sacred land of Rishies and Saints. "There is hardly a river, spring or hill-side in Kashmir that is not holy to the Hindus" (Lawrence, 1895:293). People from different parts of the country prefer to visit different Hindu shrines of the valley to heel their misers of pragmatic worldly life and for the completion of life cycle rituals. Besides that, in the State people believe in "Composite culture". The renowned Sociologist T.N. Madan in his lecture "Understanding Kashmiryat" at 35th symposium of Indian Sociological Conference held at the University of Kashmir "It is our heritage rather than a construction, and that it is based on an acknowledgement of the legitimacy of difference. We had history of living together without turning hostile to each other.

The prominent Hindu Shrines in the Valley of Kashmir are Amarnath shrine which is situated at the altitude of 3962 meters or 12962 feet. There is a Shiv-lingam made of Ice inside the Cave. The believers of Hinduism considered it as a "Shiaivite fertility symbol". (Dewan 2013: 79) and Maha Rajnya or Kheer bhawani is located at Tulamula is contained in a Mahatmya, known as Bringesh Samhita, written by a famous Sanskrit scholar from southern India named Bringesh Resh (Pandit 2013:61). Majority of Hindu Tirthas are in the Muslim areas of State J&K. A large number of Pilgrims from different parts of the Country are visiting every year to fulfill their life cycle rituals. The Indian Secularism is to some extant "Sarva Dharma Sambhava". (All the religions are same). Smith in his book, (India as a Secular State 1963) provides three central

explanations and justifications for secularism in India itself. First all Indians must be able to commit to a civic identity not based on any religious precept so that the nation is not threatened by perceived differences between Hindu and Muslim. Second, there is the argument that Indian secularism rests largely on Western models and is rooted in British policies of religious neutrality. The third argument is that ancient values of tolerance inherent in Hindu culture are the best guarantee of religious freedoms because Hinduism acknowledges that aspects of the universal divinity are discernible in all forms of worship. In this definition, secularism comes to be defined as a form of pluralism with metaphysical foundations and not, in any sense, as the replacement of religious values by irreligious ones. Pluralism in India is as old as the oldest Vedas. (T. N. Madam, 2003).

Review of literature

Lawrence, W. (1895) in his study has revealed that Hindus in Kashmir were mostly settled in the Srinagar city. However a large number of Hindu populations were also living in the far-flung areas of the valley. They like to travel from distant area to worship collectively in Temples situated at the Srinagar city. The Hindus of Kashmir are the followers of Lord Shiva "the Lord of the mountains and the God of hill people". He also mentioned that "there is hardly a river, spring or hill-side in Kashmir that is not holy to the Hindus". In the Kashmir province there are many worshiping places having religious and historical significance as for the Hinduism is concerned. The prominent places are Martand temple, Shankaracharya (Sandhimana Parvata), and Hari Parbat (Pradimanpith). Beside that Hindu pilgrimage Shrine's; Amarnath is also very important religious place for Hindus in Kashmir. The shrine lies at the peak of Lidder valley and Ganga-Bal Lake, which is situated at the terrible snow-capped Haramukh. The book further narrates Hindu Pandits in the Kashmir worshipping at the Khir Bhawani of Tala Mula, where free food was given to the pilgrims by the state, a large number of pilgrims join in Srinagar and proceeds towards Amarnath shrine, which must be reached on the full moon of sawun (beginning of August). The locals of the Phalagam known as Maliks accompanying with pilgrims provide them guidance how to reach the shrine through difficult terrains. The pilgrims like to take sacred bath in the Shisha Nag (spring) and cover their naked bodies by Birch bark. The sign of God's pleases comes in the form of pigeons flutter out from the cave. *Smith (1963)* in his study has revealed that Religion is most powerful factor in the development of Indian Civilization. After independence the Secular setup of India State was a significant outcome of political, social and religious phenomenon. Comparing with the other countries of Asia especially Pakistan and Burma where majoritarian religious groups are dominating and surpassing minorities. India as a democratic State has rejected an ethnic religion, Hinduism, as the basis for its national development. The implementation of Secular Thought in India has tremendously developed its dominance and big brotherly role in the South Asian Region. He further says the initiatives like land reforms, five year plans, general elections with universal adult suffrage, or the development of a secular state have far-reaching implications for the rest of this region. He also argues that secular state is important to the future of Indian democracy itself. It stands or falls as a basic and inseparable component of the modern liberal democratic state. However the problem of India as a secular state is a complex one. The rich diversity of religious life as well as the legacy of communalism and partition, the influence of ancient Hindu values as well as the impact of the West is posing threat to the Unity in Diversity in India. *Jha, M. (1985)* in his book 'Dimension of Pilgrimage' that, is based on the collection of many research papers of pilgrimage study. In this work he stressed upon the participatory observation for studying pilgrimage. The book analyzed that, pilgrimage is not only religious institution but it has many significant social dimensions. A pilgrimage creates sense of national solidarity in the society. The places of pilgrimage in India generate a very large network of socio-religious process connecting the entire Hindu population. Whole India can be regarded as a 'sacred geography'. The practices of pilgrimage in India with its ancient origin as well as in-depth description in the sacred scripts and references continue to be very prominent ritual among the people at present. The Amarnath, Kedarnath in the north, Rameshwaram in the South, Somnath in the West and Lingaraj in the East. In his work he revealed the diverse pilgrimage centres of India are responsible for creating unity in diversity by surpassing all the geographical, linguistic and ecological barriers. There is no visible discrimination among people of India to visit pilgrimage centres. However, the traditional saints have repeatedly emphasized upon the purity of mind, and body during the pilgrimage. *Singh (2010)* in his study of Muslim shrines in the city Banaras (U.P.) has revealed that there is a clear visibility of Hindu-Muslim communal harmony at these places during religious ceremonies like the *urs* (anniversaries) or *melas* (religious fairs). During these days people from both communities pay obeisance in the Muslim shrines. He further justifies the issue of Hindu-Muslim integration and mutual cohesiveness as seen in the context of social, religion-cultural, and economic perspectives has formed its own-roots in the historical past and

maintained at present, especially through the multi-religious shrines and celebrating festivities attached to them. Such places are also associated with *pirs* (saints) and possess the special power of miracles. He concludes with this, rediscovery of forgotten common cultural heritage and practices at sacred places that centered on reverence to and harmony with the Earth as the source and sustainers of life, a balanced conservation and management plan of such holy sites (and pilgrimage places) would be a strong step in this direction. *Bhargava (2013)* in his study revealed that rich religious diversity is one of the unique features of the Indian sub-continent. He substantiated his argument with an example of Emperor Asoka who issued edicts that advised people of all religious faiths to live together and claimed that the condition of sociability are fulfilled by all religious perspectives as each values self-restraint and self-purification. He further elaborates multiple religions in India are not extras, added on as an afterthought, but present at its starting point, as part of its foundation. Secularism in India is simultaneously to both inter-religious and intra-religious domination. It has a commitment to multiple values of peace and toleration, liberty and equality, not conceived narrowly as pertaining to individuals alone but interpreted broadly to also cover the relative autonomy of religious communities as well as their roughly equal standing in society.

Research Methodology

Pilgrimage tourism is multidisciplinary in nature. For the collection of data for this research, the authors has relied on several traditional qualitative methods, mostly general observation, participant observation, in-depth interviews with key respondents and closed questionnaires were distributed among them. To highlight general opinions of respondents, a total of 40 persons were taken for the study, mostly from district Anantnag and Ganderbal. These two districts in Kashmir are mostly affected by the Hindu pilgrimage in Kashmir. The final discussions of the study were presented on the basis of their perceptions.

Discussions

Kashmir has a long history of social, cultural, religious amalgamation and interconnectedness which is often considered as indigenously secular Society in nature. "Composite culture is our heritage rather than a construction, that it is based on an acknowledgement of the legitimacy of difference. We had history of living together without turning hostile to each other". (T.N. Madan). The prominent pilgrimage places like Amarnath Shrine and Kheer Bhawani pilgrimage are very significant in the valley of Kashmir. These two centers are the shining example of communal harmony and brotherhood which symbolize the glorious pluralistic ethos of Jammu and Kashmir. In 2016, about 40,000 people took part in the Kheer Bhawani pilgrimage while 30,000 in 2015 and about 60,000 in 2014, ([Kashmir reader on June 2, 2017](#)). Similarly, "record breaking number of 6.35 lakh devotees had visited the cave shrine in 2011 followed by 6.22 lakh in 2012". ([Hindustantimes.com](#)). Pilgrimage tourism in Kashmir is playing a vital role in promoting secularization. The pilgrim guest (Hindus) and service providers host (Muslims) are deepening the idea of social solidarity and communal harmony. The most noted Pilgrimage sites like Sri Amarnath Yatra and Kheer Bhawani are sending messages of cultural tolerance, advocating the sense of belonging and idea pluralism in Kashmir. The present study described and explores different dimensions of Hindu Pilgrimage Sites and their role in enriching the idea of communal harmony in India in general and in J & K in particular. The Pilgrimage sites like Amarnath shrine and Kheer Bhawani are promoting Pluralistic culture of J&K at a national level. The Constitution of India in the Part III (chapter Fundamental rights) guarantees religion rights to every citizen of India without any discrimination on the bases of creed, color, sex, place of birth. (Articles, 25-28). Pilgrimage is not only important from the religious point of view, but there are also various others economic and political aspects which are responsible for creating its validity and significance in the society. The study found that the role of Pilgrimage tourism is enhancing unity in diversity in Kashmir. Secular and cultural heritage of the Kashmir society, conceptualized as 'Kashmiryat' (Madan, 2008) is considered as identity of Kashmiris throughout the world. The study also brings forth an important role of pilgrimage for the political mobilization in creating nationalistic type feelings. Amarnath shrine and Kheer Bhawani are like other sacred places of India, where mass mobilization of people are used as collective representations in order to inculcate sense of communal harmony and social integration in the Country. These sacred centres are the hub of socio-cultural transformation and they are playing vital role for maintaining order and stability of the society. Besides that a large number of Kashmiri Muslims which are working as services providers to the Pilgrimage sites are earning their livelihood and a stable means for survival. Moreover Visiting religious destinations worldwide is one of the major business with several USD billions turnover. Just Lourdes of France a small town with 16,000 populations known for its legend Holy Virgin visage is annually visited by six million tourists (Andjic, 2007:7).

Conclusion

Pilgrimage tourism attracts millions of people around the world for the fulfillment of life cycle rituals. Besides that other aspects of society are connected with it be it physical, social or economic development. Moreover the Hindu pilgrimage sites in the valley of Kashmir provide opportunity for the different communities to interact with each other. It gives multiple chances for the development of communal harmony and brotherhood in conflict ridden areas.

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Assessment of Women Empowerment through Rural Tourism Development in India

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ABSTRACT: Rural tourism is an amalgamation of activities, services, and amenities provided by farmers and rural people to attract tourist to a rural area in order to generate extra income from their business. Rural tourism adds authentic socio-cultural richness to the tourist's experience and also acts as a livelihood development strategy for people of rural areas. Potential of Women entrepreneurs involved in rural tourism development is a growing phenomenon. Female ownership in rural tourism activities secures women's avenues for income generation and involves them in mainstream development. Due importance has been given to women through several schemes launched by the government of India for women empowerment and upliftment of women entrepreneurs. Women literacy is the reason behind increase in women workforce ratio in India. This paper particularly focuses on various issues pertaining to women entrepreneur's, challenges and future perspective in India. The study is conceptually based, research methodology is exploratory and descriptive in nature, data is qualitative and collected from secondary sources, it also highlights the contribution of capacity building programmes for women as well as self-help groups (SHGs) which are together helping women not just only to tap sources of income but also increase their social status.

Keywords: women empowerment, socio-economic empowerment, rural tourism development, Women entrepreneur, capacity building programme.

1. Introduction

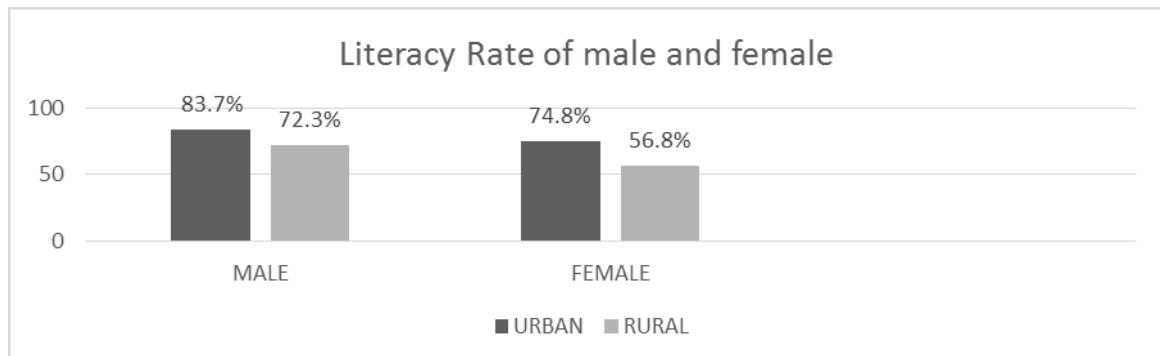
In an agrarian country like India, where almost 74% of the population resides in its 7 million villages, development through rural tourism will definitely reap fruitful results. (Ministry of tourism, 2019). Tourism is termed as rural when rural culture is a key component of the product to offer, depending upon the primary activity component of this product. Rural tourism is a subset of tourism that would consist of a wide range of things such as farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. Any form of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefitting the local community economically and socially as well as enabling interaction between the tourist and the locals for a more enriching tourism experience can be termed as rural tourism. (Kumara, 2008).

The rural environment linked to tourism has given rise to a new segment that has been gradually expanding. Tourism in rural areas is considered a non-agricultural activity and comprises tourism activities in rural areas/environments. Thus, rural tourism, understood as one of the tourism modalities developed in rural areas, refers to the set of activities of the tourism sector developed in the rural environment, in which the agricultural production, among other traditional activities, is the main practice. Rural tourism promotes economic and social development. Besides contributing to economic growth, with job creation and income generation, it also affects the social tissue, since it contributes to the improvement of the quality of life of the residents providing basic infrastructure and preventing a rural exodus.

Women's economic empowerment

Economic empowerment of women is the capacity of women and men to participate in, contribute to and benefit from growth processes in ways that acknowledge the value of their contributions, respect their dignity and make it possible to negotiate a fairer distribution of the benefits of growth. Women's economic empowerment amplify women's access to economic resources and opportunities including jobs, financial services, property and other productive assets, skills development, and market information. To strengthen women's rights and enables them to have control over their lives and exert influence in society, women's economic participation and empowerment is vital. (OECD, 2011) For women to be empowered, first and foremost requisite is to have an access to education. Female literacy rate in rural India is slightly above 50%. (Census Survey, 2011)

Table No 1



(Source: Census of India 2011)

Review of literature

According to (Pato, 2015), the concept of Tourism in Rural Areas can be understood as tourism activities that take place in the countryside, which have a wide range of meanings and ambiguity making it difficult to have a precise and clear definition. Indian Tourism Industry is not just a growth engine but also an employment generator and export growth engine. (Kapur, 2016) Services and facilities provided to tourists results in creation of sales, profits, jobs, returns and income. Rural Tourism is characterized by the fact that consumption takes place where the service is provided (Ramanauskas, Gargasas, & Ramanauskas, 2015) and the economic impact of tourism is important factor in the national, regional, and public planning and economic development. As reported (Lunardi, Marcelino de Souza, & Fátima Perurena, 2015) rural tourism has led to a change process in the social and professional identity of the human being as women become part of the labor force and are recognized as "tourism entrepreneurs". This reinforces women's identity as farmers since rural tourism main characteristic is the direct relation with some rural activity. women's work in agriculture and in general in rural areas is seen as a supplement, i.e., men hold the most significant jobs thus have the power to make decisions regarding the unit of production (Schmitz, A. M & Santos, & RS, 2013). It was observed in the study (Paul & Nain, 2015) that rural based tourism activities strengthened the women empowerment in socio-economic upliftment, household decision making, increased participation in educational activities within and outside the state and augment the family income. There has been positive relationship between Education and women empowerment under rural based tourism activities. Women empowerment has become even more important nowadays as it has gained political importance since being acknowledged by UNWTO (Ateljevic & Page) .Women empowerment is being portrayed in a positive way instead of the usual 'a priori victimizing' approach. There has been a lot of 'hidden' social entrepreneurship behind community development, social change and preservation of cultural and natural heritage. (Karimi, 2018) states Integration of women human capital will add a significant value to production cycle and economic growth in the country. Karimi Argues that it is very crucial and prerequisite to have a prior understanding of women's education level and their residing area- rural or urban before launching a special program or a strategic plan for empowering women to play an active role in the economic activities. (Singh & Raghuvanshi, 2012) states SHGs offer an effective space for women to share information and raise awareness about their rights among community. Self Help Group (SHGs) aims at empowering the rural poor women by inculcating entrepreneurial skill. It also seeks to stimulate collective action in the form of group activities, which are known to work better than individual efforts.

Objective of the study

1. To evaluate the potential of women in rural areas of India.
2. To study the contribution of women entrepreneurs in rural tourism development.

Research methodology

The study undertaken is descriptive as well as exploratory in nature, as the main purpose of the research is to assess ways for women empowerment through rural tourism development in India. The study is based on secondary data with sources of data collection from, books, related research paper, journals, newspaper, and

govt. published report and policies, Research Thesis, Tourism Board websites, etc. This is a conceptual paper developed to be further remodeled as a source for a primary data-based research paper.

Description of the study

An act of business ownership and business creation that capacitate women economically enhances their economic strength as well as status in society could be a rough introduction to the word "Women Entrepreneurship". Entrepreneur is a person who accepts a challenging role to meet personal needs and become economically independent. Capability of women to contribute to values in both family and social life and a strong desire to do something positive and desire for economic and social empowerment is an inbuilt quality of entrepreneurial women.

Government schemes for women empowerment

The government of India launched maiden programme for women development in 1954, though in 1974 actual participation began. Till date, the Government is giving due recognition to women of India by launching various schemes to uplift and empower women in all sphere and area, whether urban or rural. At present there are over 30 schemes for women operated by different departments and ministries. Some of these schemes are mentioned below with year of their launch:

- Integrated Rural Development Programme (IRDP) :1980
- Indira Mahila Yojana :1995
- Indira Mahila Kendra :1995
- Indira Priyadarshini Yojana :2011
- Khadi and Village Industries Commission :1956
- Mahila Samridhi Yojana :1993
- Mudra yojana scheme for women :2015
- Mahila coir yojna (MCY) :2017
- Mahila Vikas Nidhi :2015
- National Banks for Agriculture and Rural Development's Schemes (NABARD) :1982
- NGO's Credit Schemes :2012
- Prime Minister's Rojgar Yojana (PMRY) :1993
- Rashtriya Mahila Kosh :1993
- SIDBI's Mahila Udyam Nidhi :2015
- SBI's Stree Shakti Scheme :2012
- Support to Training and Employment Programme for Women (STEP) :1986
- Training of Rural Youth for Self-Employment (TRYSEM) :1979
- Working Women's Forum :1978

Non-governmental organizations (NGO) are contributing equally with the rigorous efforts of government and its different agencies to empower women. Despite of all the hard work, planning and schemes to capacitate women, there are certain disparity and gaps which needs to be searched and identified minutely with keen observation.

Challenges faced by women in the rural economy

In rural economy, women play important roles as farmers, wage earners, and entrepreneurs. Women playing multiple roles and taking majority of responsibility of household, well-being of the members of their families, including food provision and care for children and the elderly. Rural women's work of collecting wood and water are unpaid work, particularly in poor households. Women are custodians of traditional knowledge, which is key for their communities' livelihoods, resilience, and culture. Yet, many women in rural areas encounter constraints in engaging in economic activities because of gender-based discrimination and social norms, disproportionate involvement in unpaid work, and unequal access to education, healthcare, property, and financial and other services.

There is a need to address discrimination related to access to self-employment and waged employment, as the major reason of women being confined to informal economy is discrimination. To promote gender equality as a means of ensuring decent work for women in the rural economy, Access to maternity protection and measures facilitating the balancing of work and family responsibilities (including child care

facilities) are essential aspects. A critical enabling right of rural women for achieving gender equality in the world of work is to enjoy freedom of association and the right to collective bargaining.

To attain inclusive and sustainable economic growth it is vital to promote and ensure gender equality, and empowering rural women through decent work and productive employment. It might contribute to effectiveness of poverty reduction and food security initiatives as well as climate change mitigation and adaptation efforts.

Factors perpetuating sectoral and occupational segregation between women and men reinforce inequality. Social norms on the role of women in the family and preconceived ideas of what is "appropriate" work for women are among such factors.

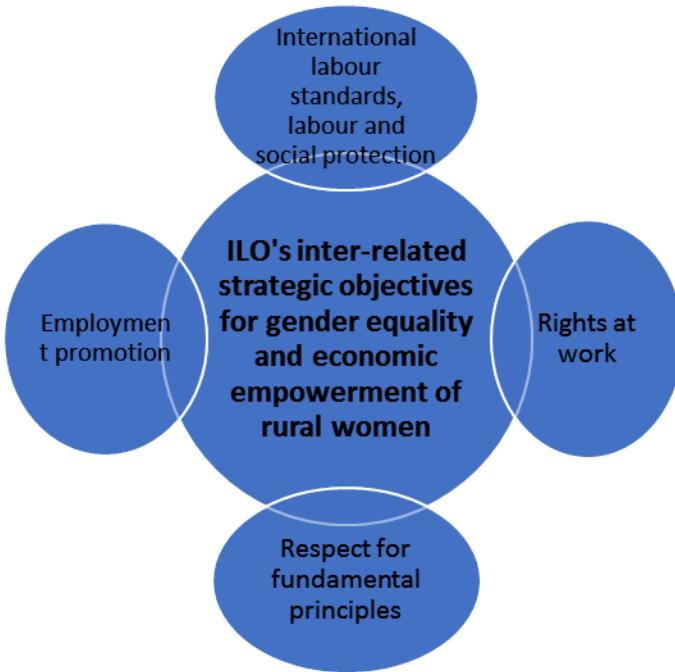
Women in the rural economy are subject to discrimination on numerous grounds. In addition to being discriminated against based on their gender, they may also be disadvantaged because of their ethnic or social origin and religion. Various challenges that women come across in the rural economy include lack of information on job availability, as well as opportunities for training and education, limited access to the property, land and financial and non-financial services.

Approaches towards women empowerment

There are set objectives of International labour organisation to promote gender equality and women's empowerment in the rural economy. These four inter-related strategic objectives are as follows:

- a) Employment promotion,
- b) Respect for fundamental principles
- c) Rights at work and
- d) International labour standards, labour and social protection, and social dialogue.

Diagram no 1



Framework of International Labour Organisation (ILO) to promote gender equality and women's empowerment in the rural economy.

Within this framework the ILO reinforce better options of job creation and access to productive employment for rural women, including young women; seeks to enhance protecting female from unacceptable forms of work; supports all member States in the provision of social protection like provision for maternity protection; and also seeks to uphold social dialogue through increased participation and organization of women. To empower women in the rural economy it is important to Facilitate transitions from the informal

to formal economy. This act as vital important entry point for capacitating rural women in Indian economy. The International Labour Organisation also supports and defend the strengthening of national competencies to collect, analyze and use statistical data on the rural economy required for designing policies and their assessments, that is disaggregated by gender, disability, ethnicity, and HIV status or other relevant characteristics. (ILO, 2018)

Contribution of self-help groups (SHGs) in women empowerment

Self Help Groups as known presently was launched in 1982-83 under the name, Development of Women and Children in Rural Areas (DWCRA) with an aim to systematically organize women in groups to provide them opportunities of self-employment on a sustained basis. Numerous rural women from all over the nation participate in this programme and they have taken up a number of trades under DWCRA banner. In the schemes, a revolving fund of Rs. 15,000/- (subsequently increased to Rs.20, 000/-) was made available to each group for credit and administrative needs. At district level, the programme is enforced by the District Rural Development Agency (DRDA). Self Help Group or Mahila mandal are the only programme of its kind, which aims and focuses on empowering the rural poor women by inculcating entrepreneurial skill. It seeks to reinforce collective action in the form of group activities, which are known to work better than individual efforts. The SHGs are involved in a wide range of economic activities, such as agro-business, handicraft, jewellery making, floriculture, livestock rearing and animal husbandry, papad making, tailoring and knitting, running of fair price shops, etc., in order to be gainfully employed and augment household incomes of rural women. Economic empowerment not only facilitate women to earn their livelihood but also uplift them socially, through boosting their moral, self-confidence and better recognition within society. Benefits of capacitating women are not confined to above stated boundaries but also facilitate women in household decision-making.

Effective functioning of SHGs and Mahila Mandals leads to higher percentage of female work participation in rural areas.

Specific objectives of the scheme SHGs

Objective of the SHGs scheme is to improve the socio-economic conditions of rural women and creating employment opportunities for them that involve them in formal economy. These objectives are explained briefly:

- To help and promote self-employment among women below poverty line and living in rural areas, with the help of training acceptable to the beneficiaries, by motivating productivity in their existing vocations and also by introducing new activities to be undertaken as per the training skill acquired.
- To help in achieving economic and social self-reliance to women in groups through encouraging work participation.
- To create avenues for the production of goods and services so that it leads to generating income for the rural poor.
- To organize programmes that enhance production from the products and services of rural women in rural areas; and
- To contribute towards child care for working women through balwadis/creches that provide an improved environment, care and food to children

Suggestion and Recommendation

In Rural based tourism activities, women empowerment has been noticed as parallel phenomena and being noticed in the key areas such as participation in household decision making, participation in educational activities within and outside the state, supplementation as well as augmenting to family income. Responsible rural tourism has been observed as far more than just economic viability. Psychological changes and changes in mindset of rural women has been observed due to their participation in rural tourism activities. In fact there has been mobilization of rural community as a whole because of rural tourism activities and in particular the same mobilization is also being observed for women folk also. The famous proverb is aptly fitted here, "When a woman is empowered, family is empowered and when family is empowered whole society is empowered". The reason why it is said that a woman is the torch bearer of the society is justified by the statement above. Therefore, in this background it has been suggested to frequently organize the competency building programmes for rural women in the area of rural tourism potential along with education tours within and outside the state for increasing their exposure and better understanding of the

system, also they would be able to get insight of the process and practical approaches towards achieving their goals of social and economic empowerment. Strengthening the linkage between tourism department, tour operators and these groups of rural women who are professionally trained leads to increase in the tourists' influx and wide publicity of rural tourism. Mass media especially social networking sites can help in promoting rural tourism, rural games, folk dances, ethnic food *melas etc.* A long way ahead for augmenting rural tourism worldwide there is a need to provide strong networking system which includes roads connectivity, access to information, ease of finding information and knowledge about the sector, though development would not be confined to such boundaries only instead integration of all stake holders, providers and beneficiaries could be the ultimate stoppage.

In a country like India, which has more than 60% of total population reside in rural areas, Sustainable human development can be achieved through rural tourism as rural resources are being aptly utilize in rural tourism sector. Factors such as poverty alleviation, employment generation, environmental re-generation and development of remote areas and empowerment of women need to be addressed for achieving Sustainable Human Development. This paper recommends that the government as well as private agencies including NGOs intending to promote rural tourism in the nation and worldwide must ensure sustainable economic development and positive social change with due involvement of rural women in policy making and strategic planning as well. Ministry of tourism has taken many initiatives for boosting rural tourism nationwide through schemes, policies, subsidiaries to encourage and motivate rural folk to participate in rural tourism. There is also a vital need for training intervention on various aspects to be imparted to the rural women on local crafts, jute bag making, jewelry making, carpet or rug making, jam/homey making, handicrafts etc. not only this instead training should also be provided in improving technical skills, entrepreneurial skills, leadership skills etc. These interventions were mainly focused on the use of locally available resources / material which could attract the attention of visitors and the locally hand made products which find a good space of marketing in the hands of visitors and training on various skills support to better management and administration. Many other interventions of tourist attraction have been deliberated with women group members like folk dances, local songs in traditional dresses and ethnic foods etc. The main focus of these projects is to involve rural women so that they may supplement as well augment family income thereby capacitate themselves to achieve better socio-economic status.

Conclusion

When women earn their own income, their control over that income can increase, and they are more likely to re-invest in their household—children's education and health, better food and nutrition for the family, increasing livelihood assets for the family. This can contribute to a virtuous inter-generational cycle that can raise a family out of poverty over time. For capacitating women in rural areas any economic growth plan must include elements that create economic opportunities—through a synthesis of job creation and investment in education and training. So that female work participation is backed up with proper training and professionalism to make women ready for the job opportunities of the future.

Our nation needs to mobilize and utilize all its resources including human resources- men and women fully. To rise the status of women in India it is vital to enhance female work participation that in turn leads to economic empowerment. These participations of women are necessary not only from a human resource point of view but also is essential even from the objective of uplifting and empowering women in the society. Society's stage of development and economic status of women are parallel phenomenon. Therefore, Government must assess the need of an hour and make more rigorous efforts to re-frame policies for development of entrepreneurship with more stress towards women entrepreneurs. Development programmes for women should aim to raise economic and social status of women as their long-term objectives, in order to bring them into the mainstream of national life and development. To facilitate the same, women participation in various social economic and political and cultural activities need to be encouraged and praised by their families at individual level and society as a whole.

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Housekeeping services as a tool to guest satisfaction: A study of star hotels with special reference to Himachal Pradesh

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ABSTRACT: The present day modern concept of the hotel is not just a place to provide accommodation, food and beverage, but is like a city within a city and offering to its guests every possible facility. Travel and tourism keeps on growing every year. Travellers always look for the perfect accommodation. Due to very high demand in accommodation, the competition is also high in this business. The housekeeping department must satisfy the customers' requirements and provide the customers services at any time in 24 hours; therefore, it needs the three-shift workday system, and a large number of employees. Himachal Pradesh is one of the most popular and easily accessible hills State of India. People from all parts of the country as well from different parts of the world visit this beautiful State to enjoy its natural beauty, but hotel in Himachal Pradesh is not performing very well in view of the guest satisfaction and a guest may complain about housekeepers over an untidy room. Very little research has been done about how housekeeping services effect on customer and how they satisfied their demands. Housekeeping services play a major role in success of a hotel and providing the customer satisfaction. Housekeepers are required to clean many hotel rooms per day and must often interact with guests, visitors and employees. The purpose of the research is to identify the use of Housekeeping Services as a tool to guest satisfaction.

Keywords: Housekeeping, Guest Satisfaction, Housekeeping Services etc.

1. Introduction

Hotel industry is an ever blooming business. Travel and tourism keeps on growing every year. Travellers always look for the perfect accommodation. Due to very high demand in accommodation, the competition is also high in this business. In the crowded travel spots, we can see hotels at each and every locality. High competition is a major challenge in this sector. The demand for cleanliness should not be a surprise, especially within the service industry. In fact, hygiene and cleanliness are ranked number one priority for choosing and recommending hotels post stay. The housekeeping department is the department that is in charge of housekeeping exclusively in a hotel, and that can be the busiest and the most important core department. The hotel's main product is the room. To ensure the room's being clean, comfortable, and safe, and let the customers have a special and warm feeling of home away from home, the room attendants must maintain the professional and high-level service at any time, and cater to the customers' demands considerably to let the customers feel satisfied and then introduce the hotel to their relatives, friends, and personages in industrial and business circles. Imperceptibly, keeping good public praise has become the most direct and the most efficient propaganda free-of-charge, and more customers will come, being the greatest target of housekeeping. Besides the focal points described earlier on, the significance of the housekeeping department also includes the management cost of substantial manpower and material resources consumed on housekeeping management. The housekeeping department must satisfy the customers' requirements and provide the customers services at any time in 24 hours; therefore, it needs the three-shift workday system, and a large number of employees. When the housekeeping quality is fixed, the faster is the housekeeping efficiency, the lower is the required personnel cost; hence, the housekeeping efficiency is one of the important indexes that influence the hotel's business performance. However, until now, there are no relevant articles that discuss the housekeeping efficiency question completely. For this reason, the research will imitate the process capability index, and propose a housekeeping efficiency index to offer hotel owners the way to evaluate their housekeeping efficiency objectively.

Customer satisfaction is generally defined as a post consumption evaluative judgement pertaining a specific service or product (Gundersen, Heide and Olsson, 1996). It is the result of an evaluative process that contrasts pre purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

Literature Review

Kappa, Nitschke & Schapert (1997) underline that efficient housekeeping department ensures the cleanliness, maintenance on ethnic appeal of lodging properties. The housekeeping department not only prepares clean rooms on a timely basis for arriving guests it also cleans and maintains everything in the hotel.

Raghubalan (2008), state that Housekeeping department is known for a safe, clean, comfortable and hygiene environment. A Hotel Survives on the basis of sale of room, food, beverage and other minor services such as laundry, health club and so on. Sale of rooms contributes more than 50% of total revenue of the hotel. That's why a major part of margin comes from the room sale

According to Jana & Chandra (2016), customer satisfaction has become an important aspect of the hotel industry. Unlike other industries, the hotel industry prospers due to customers' retention. It is only through customer satisfaction that a hotel can retain its customers. Basically, customers' loyalty is dependent on the quality of the services that they get in a hotel. Moreover, the hospitality industry has experienced the entrance of many investors who are willing to meet all the needs of their customers. Therefore, if customers are not satisfied by the services they receive in one hotel, they will look for better services elsewhere.

Greenland, Coshall, & Combe, 2006, Consumer satisfaction performs a very vital position in organization management, not handiest because it has direct have an impact on on the general performance of the companies, however due to the fact it is particularly associated with the competitive advantages of the establishments and organizations inside the market

In any case, a few studies recommend that delightful customers may not be adequate to make customer devotion (**Cronin and Taylor, 1992**). As indicated by **Reichheld's (1993)** investigation of auto proprietors, albeit 85% to 90% of customers were happy with the picked mark, just 40% of customers repurchased the brand. **Similarly, Bowen and Chen (2001)** noticed that customers must be amazingly fulfilled to show mark steadfastness.

Research Problem

Himachal Pradesh is one of the most popular and easily accessible hill State of India. People from all parts of the country as well from different parts of the world visit this beautiful State to enjoy its natural beauty. But hotels in Himachal Pradesh are not performing very well in view of the guest satisfaction and a guest may complain about housekeepers over an untidy room. Very little research has been done about how housekeeping services effect on customer and how they satisfied their demands. There is no particular research on housekeeping services as a tool to guest satisfaction. Housekeeping services play a major role in success of a hotel and providing the customer satisfaction. Housekeepers are required to clean many hotel rooms per day and must often interact with guests, visitors and employees.

Objectives of the study

1. To identify the guest satisfaction level in hotel.
2. To identify the guest choice regarding the rooms.
3. To recommend and suggest measures with respect to guest Satisfaction in housekeeping services.
4. To give recommendations and suggestions for the future research.

Research Methodology

Himachal Pradesh is quickly becoming a hub for tourists seeking clean environment. The most important commodity of a hotel is the room; therefore, at the part of how to provide the tourists the fastest rooms with the highest quality to boost the customer satisfaction, the room attendants' proper preparation and careful handling has a decisive influence. To achieve the above mentioned objectives it is proposed that six hotels of same categories would be studied. The customers would be chosen on the basis of random sampling. Six hotels of Shimla and Solan have been chosen for the study. The data for this research was collected from Primary as well as secondary sources, Government and non-Government records, research papers and reports as well as from various sites related to tourist satisfaction. Primary data was collected through questionnaire. Random sampling was used for this study and sample size was 100.

Analysis and Discussion**Demographic Profile of Customer**

| Demographic Variables | | Respondents |
|-----------------------|--------------|-------------|
| Gender | Male | 64 |
| | Female | 36 |
| Age | Below 30 | 32 |
| | 30-40 | 40 |
| | Above 40 | 28 |
| Income | Below 30000 | 18 |
| | 30000-40000 | 46 |
| | Above 40000 | 36 |
| Length of Stay | Below 3 days | 46 |
| | 3-6 days | 38 |
| | Above 6 days | 16 |

As per results

- 64 % of the respondents are males and 36% are females.
- 32% of the respondents fall in the age category of (below 30), 40% in (30- 40) and 28% of the respondents fall in the age category of (above 40).
- 18 % of the respondents fall in the income group of Below 30000), 46 % fall in (30000-40000) and 36 % of the respondents fall in the income group (above 40000).
- 46% of the respondents have the length of stay for (below 3 days), 38 % for (3 – 6 days) and 16% above 6 days.

Performance of given services

| Sr no | Variables | Highly Satisfied | Satisfied | Average | Dissatisfied | Highly dissatisfied |
|-------|----------------------------------|------------------|-----------|---------|--------------|---------------------|
| 1 | Competence of Housekeeping Staff | 26 | 44 | 12 | 14 | 4 |
| 2 | Room Furnishing | 8 | 32 | 33 | 20 | 7 |
| 3 | Pest Control | 12 | 40 | 23 | 12 | 13 |
| 4 | Laundry service | 18 | 32 | 30 | 13 | 7 |
| 5 | Safety & Security | 49 | 20 | 12 | 14 | 5 |
| 6 | Hygiene | 12 | 33 | 36 | 22 | 40 |
| 7 | View from Room | 47 | 33 | 11 | 4 | 5 |

As per the results

- Laundry services took some time for offering proper services to the customer. Only 32% of the Customers are satisfied with laundry services.
- Customers feel the safety and security is very important which is not up to their impression, so hotel should consider visitor security as the essential action. 49% of the Customers are highly satisfied in case of safety and security.
- Room furnishing can attract many visitors, so there is need to enhance the room furnishing since this quality is exceptionally vital for customers. 20% Customers are dissatisfied with this.
- The majority of customers had expressed their satisfaction with the staff performance. 26% customers are highly satisfied and 44% are satisfied with the performance of staff.
- Room furnishing rated average by the customers. So hotel need to concentrate on room furnishing.
- 40% customers are satisfied with the Pest control service only 13 % are highly dissatisfied.
- 47% Customers are highly satisfied with room view and 33% are satisfied.

Conclusion

Customers are extremely sensitive towards the various service segments provided by hotels. The results have implications for determining how hotel should allocate their efforts and resources. Hotel should place a strong emphasis on staff training to ensure they have a service mind and are willing to deliver high-quality service. The standard performance assessment of staff can be set with these qualities in mind and reviewed regularly. The results have implications for determining how hotel should allocate their efforts and resources.

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Identifying and Addressing Employee Turnover Issues with Respect to Hospitality Industry

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ABSTRACT: Employees are the backbone of any organization and they form the structural framework on which the company grows. As employees are the true assets, a talented employee with high potential can make a significant difference to the current and future performance of the company. Today retention is the keyword helping create a positive work environment and strengthen employee commitment. Hospitality industry is witnessing a high employee turnover which is creating a negative impact on organization work culture and growth, both in monetary and non-monetary terms. Through this paper we have made an effort in highlighting the issue of employee turnover with respect to the hospitality industry and how this issue can be addressed.

Keywords: Employee retention, turnover, work culture, organization growth

1. Introduction

Indian hospitality is poorest in retaining the staff as compared to other sectors due to low salary packages, odd working hours and no lucrative incentives, even in UK hospitality sector faces 30% of staff turnover ratio against others facing 15% turnover. TURNOVER is defined as number of employees leaving the organization, every sector a faces this problem but up to a certain extent which is manageable. But Indian Hospitality sector is facing as major challenge of combating staff turnover, making it impossible for an organization to achieve their goals, vision and mission. Turnover is a costly expense for any industry as the new employee who will be joining will need time to adjust and understand the new work culture. HOSPITALITY SECTOR being service oriented depend majorly on employees and with them quitting frequently makes their peer demotivated directly affecting their performance and productivity.

Retention is the strategy of an organization to motivate employees by continuous growth and learning in their job profile, to make sure that they stay with the company for a longer length. Organizations spend lot of money, time and effort in training employees but if the company is unable to retain them, all their efforts go in vain. Older employees with continuous training always turn out to be a trust worthy asset .There are many challenges faced by employees in day to day operations ,if these issues are not addressed timely lead to job dissatisfaction and ultimately compelling them to either switch jobs or look for an alternate career option. If appropriate retention strategies are not implemented in due time, then the high turnover ratio not only impacts the company's business goals but also give competitors an edge over as they are like to hire those employees and reap the profits by using the maximum potential of the new workforce .So it is important for the management and HR Department to keep motivating the staff by implementation of lucrative retention strategies and also to create a healthy work environment where the employees can directly approach the management for their problems.

Review of Literature

Employee retention problems are emerging as the most critical workforce management challenges of the immediate future. Reaches have shown that in future, triumphant organizations will be those which adapt their organizational behavior to the realities of the current work environment where longevity and success depend upon innovation, creativity and flexibility. Retention is a complex concept and there's no single formula for keeping employees with an organization. (Dutta & Banerjee.2014)⁽¹⁾.In this environment, we expect employee turnover to have a negative effect on firm performance due to operational disruption from employee departures, additional work that must be absorbed by remaining employees, and the loss of tacit knowledge and accumulated experience held by departing employees. (Zeynep, T & Robert, S.H.2008)⁽²⁾

In a powerfully competitive atmosphere, where HR managers are poaching from each other, organizations can either hold on to their employees tight or lose them to competition. For gone are the days, when employees would stick to an employer for years for want of a better choice. Now, opportunities abound. Organizations that desire to continue good employees must consider not only the benefits that enhance

employee commitment, but also aggravates that take from their job satisfaction. (Rani, S.2014)⁽³⁾. Management thinkers agree that a motivated employee knows clearly what is expected from him every day at work, but immediate supervisor's changing expectations keep people on edge and create unhealthy stress. They rob the employee of internal security and peace and make the employee feel unsuccessful. Job rotation is fruitful for both the employee and the organization but there should be a specific framework within which people clearly know what is expected from them(Dr Shukla, A.2015)⁽⁴⁾.It has been clear that motivation can bring out the latent talents and capabilities of people which make the success easy or achievable. But to motivate people is not an easy job because of different nature of people. There is no single technique of motivation which can be used for everyone effectively. Even then there are some general factors which may affect most of the people. There are different types or bases of motivation which may be as follows: Positive & Negative motivation. Financial & Non-Financial motivation. Individual & Groups motivation. (Lata, S. 2017)⁽⁵⁾.Performance appraisal system is an effective tool in motivating and retaining the employee for higher performance, organization must communicate the performance standards in advance for better outputs and also the organizational culture and climate creates a favorable attitude among the employees to enhance job performance. A strong culture which is shared among the members of the organization leads to higher job satisfaction and reduced job turnover.(Dr Mir,A.A & Mufeed ,U.2016)⁽⁶⁾

Research Methodology

Primary Data Sources: The primary data has been collected from the questionnaires filled by the employees belonging to a 5 star deluxe hotel, a renowned hospitals and a facility management company. All these companies depend majorly on their manpower for their growth. Employees form an integral part of their organization as they are hospitality oriented. The sample size of the data collected is 100.

Secondary Data Sources: Secondary data has been collected from the various published material through websites, research papers and articles.

Objective of study

The basic thought behind doing the study is to bring forth the reasons which are resulting in high turnover ratio in the hospitality industry and suggest ways and remedies to reduce it. And also identify the factors which makes the employee dissatisfied in their jobs.

The questionnaire covers the following points:

1. Lack of employee benefits &welfare policies lead to job change. Refer Fig 1.
2. Implementation of 3 R's (Reward, Recognition, and Respect) helps in boosting employee morale. Refer Fig 2.
3. Excessive work pressure leads to career change and employee turnover. Refer Fig 3.
4. Well planned training program enhances employee skills thereby leading to high retention. Refer Fig 4.
5. Well planned promotional and appraisal policies helps in employee retention. Refer Fig 5.
6. Variation in compensation structure at same profile leads to job change. Refer Fig 6.
7. Lack of flexi work timings and work life imbalance has a direct impact of employee turnover. Refer Fig 7.
8. Ideal work conditions and geographical location is a factor for staying in the job. Refer Fig 8.
9. Spouse relocation leads to job hopping. Refer Fig 9.
10. Lack of career advancement opportunity has a direct impact on employee turnover. Refer Fig 10.

Data analysis

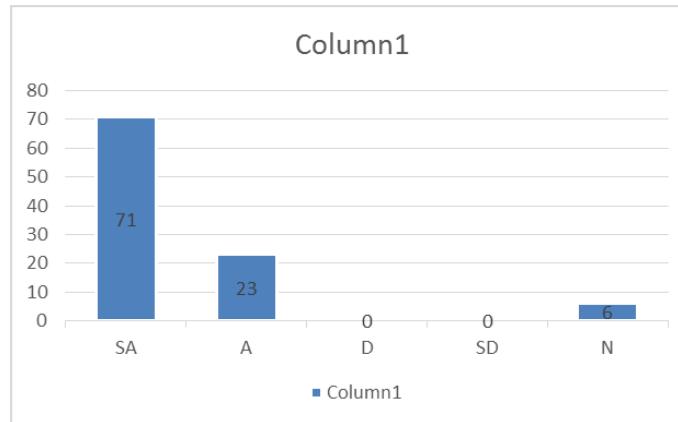


Fig 1: 62 % of the respondents strongly felt that inappropriate and lack of employee benefits and welfare policies lead to job change.

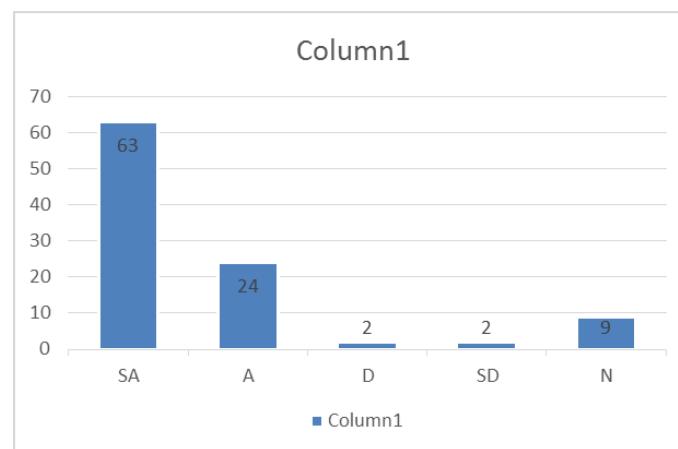


Fig 2: 63% and 24% of respondents strongly believed that regular performance recognition, equality and empowerment at work boosts their morale and makes them committed to their organization.

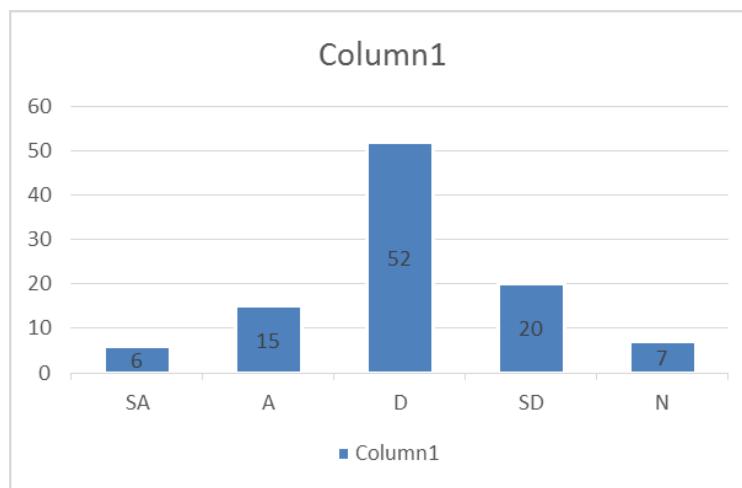


Fig 3: 52% and 20% of the respondents disagreed and strongly disagreed that due to excessive work pressure they will switch jobs or change their careers.

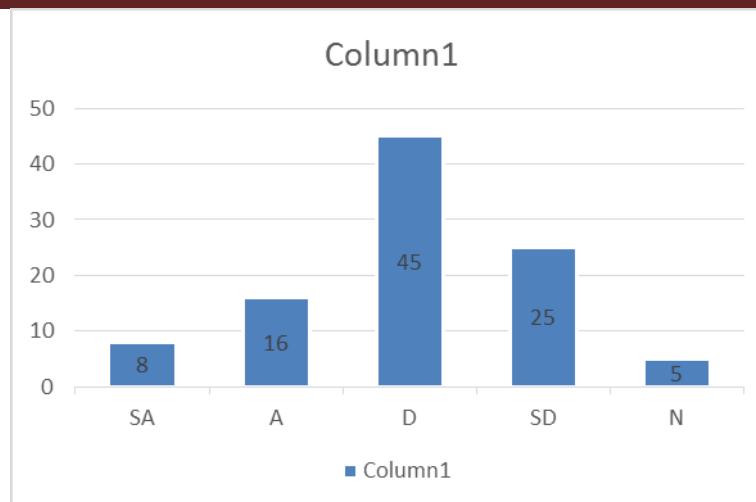


Fig 4: 45% respondents disagreed that training programs have any impact on employee retention.

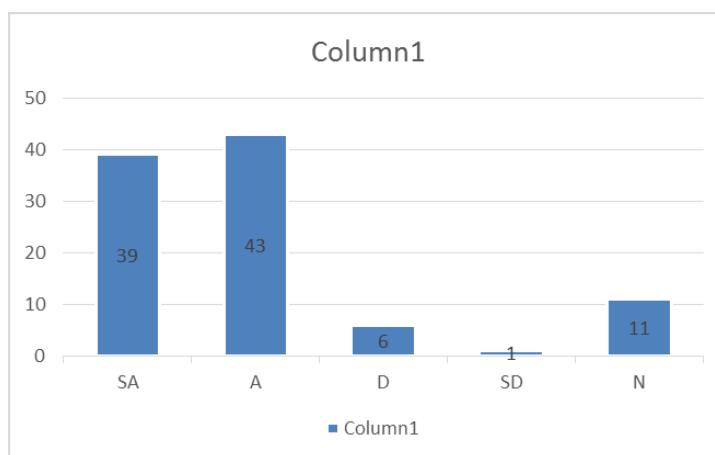


Fig 5: 39% respondents strongly favored, while 43% favored the point that well planned promotional and appraisal policies helps in retaining the talent pool.

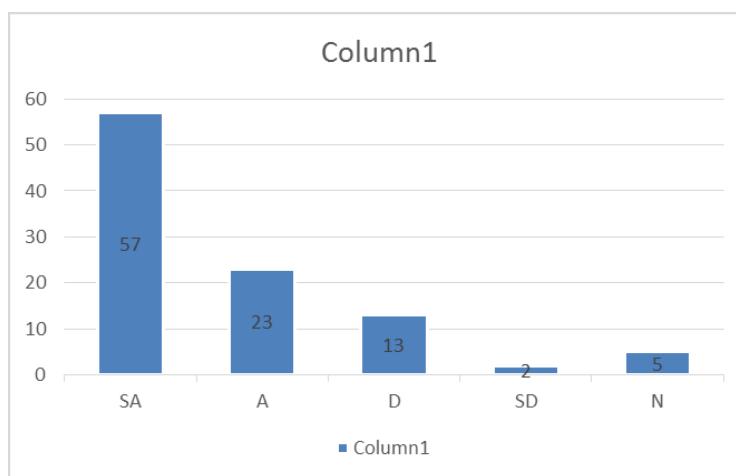


Fig 6: Difference in salary packages at the same profile creates dissatisfaction and is a cause of demotivation, which was strongly agreed by 57% respondents.

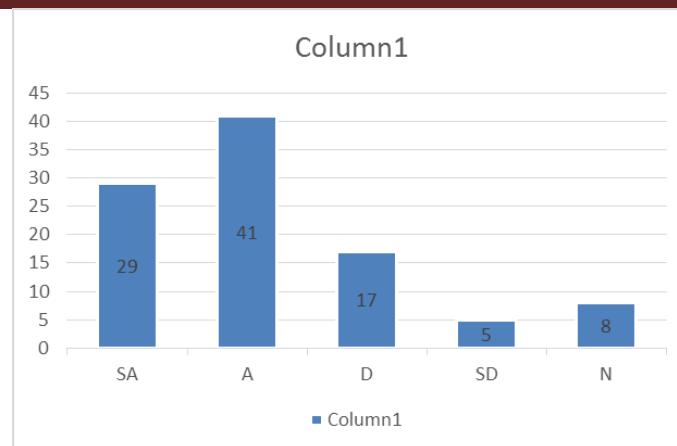


Fig 7: Long, continuous and odd working hours lead to work life disproportion, agreed and strongly agreed by 41% and 29% of respondents.

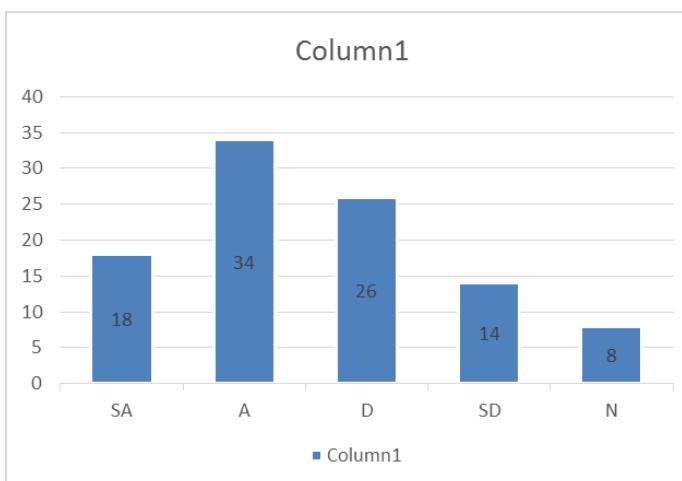


Fig 8: A total of 52% (Strongly agreed, Agreed) respondents agreed that conducive work environment and geographical location catalyzes them to stay in the job.

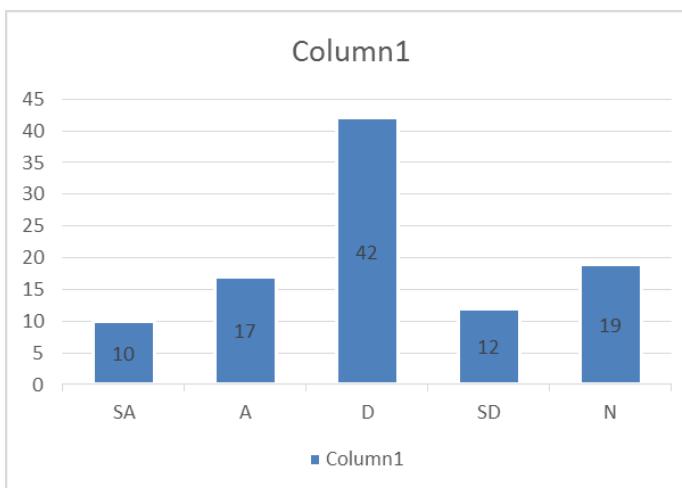


Fig 9: 42% respondents disagreed to the fact that spouse relocation has any impact on their job change.

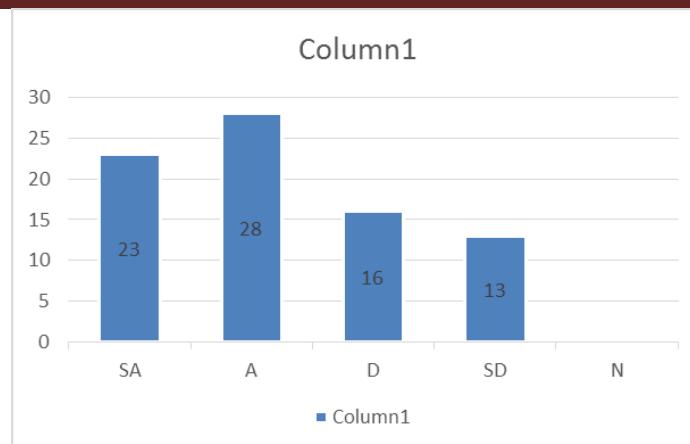


Fig 10: In total 51% respondents (Strongly agreed, Agreed) said that in absence of any further career advancement, they would try to job switch for career growth.

Findings

Based on the finding of the study the hospitality industry needs to consider the following points:

1. The industry should more focus on equal and fair remuneration structure of the employees and it should be at par with the competitors.
2. Offering meaningful benefits (retirement, healthcare and group insurance) will not only retain the staff, but will also help to attract new talent to the company.
3. The employees should be recognized for their efforts and rewarded for their exemplary services. There should be a fair promotional and appraisal policy which will boost the employee morale.
4. A positive, healthy and comfortable workplace always enhances the job satisfaction and which will be reciprocated by the employee performance.
5. Management needs to focus on work life balance of the employees as in hospitality employees are expected to work for long hours in varied shifts.

Conclusion

Ample job opportunities in the market, it a real challenge to retain the existing talent pool and keep them satisfied for a longer duration of time. With organizations aiming at profit maximization rely on the human resource they have. So in the present era of competition and globalization, the management need to identify and meet the expectation of manpower working with them. So this study concludes that to reduce turnover, companies need to emphasize on better compensation packages, social security benefits, creating a hormonal work environment.

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Career Prospects and Perceptions of Hospitality Graduates in Housekeeping Departments: A Study in New Delhi

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ABSTRACT: With the advancement in the hospitality industry, there is a massive growth in terms of No. of people coming together to explore the world of Hospitality and Tourism, some as a guest to enjoy the services and others are joining as employees in various departments of hotels to deliver the services. Amidst the race of joining the world of the hospitality industry, the students are inclined more towards the other departments as compared to the housekeeping department. Thus, this study measures the career prospects of hospitality graduates in housekeeping departments of various sectors of the hospitality industry such as hotels, facility planning, retails etc. The competition is immensely growing yet housekeeping department is facing the challenges of recruiting the best of the hotel management graduates, as the department is not given the first preference over the departments of the hotel. According to "India skill report 2018" AICTE has approved large no. of colleges which covers programs of technical education which include hotel management and catering technology at different levels and spread in almost all of the 600+ districts of the country and with intake capacity of 3.7 million students per year. Thus, this study focuses on the issues of the housekeeping department for not given the priority as a preference by the graduates of Delhi.

Keywords: Career Prospects, Hospitality Graduates, Housekeeping Department

1. Introduction

With the advancement in the hospitality industry, there is a massive growth in terms of No. of people coming together to explore the world of Hospitality and Tourism, some as a guest to enjoy the services and others are joining as employees in various departments of hotels to deliver the services. Amidst the race of joining the world of the hospitality industry, the students are inclined more towards the other departments as compared to the housekeeping department. Thus, this study measures the career prospects of hospitality graduates in housekeeping departments of various sectors of the hospitality industry such as hotels, facility planning, retails etc. The hotels in India are rapidly outpacing the number of skilled manpower required to run the business smoothly. Though there is a number of efforts from govt. such as "HUNAZ SE ROZGAR", still, the industry is short of skilled employees as required. According to a report by Hotel news now, the industry requirement is 150,000 trained persons per annum while the availability is only 50,000 per annum," he said, referring to the number of students passing through public and private learning institutions. "Thus, there is an existing shortage of 100,000 persons per month". According to the National Skill Development Corporation Report, the Housekeeping department of the hotel industry alone is estimated to be at 22.83% the highest among four by 2022. Now Housekeeping is not just considered as staff responsible for only cleaning but this era defines housekeeping in wider prospects where it just doesn't deal with cleaning but also define the quality and standard of hotel. The competition is immensely growing yet housekeeping department is facing the challenges of recruiting the best of the hotel management graduates, as the department is not given the first preference over the departments of the hotel. According to "India skill report 2018" AICTE (UNDP, 2018) has approved large no. of colleges which covers programs of technical education which include hotel management and catering technology at different levels and spread in almost all of the 600+ districts of the country and with intake capacity of 3. 7 million students per year. Thus, this study focuses on the issues of the housekeeping department for not given the priority as a preference by the graduates of Delhi. (Singh & Singh , 2017) States that there are different motives followed by the people joining the housekeeping department such as healthy working environment, opportunities at workplace to grow, cordial relation among staff members, recognition and praise at work, training and development, job satisfaction job security, rewards for the work etc . (Das & Baruah, 2013) States in their study that the most effective mode of motivating employees is to reward the, for the great job done by them, also finds that the flexibility in working hours and shift timings definitely helps in motivating the employees. (Blomme, Rheege, & Tromp, 2013) finds in his study that there is a distinction between the Pre and Post entry expectation in

the hospitality graduates and also states that the no. of graduates have joined and left the industry without purpose of joining it later.

(Singh & Singh , 2017) have studied 12 papers and developed a structured questionnaire was developed to know the various motives of joining the housekeeping department in hotel industry. (Kumar, 2018) has also investigated the perceptions of hospitality educators regarding business ethics in contemporary hospitality programs and the hospitality industry and stated that educational and administrative reforms in hospitality institutes, teaching and research. (Prasannakumar, 2017) conducted his study on Thirteen Five Star hotels of Bangalore city, stated in his research that Employee Turnover is the most critical issue which need to be addressed by the Hotel Industry Practitioners, also finds that this problem will keep on increase until some corrective measures and efforts are not taken to monitor and manage the human capital. (Lertwannawit, Serirat, & Pholpantin, 2009) Finds that career success is dependent on career competencies which helps in enhancing skills, educations, knowledge of an individual and contributes towards the growth of an organization. (Anandhwaniert & Wattanasan, 2016) Finds in their research that many graduates joins the hospitality industry without understanding the core world of it, which leads most of them to leave the industry. They also states in the research that the graduates must also understand the gap between their expectations and the reality of hospitality industry, as it become the reason for many of them to leave. To study the perceptions of the students of New Delhi, a structured questionnaire was developed and a survey was conducted to get a better understanding of the student's perception about the Housekeeping Department. The sample frame was the students of final year who are preparing for campus selections to pursue their career in hospitality industry.

2. Objectives

- To examine the student's preferences for selecting departments of hotel to pursue their career.
- To study the career prospects and perceptions of hospitality graduates in housekeeping departments of the hospitality industry.

3. Research Methodology

Research Design: The research adopted descriptive design of research to examine the graduate's preferences and career prospects of hospitality graduates in housekeeping departments of various sectors of the hospitality industry.

Area of Study: The population of this research consist of students pursuing hospitality management or hotel management through universities, colleges or institutions of Delhi.

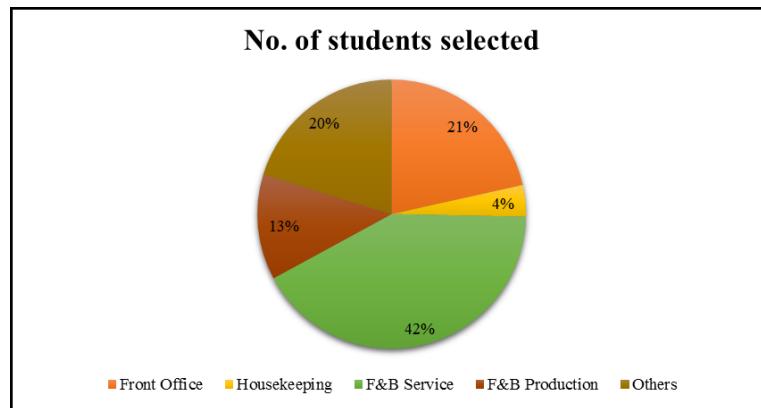
Sample Design: The method selected for selecting sample size is convenience sampling. A structured questionnaire was developed to analyse the perceptions of the students regarding Housekeeping Department.

Analysis: The statistical tool like graphical presentation is used on primary data collected for analysis.

4. Analysis and Interpretation

4.1 Student's preferences for selecting departments

Fig 01: Showcasing the student's preferences for selecting departments of hotel to pursue their career:

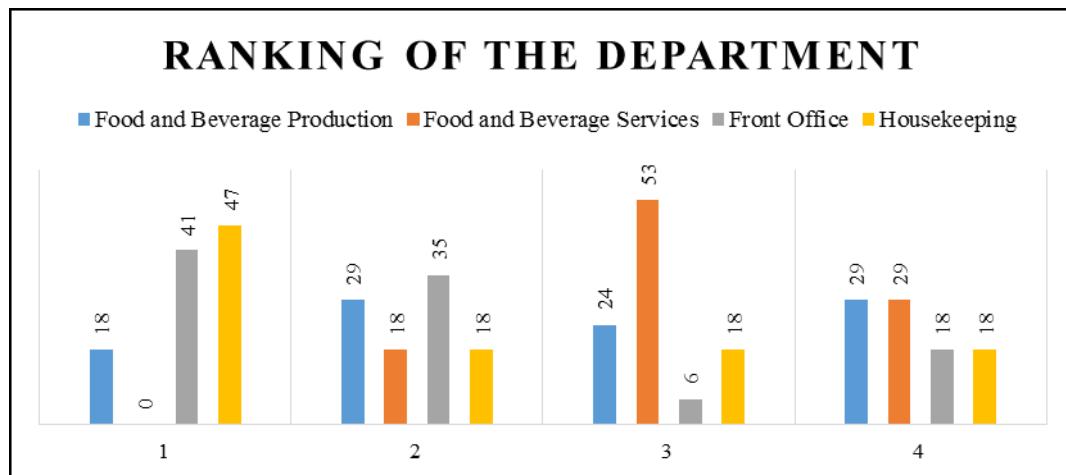


Source: Author

Figure No. 1 showing the number of students selected for the different departments of hotel. It is inferred that the highest percentage (42%) of students are opting for Food and Beverage Services, followed by Front Office which is (21%), Others or Miscellaneous such as sales, customer service etc. are 20% and the least no. of students which are only 4% are selecting Housekeeping as career option.

4.2 Measurements of the career prospects and perceptions of hospitality graduates in housekeeping departments of various sectors of the hospitality industry.

Fig 02: Ranking of the department on the basis of 1 – 4. (4th – highly preferred to 1st – least preferred)



Source: Author

Figure No. 02, The presentation shows that 29% of students chooses **Food and Beverage Production** as their 1st preference and ranked it 4th as highest to pursue their career, where as 24% ranked it on 3rd preferred and 29% preferred it as 3rd option and only 18% of the students keep it as their last option to pursue their career in.

The **Food and Beverages Service** is highly preferred by the students as 29% of the students chooses it as their 1st preference, followed by 53% as 2nd priority and 18% as 3rd option to pursue their career and zero percent of student prefers it to their last option to pursue their career.

The **Front office Department** is preferred by 18% of the students as their 1st priority to pursue their career and 6% keeps it as their 2nd priority followed by 35% of the students who prefers it as their 3rd option and 41% as their last option to pursue their career.

The least preferred department is **Housekeeping department** as only 18% of the students finds it better enough than other department to pursue their career in, therefore keep it last option. Again 18% prefers it as 2nd and 3rd option to go ahead to pursue their career. A significant number of students that is 47% finds it least attractive to pursue their career into. This shows that there is a gap of understanding of the Housekeeping department by the hospitality graduates and the different opportunities it provides to grow and flourish in their career.

Table 01: Ranking of the department on the basis of Familiarity with the functions of Housekeeping Department (where 5th – Extremely familiar to 1st – Not At all familiar)

| Familiarity | Percentage |
|---------------------|------------|
| Not at all familiar | 0 |
| Slightly familiar | 6 |
| Somewhat familiar | 24 |
| Moderately familiar | 41 |
| Extremely familiar | 29 |
| Total | 100% |

Source: Author

The table no. 01 shows that the 29% of the graduates are extremely familiar with the functions of Housekeeping Department whereas the 41% graduates still feels that they are moderately familiar and do not have accurate knowledge about the functions of Housekeeping Department.

The 24% and 6% are still left who feels that they are somewhat familiar and Slightly Familiar with the functions of Housekeeping Department, respectively. The positive finding is that there are 0% of the graduates who are not at all familiar with the functions of the Housekeeping Department.

Fig 03: The Scope of Growth in Housekeeping (where 5th – Promising to 1st – No Scope)



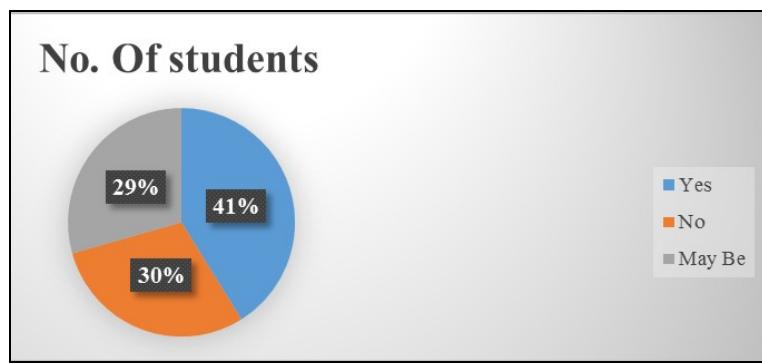
Source: Author

The above analysis represents the percentage of the students who finds the scope of growth in Housekeeping Department to pursue their career, where 12% finds it promising to go ahead in pursuing their career in Housekeeping Department. The major amount of percentage of graduates who find it "Good" to pursue the career in Housekeeping is 59%. The No. of graduates who see least scope in pursing their career in Housekeeping department stands at 18% and 12% with perception of Average and Neutral respectively. Thus, there are 0% graduates who don't see any career in Housekeeping Department.

Table 2: Whether the students would like to switch over from other department to Housekeeping if they get potential career growth in comparison to other departments of hotel.

| Responses | Percentage |
|-----------|------------|
| Yes | 41 |
| No | 30 |
| May Be | 29 |
| Total | 100% |

Fig 04: No. of students who would switch to Housekeeping Department from other department if they get equal opportunity and growth.



Source: Author

The above table mentioned that the number of students who would like to switch over from other department of hotel if they would be given equal potential career growth in comparison to the other operational department of the hotel, in which 41% of the students agrees to switch over, yet 30% are still unwilling to change and rest 29% not sure about it.

Table 03: If the graduates do not get opportunity to join their preferred department, would they join Housekeeping.

| Responses | Percentage |
|-----------|------------|
| Yes | 47 |
| No | 18 |
| May Be | 35 |
| Total | 100% |

Source: Author

The above table explains that the number of students who will change their department if do not get the opportunity to work in their area of interest. The table shows that 47% of the graduates will change it but 18% will not and clearly 35% are still unassertive to change it.

Fig 05: Reasons for not opting Housekeeping to pursue career

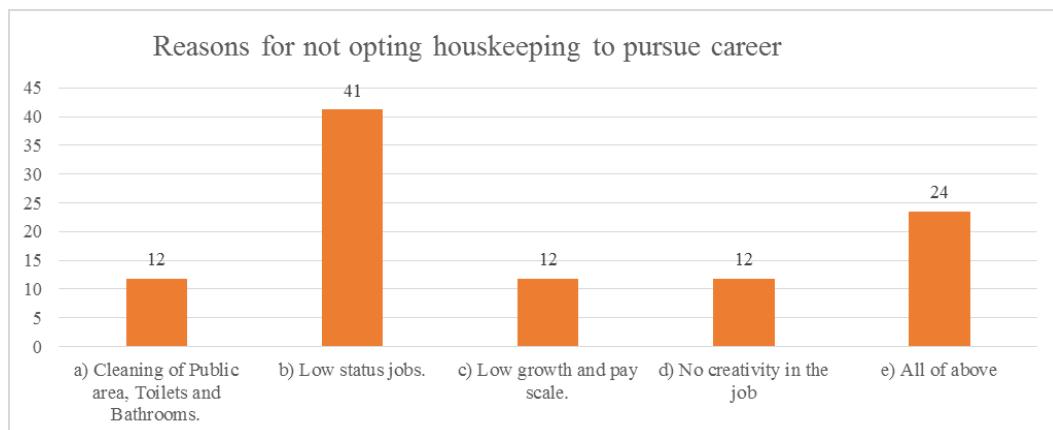


Table 04: Reasons that prevents a person from choosing the housekeeping as career option.

| Reasons that prevents a person from choosing the housekeeping as career option | Percentage |
|--|------------|
| Cleaning of Public area, Toilets and Bathrooms. | 12 |
| Low status jobs. | 41 |
| Low growth and pay scale. | 12 |
| No creativity in the job | 12 |
| All of above | 23 |
| Total | 100% |

Source: Author

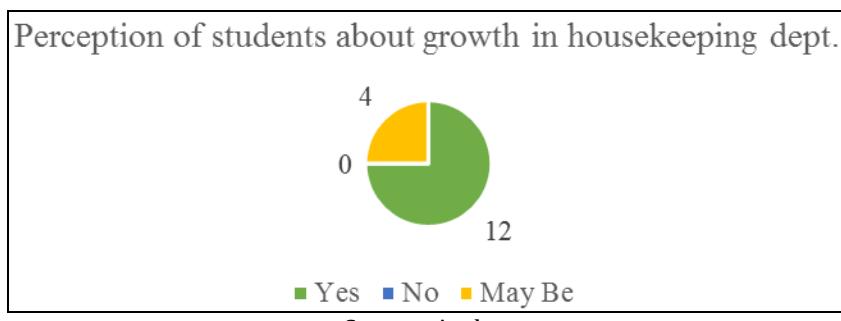
The above graphical representation the reasons that prevents the graduates from selecting the Housekeeping Department as a choice for pursuing their career, in which 12% do not choose Housekeeping as it involves cleaning tasks of public area, toilets and bathrooms, whereas 12% depicts Low growth and no creativity in the job. The major number of graduates falls in the category who feels that Housekeeping is a Low category Job, which has social stigma and hampers the social status of a person. The 24% comes in the category of graduates who feels all the reasons mentioned prevents a person from taking Housekeeping as a career option.

Table 05: Percentage of graduates who may choose housekeeping if given same benefits and pay scale

| Response | Percentage |
|----------|------------|
| Yes | 31 |
| No | 44 |
| May Be | 25 |
| Total | 100% |

Source: Author

The above table shows that only 31% agrees to join the Housekeeping if given the same benefit and pay scale and 45% still disagrees to join even if they are offered same pay scale and benefits. The 25% of population selected still unsure about the decision.

Fig 07: Percentage of graduates who believe that there is growth in Housekeeping department

Source: Author

The Graph represents the perceptions of the graduates who believes that there is growth in Housekeeping Department, in which 75% agrees that there is a growth on Housekeeping Department and 25% are uncertain about the growth. There is not a single No. of student who feels that the Housekeeping Department does not have any growth.

5. Suggestions and Recommendation

The analysis done in the study shows that there is a great scope for enhancing the No. of opportunities in Housekeeping Department and providing a platform to graduates to foresee themselves as Executive Housekeeper, Housekeeping manager, Interior designer, Uniform designer, Facility Planner, Laundry manager, Laundry expert etc. Housekeeping is the least preferred department among the student selected for survey, therefore the Hospitality experts should facilitate a platform to reduce the no. of student who do not find the Housekeeping lucrative enough to join. According to "National Employability Report Hotel Management Graduates" Housekeeping is considered as considered being unglamorous, tedious and repetitive. This study embarks upon analyzing the employability variances students to gain an understanding of the needs and the gaps. This research also suggest that the role of hospitality educator can utilized advantageously in aiding the hospitality expert to improve the experiences of the students when they do industrial training in Housekeeping Department.

The Hospitality educators can also be used as directional force in giving the best knowledge and advice to graduates which might help to build right perception about the Housekeeping Department. This study suggest to form innovative approach by the Housekeeping Industry to showcase the growth and opportunity to graduates who feel that working in Housekeeping and taking care of cleaning and maintenance is a stigma to their social status. Nowadays there are enormous number of brands which manufactures world class equipment used in Housekeeping department. Schevaran, Kärcher, Cleanfix are some examples of brands manufacturing housekeeping cleaning equipment. The graduates and the students who are still pursuing their studies in hospitality management should explore the housekeeping industry before making any perceptions about it, as this department does not deals only with clean, rather cleaning is just small fragment of Housekeeping Department. The Housekeeping Department of Hospitality world has grown into a "Housekeeping Industry" which has a potential to provide you equal growth and opportunity like any other

department From Housekeeper to interior decorator, interior designer to Uniform Designer, this department has a lot to fulfill the dreams of many.

6. Conclusion

This research was to examine the student's preferences for selecting departments of hotel to pursue their career and to measures the career prospects and perceptions of hospitality graduates in housekeeping departments of various sectors of the hospitality industry. The study found that there is gap between the perception of graduates and opportunities in housekeeping department. This study contemplates that there is a need to increase awareness among students about the career opportunities in housekeeping department. The reasons that are found in this study due to which graduates do not opt housekeeping are Cleaning of Public area, Toilets and Bathrooms, Low status jobs, Low growth and pay scale, No creativity in the job. Though this study was confined to the students of Delhi, but can further researched by other researchers and scholars for other regions.

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Determinants of the Factors Responsible for Food Tourist's Satisfaction: A Study on the International Tourists Visiting Delhi

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ABSTRACT: In spite of the fact that food is one of the necessity and a major attraction for international tourists satisfaction at a destination. Despite that very little research has been done on the various factors that lead to the satisfaction of an international food tourist at a destination. This paper is an attempt to analyze and investigate various major factors and secondary factors that influence international culinary tourists visiting Delhi. Various studies have categorized the factors responsible for satisfaction for food tourists as major factors and various surrounding or supporting factors that helps to establish tourist food related satisfaction at a destination. The results suggest that apart from, 'food' other factor that determines the satisfaction are 'value for money' and the 'hygiene' as major related factors for international tourists visiting Delhi.

Keywords: Satisfaction, food tourist, international tourist, Delhi

1. Introduction

Foreign tourist is increasing every year in Delhi. As per Press Information Bureau, Government of India, Ministry of Tourism there is approximately 14 percent growth in International Tourist coming to Delhi in March 2018 as compared to last year Last year Dec 2017 Delhi has crossed the 1 million mark of foreign tourist visiting Delhi and the earning has crossed 27 billion dollar mark.

Eating is the basic requirement and the physiological need of the tourist's visiting the capital. The tourists who stays in 5 star Hotels tend to consume the food in the Hotel itself.

But very little has been done to really assess the expectation of the Tourists visiting Delhi 5 star hotels. The study will give an insight and will act as a platform for the Hotels, Managers and Chefs to really understand the expectations of the tourist and various factors that act as an attraction and impediments to them related to food and service.

Till date, there is very limited study related to the factors affecting the international food tourists satisfaction in Delhi , thereby there is scope to understand this important market comprising of International Tourist and their food interests . Thereby, this study aims to lessen this gap by understanding International tourists of Delhi. This study is a attempt to analyze various factors that a food tourists expects and when they leave they are satisfied and contended. Food is not the only factor for tourist satisfaction. There are other related factors like service , hygiene and behavior of the local people and the staff to create a vow factor for the tourist . This study will form stepping stone to answer many questions related to tourists retainment and satisfaction. The study can be applied by the marketing to tourist attraction and the hotels can implement changes in the menu as to satisfy the gastronomic needs and demands of the tourists .

Aims of the Research

- The research aims to find out the various factors that affects the inbound International tourists satisfaction with food as a major factor.
- The research also aims to given an insight to the Hotel to use it and implement the outcome to attract tourists for revenue generation.
- The research will give an insight to the Chefs and management to modify the dishes and menu as desired by the International Tourists.

Objective of the Research

1. To identify the gap between tourists expectation and satisfaction regarding cuisine being served in 5 star Hotels of Delhi.
2. To explore the marketing implications and strategies based on the international tourists food preferences in 5 star Hotels of Delhi.

Purpose of the Research

- To find out various factors related to food experience and satisfaction for International tourists.
- To give insight to the Chefs for the necessary changes required in the menu to suit the International Tourist
- To implement various strategies to attract and meet the expectation of the International tourists.
- To find out whether international Tourists are attracted towards local cuisine or they like their own cuisine.
- To find out the gap in the standards of food being served and the expectation of the Tourists.
- To find out various spices and ingredients that acts as an inhibitor for the tourists and is to be avoided in the dishes.

Literature Review

Food and gastronomic Tourism has been recently recognized as one of the important factors for retainment and overall satisfaction of the tourists visiting a destination. Leading researchers have recognized the important of tourism products: "Misunderstanding of the tourism product is often a constraint in a smoothly functioning tourism system". Tourist satisfaction is a measure of how tourism products and services supplied by a company of the tourism system meet or surpass expectation of tourist. In the tourism context the concept of tourist satisfaction is particularly relevant as well as difficult to deal with as the tourist product is "complex" by definition (Smith, 2000). Satisfaction is the evaluation of the performance of the overall services provided by the firm received by the customer (Skogland & Siguaw, 2001). Satisfaction is an important factor to be taken into account by the customer in deciding whether to continue a purchase or otherwise. Satisfaction results when performance exceeds the requirements (Bitner, 1990). Thus, the factors responsible for a tourists visiting a destination will depend on his satisfaction level . Tourists compare their present destination experience with their past experience (Yoon & Usal, 2005). Tourist satisfaction at a destination can be due to his or her perception of the destination and his hands on experience at a place. Tourist satisfaction reflects both a cognitive and an emotional phenomenon (Bigne & Andreu 2004). Tourist satisfaction is defined as post-consumption evaluation concerning a specific product or service (Westbrook & Oliver, 1991), and proposed to be one of the key judgments that tourists make regarding a tourism serviceChi & Qu (2008) chose 33 destination items to measure tourist satisfaction, and distinguished seven key factors: lodging, dining, shopping, attractions, activities and events, environment, and accessibility.

Experiencing local foods on vacation is a type of pleasurable sensory experience (Kivela and Crotts, 2006). Foods also provide sensuous and sensual experiences that enhance the pleasure of a vacation and attract tourists to a destination (Mitchell and Hall, 2003). A variety of food-related characteristics such as preparation, cooking style, presentation, dining customs, food culture and food consumption can be included in the construct of the experiences visitors have with food at tourist destinations (Babolian Hendijani *et al.*, 2013; Jalil *et al.*, 2009) The preparation, cooking, consumption and even viewing of a foreign dish give tourists a sense of otherness and a sense of the exotic (Kivela and Crotts, 2006). The food experienced by the tourists at a destination gives them an insight of the cultural heritage and the availability of special ingredients and varied cooking methodology used. Thus food becomes a major attraction for the tourist at a destination and is a key point for retainment and defines the revisit to a destination. The study related to food experience by international tourists visiting Delhi is still in infancy stage and requires lot of efforts and study . Indeed, researchers have identified that food experience at destination can represent an important source of satisfaction for tourists (Getz, 000; Ignatov and Smith, 2006). Smith (1991) and Ryan (1997) found that food has a significant result on tourists' overall satisfaction with the trip. Rust and Oliver (2000) suggested that a new food experience brings excitement to people's life, and this experience is considered a means of improving oneself when expectation and satisfaction combine. Kivela and Crotts (2009) mentioned that food can add value to the tourist experience and is associated with quality tourism for tourists in search of new experiences that yield a high level of satisfaction. In general it seem that food and gastronomic experience is one of the major factors that can bring a considerable change in the overall experience of the tourist to a destination. The literature review for the international tourist experience and food satisfaction is hardly there . Thus this study is an attempt to somewhat address the gap related to food experience and satisfaction of international tourist in Delhi.

Methodology

The study is conducted with International tourists visiting Delhi. This study is exploratory in nature and both Quantitative and Qualitative Research Methodology is used. Primary data has been collected through a well structured questionnaires and interviews. Close ended structured questionnaires is formulated and data is collected by intercept method for filling questionnaires. Simple Random sampling has been done and the Universe will comprise of the International tourists visiting the Indian capital of Delhi. The sample size was restricted to 85 , as it was difficult to get the data of international tourist visiting capital. Most of them were not very keen in filling the questionnaire as they were having a leisure time or were on a business trip. Most of tourists were of European and Asian Origin. As many tourists were reluctant in filling the questionnaire hence, they were interacted and interviewed on one to one basis. The tour operators were also interviewed and their views were also considered for the analysis. The Hotel and restaurant staff and managers views were also taken into consideration related to the factors responsible for satisfaction of International food tourists.

Finding and Discussions

Table 1 : Socio Demographic profile of the participants

| Socio Demographic | N | Percentage | Socio Demographic | N | Percentage |
|--------------------|----|------------|-------------------------------------|----|------------|
| Gender | | | Number of time visited Delhi | | |
| Male | 50 | 59 | once | 45 | 53 |
| Female | 35 | 41 | twice | 25 | 29 |
| Total | 85 | 100 | three-four times | 10 | 12 |
| Age | | | five time or more | 5 | 6 |
| 18-24 | 10 | 16 | Total | 85 | 100 |
| 25-34 | 20 | 25 | | | |
| 35-44 | 38 | 45 | Marital Status | | |
| 45-54 | 10 | 13 | Married | 35 | 58 |
| 55 and above | 7 | 1 | Unmarried | 50 | 42 |
| Total | 85 | 100 | Total | 85 | 100 |
| Nationality | | | | | |
| American | 23 | 26 | | | |
| British | 10 | 12 | | | |
| German | 5 | 6 | | | |
| Russian | 10 | 12 | | | |
| Chinese | 7 | 8 | | | |
| Japanese | 6 | 7 | | | |
| Malaysian | 4 | 5 | | | |
| Phillipines | 5 | 6 | | | |
| Thai | 5 | 6 | | | |
| Srilankan | 10 | 12 | | | |
| Total | 52 | 100 | | | |

Table 2 : Correlation

| | Cultural Heritage | Ingredients | Service | Variety | Hygeine |
|-------------------|-------------------|--------------|--------------|--------------|---------|
| Cultural Heritage | 1 | | | | |
| Ingredients | -0.21821789 | 1 | | | |
| Service | 0.663683803 | -0.020549873 | 1 | | |
| Variety | -0.440958552 | 0.39692831 | -0.593223747 | 1 | |
| Hygeine | -0.304204494 | 0.152074766 | -0.276595745 | -0.011287372 | 1 |

The 4 factors that was considered for analysis were, Cultural heritage, Ingredients being used for making the dishes , the various style of service and the service standards , variety of dishes being served and last but not

the least hygiene factors was considered. Questionnaire were given and the tourists mostly who were waiting for the flight at airport were asked as they have enough time to answer the questionnaire. The question were on liekart scale of 1 to 7 with 1 _ strongly disagree to 7 _ strongly agree.

The Table 1 shows that there were more of male respondents compared to female and the tourists visiting for the first time to the destination were around 53 percent as compared to tourist who were visiting for the second or third time.

Table 3

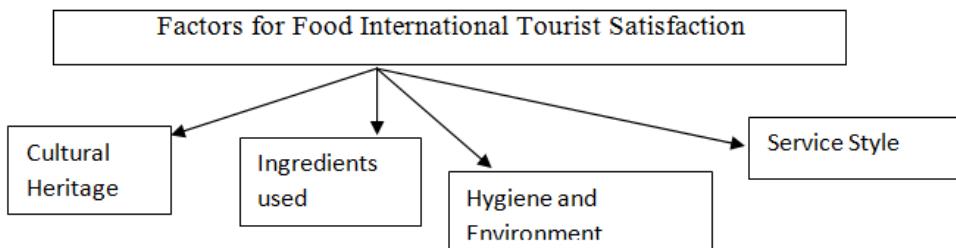
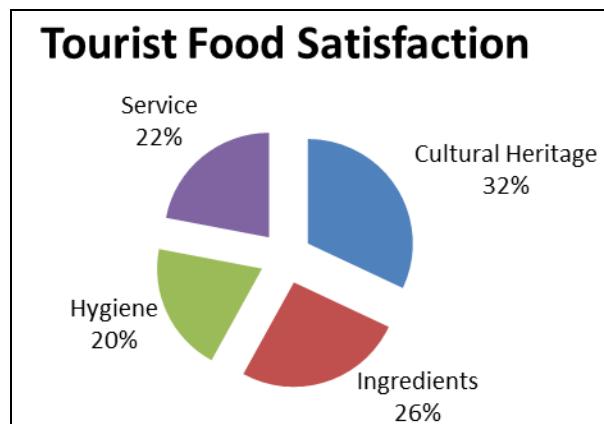


Fig 1: A model of International Food tourist satisfaction in Delhi



Conclusion and Implications

The result analysis and the graphic representation clearly reveals that the factors that leads to tourists satisfaction is the cultural heritage , the food reveals the cultural heritage of the destination and hence the tourists are greatly attracted towards a food if it has a cultural background and a legacy . For example tandoori chicken is the food even served in British army. Hence it is suggested to the local restaurants and hotels serving food to give a brief cultural background to the dishes being served . This is add value and with keep the interest for the international tourists and satisfaction level high . They will carry the experience home and word of mouth will spread and attract more tourists . This finding is supported by previous studies, which noted that food was one of the ways to learn about the cultures of people at certain destinations (Babolian Hendijani *et al.*, 2013; Hall *et al.*, 2003; Jalil *et al.*, 2009; Kivela and Crotts, 2009). The second factor was the ingredients being used for the dishes. The Europeans and the Americans are not very comfortable with the spicy foods and the strong Indian spices. Hence the hoteliers and the Chef can prepare Indian dishes that suit the tourists. The menu card can be prepared keeping in view the country of origin of the international tourists. Similarly tourist from Thailand, Srilanka and Mexico relish spicy foods. Preparing food with fresh ingredients is usually considered to be a culinary attraction (Noguchi, 1994). The third factor was the service style and the local style of service is the third major factor that attracts and is a factor for tourist satisfaction. Even if a food is being served in a five star hotel, however delicious and food the food is, if the service personnel is not friendly and courteous the whole experience is hampered. Hence the service personnel must take utmost care while serving and interacting with the tourists and lastly the food. The

items in food environment factor such as restaurant atmosphere and service style were found to have an effect on tourists in previous studies (Chang *et al.*, 2010a, 2010b; Gezici and Kerimoglu, 2010; Hjalager and Corigliano, 2000).

Limitation

The study was based on the European and Asian international tourist visiting the capital, thus there is enough room for future study on international tourist from other parts of the world to as a food tourist and factors responsible for their satisfaction as a tourist. It was challenge to collect data from the international tourist who are here for leisure or business and they were not in that mental state to respond to questions or don't have much time .The data collection was entirely based in tourist who are about to leave for their home town and waiting at the airport departure lounge .

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Standing of Social Media for Hotel Industry

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ABSTRACT: Hotel Industry is one of the emerging industries in recent times in India and growing faster day by day. On another hand Social Networking Sites become the major scope for the Marketing in the present time. It is the most easy and less expensive way to reach the customers and the customers found it very convenient to find required information and recent updates rather required for dining solutions or for stay. The present study focus to measure level of Social Media used by its customers and interest of customers to use it in near future. Study is conducted with the help of a structured questionnaire and 50 respondents in District Una of Himachal Pradesh were studied. The study is focus to find scope of Social Networking Sites in region of Una, Himachal Pradesh.

Keywords: SNS's (Social Networking Site's), Hotel Industry, Fb (facebook), Social Media

1. Introduction

Hotel Industry is one of the growing Industry in India and advertising, increasing Customer base through Social Media is in trend Lim (2010) suggested Use of SNS's like Fb, YouTube & LinkedIn is most useful to get to know about the customers and customer's requirements in form of Information. W. Duan (2015) Hotels should collect reviews of the customers through SNS's. G. Seth (2012) Individual treatment can be given to the customers with the help of Social Media. Many works have been done to indentify the critical factors and to identify the customer's perception towards Social Media. Even many researches done from prospective of Service provider as well. Benea (2014) concluded the Hotels pay high on Social Media and consider it as base for Return on Investment.

II. Literature Review

In any study Literature Review plays an important role as it gives wider information about the past studies done in this regard. In the present study relevant literature was studied as below:

(Wendy Lim (2010)) in his thesis at University of Nevada, Los Vegas which later published in form of paper recommended that Hotel Industry can use Social Media like Fb, LinkedIn, YouTube as a tool to interact with customers as well as to identify their need along with acknowledge their experiences too. Further he found Social Media is highly useful and profitable for Hotel Industry and is highly recommended for the chain Hotels.

(Wenjing Duan & et al (2015)) the study concluded that the Hotels should collect data/reviews in form of objective information from its customers. Study used SERVPERF model and highly recommended that use of SNS's in marketing Strategy.

(Gaurav Seth (2012)) in his thesis submitted at University of Nevada, Los Vegas concluded that Social Media is new to Hotel Industry but it is the mode which is reachable to the customer any and every time. The Hotels can check reviews, conversations, discuss your brand and make feel the customer as VIP while giving customers individual attention. He further discussed the Social Media as new age Word of Mouth.

(Loan Alexandra Benea (2014)) the study is submitted as thesis to the Modul Vienna University and the study was conducted on service provider instead of Customers. It was conducted from Hotels prospective, through Semi structured interviews with Hoteliers in Vienna and Austria. The study is conducted to identify how the Hotels measure the influence of Social Media on their Business Goal and further concluded that the Hotels are least bothered about financial obligations while using Social Media but consider the most is customer satisfaction, customer involvement, customer engagement and brand awareness as base Return on Investment.

III. Research Methodology:

1. Gap: On the basis of Review done, none of the similar study found in the region of district Una, H.P.

2. Objectives of the Study

1. Extent of Social Media Used by the customers.
2. Customer's willingness to use it in the near future.

3. **Data Collection Methods:** Data was collected through a structured Questionnaire.
4. **Research Population:** Research population considered the population of Una, Himachal Pradesh.
5. **Sample Selection:** Total population of District Una is 5.21 lakhs according to Census Survey in 2011 by the Government of India. The sample size was taken 50 respondents. With Confidence level 95%, Confidence Interval 15, sample size becomes 43, then taken round off as 50 respondents as sample size.
6. **Research Instruments** – A Structured Questionnaire was used to collect the data from the targeted audiences.
7. **Data Analysis & Interpretations:** Data is analyzed with the help of percentage. Graphs were used for the presentation of the Data.

IV. Data Analysis & Interpretations

Demographic Profile of the respondents: Respondents were taken for the survey was 50 in number. Out of total 40% were females and 60% were males. 54% of the respondents belong to the age category of 18-27 years, 38% belongs to the age of 28-37 years and rest 8% belongs to the age group of 38-47 years. 66% of the respondents having Post graduate degree, another 30% of respondents having Graduate degree and rest 4% are intermediate. 48% of the respondents are in service, 34% are students, 6% are self employed, 8% are household and 4% are in Business. 58% of the respondents having yearly income of 0-2 Lacs, 34% respondents having income in group of 2-4 lacs, 6% having income 4-6 lacs and 2% having income in group of 10 lacs and above.

Majority of respondents are in the age category of 18-37 years, having Graduate and Post graduate degree and income in group of 0-4 lacs.

Data Analysis and Interpretation

Respondents were asked which Online Social Networking (SNS's) they are available on, 90% among them was available on Facebook and respectively on other Social Networking Sites reference to Fig.1. And second highest used SNS is You Tube.

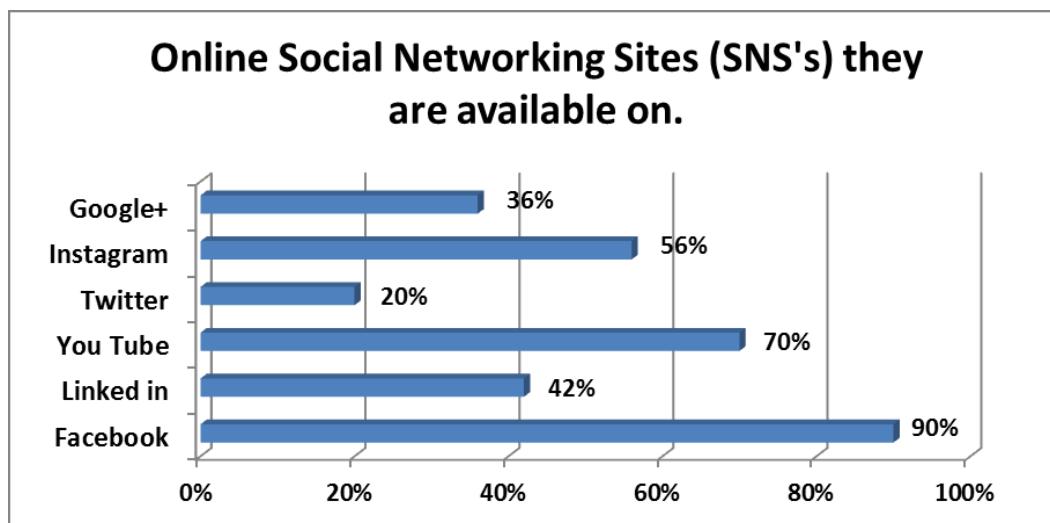
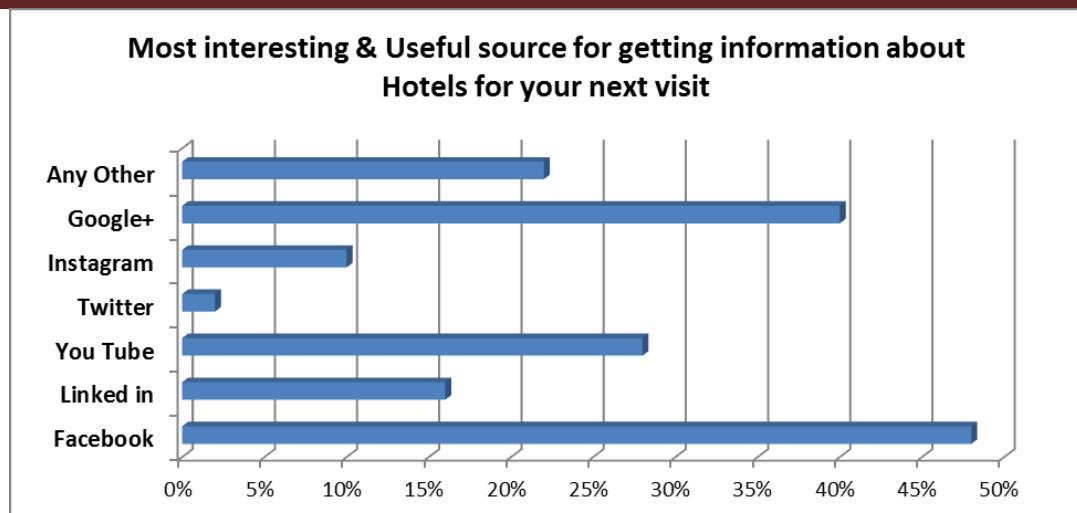


Fig. 1

Respondents were asked do they use Social Networking Marketing information before visiting Hotel, 68% of respondents said that they do use Social Networking Marketing information before visiting Hotels and 32% don't use any Social Media check before visiting to the Hotel.

On asking that which is most interesting and useful source for getting information about Hotels for your next visit, 48% respondents supports that they would like to go for Facebook and 40% preferred Google and respectively other Sites, reference to Fig. 2.

**Fig. 2**

58% respondents were who had their Hotel bookings once on Social Networking Sites, but 42% are the respondents who never booked Hotel online.

On asking How often they get information of Hotels on SNS's, 18% respondents said that they always get the information, 28% said they got the information often, 20% get information occasionally, 20% get the information rarely and 14% are who never got the information. Major part of sample that are not getting information of Hotels on SNS's. 80% of respondents are in favor that Hotels should do online marketing.

Only the 26% of the respondents who are satisfied with SNS's practices of Hotels in District Una of Himachal Pradesh. 86% are the respondents who are willing to receive information about Hotels through Social Networking Sites in future.

V. Findings

- Facebook is most used Social Networking Site.
- Most interesting and useful Social Networking Marketing information sites are Facebook and Google.
- 42% respondents who have never done their Hotel booking online.
- Major part of the sample is not getting the information of Hotel on SNS's.
- 80% respondents are in favor that Hotels should do online marketing.
- There is scope for better SNS's practices of Hotels in Distt. Una, H.P. and already its lacking and people want to receive it.

VI. Limitations and Future Scope of the Research

Limitations

1. Sample taken was short.

Future Scope of the Research

1. Study can be extended with the extended sample size.
2. Statistical tools can be used for the better analysis and results.

VII. Conclusion & Recommendations:

Conclusion

Facebook is the most used SNS in the region and there is huge scope for online advertising, marketing and bookings. People of the region want online advertisement for Hotels which they rated poorly.

Recommendations

1. More connect is recommended with the customers and potential customers through SNS's.
2. Information about various discounts or schemes should be available online.

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New Forms and Trends in Tourism

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ABSTRACT: From Himalayas to Deserts, Kashmir to Kanyakumari the tourism industry plays a crucial role. The tourism industry is the major source of foreign exchange in India. The contribution of Indian tourism is one of the largest in the total GDP of the entire world. According to the report of World Travel and Tourism Industry (WTI), India ranks at 7th position in terms of contribution of tourism industry in the GDP of the world. In 2016, the tourism industry of India generated an income of Rs.14.1 trillion. The tourism industry is also the major source of employment. According to the WTI report, 40.3 million jobs were generated in tourism industry in the year 2016, which makes tourism industry second largest employment generator in India. Government also realizes the importance of tourism industry and as a result various policies have been formulated by the government from time to time in order to uplift the tourism industry.

Keywords: Tourism, Economic growth, Employment, GDP

1. Introduction

Tourism is the short period movement of the people from one place to another including one day visits within or outside the country. It is not restricted to a specific place or destination but includes all activities undertaken during the stay and developing social and physical infrastructure. Tourism is related to Latin word 'tornus' which means a tool for describing a circle or turner's wheel. Only from this, the notion of 'round tour' or 'package tour' was developed.

In India to promote tourism, in the year of 1945, a committee was set up by the Government under the chairmanship of Sir John Sargent. Conscious efforts were taken during the second and Third Five Year Plans. The Sixth Plan was considered to be a major instrument for promoting tourism as a base for social integration and economic development. The years 1982, 1988, 1992, 1996, 1997 witnessed the formulation of various National Policies, Plans and Strategies to promote tourism sector.

India's vast natural and diverse cultural attractions have enormous potential for the growth of tourism. Rapid economic development, greater disposable income, affordable tourism packages, change in the mindsets of people (such as discovering and exploring new places, culture, cuisine rather than vacationing at grandparent's place), diverse tourism segments (such as adventures, cultural, wellness, education, pilgrimage, sports etc), are the factors for this emerging sector.

Travel and tourism contributes towards 1 to 10 jobs (319 million) worldwide and generates approximately 10.4% of the world GDP.

India ranks at 7th position in terms of its global contributions to the country's GDP. Tourism industry has become the second largest employment generator in the year 2016 by creating 40.3 million jobs as per WTTI report. Tourism sector has also become the major source of foreign exchange in the country. As per the Country Brand Index (CBI) Survey conducted by FutureBrand, India has been ranked the 'best country brand for-value-for-money', for history, for authenticity, art and culture and 'best new country for business'.

This paper is an attempt to study the progress of tourism sector and various forms of tourism existing in India. The paper is based on the secondary data sources. Information has also been gathered from various policy papers and research papers.

Review of literature

Prince and Joseph (2016) in their paper 'Emerging Trends in Hospitality and Tourism in India' have examined the current trends, challenges and future prospects of the hospitality and tourism industry in India. Findings and conclusions are drawn on the basis of secondary data from the Indian Tourism Corporation. Businesses, modern technology and hotel marketing trends have impacted the industry as a whole during 2017. There has been increase in the air seat capacity, better accommodation facilities, trains and railway connectivity to various tourist destinations and roads.

Rout, Mishra and Pradhan (2016) in their article 'Trend and Progress of Tourism in India: An Empirical Analysis' have studied the trend and progress of tourism in India over the period between 1995 to 2015. The

paper has also brought to light the role of government in framing various plans, policies, projects and schemes for the development of tourism sector activities in India. Job creation, foreign currency earnings, infrastructure development, poverty eradication, inequality reduction, balanced regional development etc. benefits of tourism have also been discussed in the paper.

Ghatage and Kumbhar (2015) in their paper 'Growth and performance of Tourism Industry in India' have studied the growth and performance of tourist industry, trend of foreign tourist arrival and challenges faced by this sector. The paper has also highlighted the features of National Tourism Policy 2002.

Banerjee (2014) in the paper 'Human Resource Development in Tourism industry in India: a case study of Jet Airways India Ltd', has discussed the various issues restricting the tourist sector from achieving high economic value. The paper has also examined the policies that could help the employees to work in supportive environment to work in supportive environment and the role of HRD team in enhancing the capabilities of workers to work more effectively.

Growth of Tourism Sector

The progress of tourism industry in respect of number of foreign tourist arrival is as below:

Table No 1: Foreign Tourist Arrivals

| Year | FTAs in India (In Millions) |
|------|-----------------------------|
| 2008 | 5.28 |
| 2009 | 5.17 |
| 2010 | 5.78 |
| 2011 | 6.31 |
| 2012 | 6.58 |
| 2013 | 6.97 |
| 2014 | 7.68 |
| 2015 | 8.03 |
| 2016 | 8.80 |
| 2017 | 10.04 |

Source (Bureau of Immigration. Govt. of India)

Table No. 1 shows the upward trends in foreign tourist arrivals in India from 2008 to 2017.

Table No 2: Foreign Exchange Earnings (FEEs) in US\$ million from Tourism in India

| Years | Fee from Tourism in India | |
|-------|---------------------------|----------------|
| | (In US\$ Million) | (IN Rs Crores) |
| 2008 | 11832 | 51294 |
| 2009 | 11136 | 53754 |
| 2010 | 14490 | 66172 |
| 2011 | 17707 | 83036 |
| 2012 | 17971 | 95607 |
| 2013 | 18397 | 107563 |
| 2014 | 19700 | 120367 |
| 2015 | 21013 | 134844 |
| 2016 | 22923 | 154146 |
| 2017 | 27310 | 177874 |

Source (i) Reserve Bank of India for (2000-2015)
(ii) Ministry of Tourism, Govt. of India (2016-17)

Table no. 2 shows the contribution of tourism industry to foreign exchange earnings to India, which is of great economic significance.

Table No. 3: Number of Domestic Tourist visits to all States/ UTs in India

| Years | Domestic Tourists visits (in Millions) |
|--------------|---|
| 2008 | 563.03 |
| 2009 | 668.80 |
| 2010 | 747.70 |
| 2011 | 864.53 |
| 2012 | 1045.05 |
| 2013 | 1142.53 |
| 2014 | 1282.80 |
| 2015 | 1431.97 |
| 2016 | 1615.39 |
| 2017 | 1652.49 |

Source: State/Union Territory Tourism Departments

Table No. 4: Share of States/UTs of India in number of Domestic Tourist visits (Year 2017)

| State/UT | Domestic Tourist Visits in 2017 Percentage share (%share) |
|-----------------|--|
| Tamil Nadu | 20.9 |
| Uttar Pradesh | 14.2 |
| Karnataka | 10.9 |
| Andhra Pradesh | 10.0 |
| Maharashtra | 7.2 |
| Telangana | 5.2 |
| West Bengal | 4.8 |
| Madhya Pradesh | 4.7 |
| Gujarat | 2.9 |
| Rajasthan | 2.8 |

Source:-State/ Union Territory Departments

The above table shows the number of domestic tourists visits frequently to various places in these states.

Table No. 5: Share of States/UTs of India in Number of Foreign Tourist Visits (Year 2017)

| State/UT | Foreign Tourists Visits Percentage Share (%) |
|-----------------|---|
| Maharashtra | 18.9 |
| Tamil Nadu | 18.1 |
| Uttar Pradesh | 13.2 |
| Delhi | 10.2 |
| Rajasthan | 6.0 |
| West Bengal | 5.9 |
| Punjab | 4.1 |
| Kerala | 4.1 |
| Bihar | 4.0 |
| Goa | 3.1 |

The above table shows the share of various states in India in respect of development of tourism sector concerning foreign tourist's arrivals.

Developments in Indian tourism:

- In Kolkata wax museum named after mother Teresa has been constructed like Madame Tussaud's in London.

- Kolkata is about to get a Ferris wheel on the Ganges.
- Train travel in India is a different experience for people in India, as having fastest trains like Gatimaan express (Delhi to Agra), double-decker train between New Delhi and Lucknow.
- Katra Udhampur railway track has made pilgrimage easier to the Hilltop Vaishno Devi shrine in Jammu and Kashmir.
- Maharashtra state is also taking steps to develop Buddhist tourism.
- India offers a tourist visa to tourists from 15 countries. Indian aviation is also taking steps to develop regional airports in order to tap the tourism potential of remote regions through domestic air connectivity.
- Popular heritage monuments and Indian Railways are providing online ticket facility and Wi-Fi connection to the tourists. Bangalore city is the first one to provide Wi-Fi connection at railway station. Railway stations are also providing airport like facilities (lounge like).
- Goa and Kerala have also introduced women only cab service equipped with GPS system to ensure security of women travelers.
- Incredible India help lines for domestic as well as international women tourists, available in English and Hindi (probably be in 12 international languages also) is one of the remarkable progress by Indian travel and tourism sector.
- The incredible India campaign has supported in the increase in the number of foreign tourists into India. Foreign tourists tend to spend more in India as compared to any other country in the world. "Aditi devo Bhava" and "Campaign Clean India" educates local population regarding preservation of India's heritage, culture, cleanliness and hospitality and good behavior towards foreign tourists. International campaign 'Find what you seek' and domestic campaign 'Go beyond' aims at promoting lesser-known Indian destinations to the world tourists. Foreign tourists arriving in India have been on increase due to flexible government policies, developed infrastructure and easy e-visa facility.
- Helicopter services, water taxies, AC boats are the innovative steps to attract luxury tourists by the Tamil Nadu, Kerala states.
- India's second Rock garden is supposed to be constructed in Orissa.
- India's biggest telescope –The Multi application solar telescope is the new tourist attraction in Udaipur.
- Government has decided to convert the houses of George Orwell and Rudyard Kipling into Museums for Literature Lovers.

Various types of tourism have grown in India undertaking from adventure, recreation, pilgrimage or wellness purposes etc. Government of India is also taking various initiatives to promote different forms of tourism to increase the source of revenue for the country.

Adventure Tourism

Adventure tourism is that activity which involves exploring remote areas, exotic locales, new rare destinations. It can be domestic or international but for a shorter period. Adventure Travel Association (ATTA) focuses on three elements physical activity, cultural involvement and natural environment to experience an adventure travel. These three elements may vary depending upon the interests, physical capabilities and inclinations towards cultural and environmental aspects of destinations of the Tourists. India provides both soft and hard adventure activities in rural as well as remote communities of various states. The best examples can be found in Jammu & Kashmir, Sikkim, Himachal Pradesh, Arunachal Pradesh, Uttrakhand, Rajasthan, Manali, Nainital, Ganga, Alaknanda etc. Trekking, Skiing, water/river rafting, rock-climbing, paragliding, camel safari, mountaineering etc. are the various activities to be covered.

India's tourism Ministry has declared 2018 as the year of Adventure Travel. Approximately 5% to 7% a year, the adventure tourism market is growing in India.

Wildlife Tourism

Wildlife tourism in India is getting global attention and is growing at 15 percent annually in parks consisting of 70% Indian tourists. India has a rich forest cover, beautiful and exotic species of wildlife, endangered, rare bird species, lions, elephants, tigers, Sloth Bear, rhinoceros leopards and hundreds of other fauna and flora species. All across the world, people are attracted to visit these places. Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, Ranthambore, Tadoba tiger reserve, kabini animal, bird diversity, Gir National Park, Kaziranga National Park, Sunderbans National Park, Nagarhole Tiger Reserve and National Jim Corbett National Park etc. are the areas that provide best recreation to the tourists.

Healthcare Tourism

In India, Medical tourism is growing sector and estimated to worth US\$ 3 billion in 2015 and expecting to grow by US\$ 9 till 2020. In Feb 2019, the government of India has expanded e-tourism VISA regime, including medical visas to ease the medical tourists. The city of Chennai is known as 'India's Health capital' attracting approximately 45 percent of health tourists from abroad and 30-40 percent domestic tourists. Low costs, no waiting period, availability of latest medical technologies; English-speaking medical professionals etc. are the reasons for growth of medical tourism. Private hospitals in India are seeing patients from Bangladesh, Gulf, United Kingdom, Canada, United States etc. Medical tourism industries in India are the byproduct of growing pharmaceutical industry.

Religions and pilgrimage Tourism

The divine, spiritual, pious and secular elements in Indian Culture have attracted tourists from far-off places. India is flooded with great traditions, culture, architecture, sculptures, monumental temples, Gurudwara, palaces, Churches, mosques, etc.-that encourages the tourists to visit these places to have religions and spiritual attitude. Domestic tourists have religious beliefs towards the destination and tourists from abroad are interested in different spiritual experiences. Religions tourism helps in facilitating development of basic infrastructural amenities, generates employment for the local community income generation for government and bringing social cultural harmony.

Cultural and Heritage Tourism

In domestic as well in international tourism, cultural, tourism revolving around heritage, architecture, crafts, design, film and broad casting, music, language, visual and literary arts, traditions, museums, festivals, rituals, food, dance etc. have given a new color to the attraction of tourists. The richness in culture goes a long way by catering to the needs of people/ survival and prosperity of various communities. Cultural tourism varies from region to region like khajuroo is famous for Negara style sculptures, temples (lakshman temple, kandariya Mahadeva Temple, Vishvanath temple), Madurai for Temples, Mahabalipuram for carved rock-cut temples and caves, Agra for Taj Mahal, Bikaner in Rajasthan for palaces and forts and temples, Jantar Mantra, Jaipur, Amer fort, Jaipur Varanasi (Banaras or Kashi), Bodh Gaya, Bihar for Mahabodhi Temple. The government of India and the Ministry of Tourism and Culture offers various benefits to the states for promoting heritage tourism Qutub Minar, Red Fort, Jama Masjid, Humayun's tomb, Tughluqabad fort are the heritage sites in New Delhi. The Sun Temple at Konark, Jain caves at Khandajiri, Udayagiri in Bhubaneshwar, various monuments and archaeological sites in Odisha, group of monuments at Hampi, Karnataka Buddhist Monuments at Sanchi, Madhya Pradesh, Ajanta and Ellora caves in Maharashtra, Fatehpur Sikri, Uttar Pradesh etc. are the places that provides the opportunity to tourists to learn about various civilizations, 7th India Heritage Tourism conclave on 23rd March, 2018 at Gujarat was organized to promote the heritage sites of India to the wide variety of global travelers. Ministry of Tourism has also organized 'Bharat Parv' at Red Fort, Delhi (26th-31st January 2018) to provide rich cultural diversity of the country and to popularize the concept of 'EK Bharat Shreshtha Bharat', 'Dekhlo Apna Desh' and Tourism for All'. Foreigners have a craze to see Indian temples and it has led to increase in tourism.

Wellness Tourism

India offers endless options, when it comes to wellness holiday. To overcome all stress and weariness, wellness holiday is a real gift to pamper oneself in the arms of nature. Ayurveda, Yoga, meditation are the ways that promote tourism. Ayurveda is also known as 'Science of life' and recognized as a traditional medicine by WHO. Yoga brings absolute peace and positivity in the lives of people. Meditation also calm material senses and brings inner peace Vipassana, a ten day course is one of the most popular technique in India for meditation. All these above forms rejuvenate resulting in happiness and positive energies all around. Kerala, Goa, Uttarakhand, Himachal Pradesh, Tamil Nadu, Bihar, Karnataka are such places. India's low cost tour packages attract travelers from all around the world.

Eco Tourism

It is the another name for Green, sustainable and conservative tourism emphasizing on conserving natural resources, cultural heritage, sustain ability and voicing against the ill-effects of urbanization through educating and interpreting the benefits of protecting nature. Ecotourism includes nature, adventure, sports and culture tourism. Ecotourism activities revolve around forests and natural areas, national parks, wildlife sanctuaries, archeological digs, adventures sports activities. Ecotourism destinations In India are Thenmala

(Kerala), Sunderbans (West Bengal), Cocount Groves and Coral Reefs (Lakshadweep), Gir National Park (Gujarat), Kazhiranga National Park (Assam), Chilka Lake (Orissa).

Sports Tourism

Sports tourism aims at providing opportunities to tourists by adventure sports and games. Rock climbing, mountaineering, Ice-climbing, river rafting, water scooting, sailing, Trekking, Surfing, scuba& sky diving, Kayaking, canoeing, paragliding, ballooning, hand gliding, Bungee jumping, etc. are the activities that can be enjoyed on land and water, under water and in air. Goa, Kasauli, Kerala, Rajasthan, Andhra Pradesh, Andaman and Nicobar, Uttaranchal, Lakshadweep are the adventure destinations. In India, Cricket is the main attraction for tourists from other counties. India was among top 10 nations for bringing tickets for 2018 FIFA world cup.

Leisure Tourism

Leisure time means different to different people. Some people enjoy watching historical places, monuments, while others enjoy trekking, mountaineering, some rejuvenate themselves by having spas and taking Ayurveda treatments, enjoying natural environment etc. Udaipur, Shimla, Goa, Kerala, Srinagar are the favorite tourists destinations.

Rural Tourism

Ministry of Tourism defines Rural Tourism as any form of tourism that depicts rural life, art, culture and heritage at rural locations, benefiting the local community economically and socially and enabling interactions between the tourists and the local people for more enriching experience.

Rural tourism aims at exploring agricultural industry, food and different staples of different places, natural areas, ethnic and cultural lifestyles and beliefs, arts and crafts interests of people etc. Mawlynnong, Pipili, Hodka, Lachung and lachen, Bishnoi villages, Dha and Hanu, Munsiyari, Kila Raipur, Majuli, Karikudi are the places that provide incredible culture, scenic lands capes, immense beauty, action-packed games, adventures activities and many more things.

Educational tourism

Educational tourism is a practical approach and a conscious effort for developing research and observation skills by travelling. This is the best way to apply the knowledge and skills learnt within the classroom environment into entirely different environment. Innovative educational methods, new information, self actualization experience, good exposure, informal learning etc. has led to the growth of the educational sector across the world. Study tours, school trips, seminar vacations, student exchange programmes etc. Contribute to the growth of the educational tourism sector, resulting in raising the standard of education and generation of new economic opportunities. In India, Agra, Aurangabad, Bannerghatta Biological Park, Chittorgarh, Dholavira and Lothal etc. are the places that can attract foreign students.

Conclusion

The future of tourism in India is bright due to developing demographic, social, cultural and economic factors. Government of India's efforts to world's new visa regimes, investment in infrastructure, beautiful and diversified destinations and different policies will help the tourism sector to grow towards ranking higher in coming days. Presently, this sector is acting as a large employment generator as well as a source of foreign exchange for the economy. To make tourism sector as a vibrant and growth driver, central and State governments, voluntary and private organisations should take initiatives to promote tourism in India.

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Smart Tourism: The Need of Future Tourism Industry

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ABSTRACT: Smart technologies reach into almost all aspects of life nowadays, although they are often unnoticed by users and taken for granted. Now, tourism industry and its components have also started to implement smart technologies with the intention to enhance the tourism experience. The major goals of this concept were to use energy more efficiently by implementing new technologies, to increase the usage of renewable energies and to reduce CO₂ emissions. Thus, the concept of smart tourism mainly aims to "modernize and optimize the current electric distribution grid" (Endesa, 2008, pp. 25), but also to increase customer's awareness. Relating this to tourism, reduced emissions and a more sustainable usage of energy in tourism destinations could result in cheaper prices for tourists, a better air quality and an overall higher customer satisfaction. "Smart" has become a rather common term in marketing for all things which are enhanced by technology and technological support, technology has become essential to the tourism industry over the last years, not just regarding ways of communication, but also in terms of booking procedures and information search. Smartness is usually closely related to enhancing the usability of certain products by implementing technologies. In this regard, the so-called Information and Communication Technology (ICT) and the Internet of Things need to be mentioned as well which both refer to the combination of the internet usage and the provision of products and services. In addition, so-called iBeacons (The word iBeacon or Beacons can be used simultaneously and ever since Apple launched them about four years ago, in 2013, they have been evidently successful in creating a huge buzz worldwide. These highly advanced a device that operates on the Bluetooth Low Energy (BLE) technology, transmitting data over short distances. The devices broadcast their identifier as they enter into the close proximity zone of the iBeacon) are increasingly implemented in various service industries as they allow companies to track their clients and to analyze their consumer behavior. These iBeacons work with Bluetooth and require the user to download and use an app. Especially in Asia, there have been concerted efforts to drive the smart tourism agenda forward. Governments in China and South Korea are heavily funding initiatives mostly focused on building the technological infrastructure that supports smart tourism (Hwang et al. 2015). In Europe, many of the smart tourism initiatives were born out of smart city projects and, as a consequence, smart tourism destinations are increasingly making an appearance in the European tourism landscape.

Keywords: Smart tourism, Smart technology, Smart business ecosystems, Open innovation, Big data, Internet of things (IoT)

Defining Smart Tourism

Madrid, Spain, 16 October 2018, The UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences (15-16 October 2018) concluded today in Valladolid, Spain, with a call for cities to become smart tourism destinations, where tourism governance and the digital economy mesh together to offer travellers diverse and authentic experiences.

The conference brought together tourism leaders from the public and private sectors to analyse how to respond to the growing trend of city breaks as leisure experiences. They concluded that public-private partnerships, the inclusion of local communities and the creation of smart destinations are crucial for urban destinations to gain the knowledge and define the policies they need in order to respond to the new demands of hyper-connected and hyper-informed tourists.

"We must understand the evolution of tourists towards greater sustainability and inclusiveness, using new technological tools," said Jaime Cabal, Deputy Secretary-General of the World Tourism Organization (UNWTO). "Creativity and innovation are needed when designing the experiences they are increasingly demanding."

Smart tourism refers to the application of information and communication technology for developing innovative tools in tourism. It supports integrated efforts at a destination to find innovative ways to collect and use data derived from physical infrastructure, social connectedness and organizational sources (both government and non-government), and users in combination with advanced technologies to increase efficiency, sustainability, experiences. The information and communication technology tools used for smart tourism including, mobile communication, cloud computing, and artificial intelligence. It combines physical,

informational, social, and commercial infrastructure of tourism with such tools to provide smart tourism opportunities.

The principles of smart tourism lie at enhancing tourism experiences improve the efficiency of resource management; maximize destination competitiveness with an emphasis on sustainable aspects. It should also gather and distribute information to facilitate efficient allocation of tourism resources and integrate tourism supplies at a micro and macro level ensuring that the benefits are well distributed. They are observed to be effective in technologically advanced destinations such as [smart cities](#)

Examples of smart tourism tools include;

- a. Mobiles application
- b. Augmented reality
- c. Near-field communication (NFC)

“Smart Tourism” has become a very fuzzy concept often used to drive specific political agendas and to sell technological solutions. This is especially true in the case of smart tourism where it is frequently used in the context of open data initiatives or for rather trivial projects such as promoting free Wi-Fi or the development of mobile applications. While these technologies and new approaches to data collection, management and sharing are important stepping stones in implementing smart tourism, they do not provide the full picture of what smart tourism encompasses

It is not surprising to see the concept of smart being applied to phenomena that encompass tourism. In many ways, smart tourism can be seen as a logical progression from traditional tourism and more recently e-tourism in that the groundwork for the innovations and the technological orientation of the industry and the consumers were laid early with the extensive adoption of information and communication technologies (ICT) in tourism, for instance in the form of global distribution and central reservation systems, the integration of Webbased technologies that led to the emergence of e-Tourism (Buhalis 2003; Werthner and Ricci 2004).

Smart tourism involves multiple components and layers of smart that are supported by ICTs (Fig. 1). On one hand, it refers to Smart Destinations, which are special cases of smart cities: they apply smart city principles to urban or rural areas and not only consider residents but also tourists in their efforts to support mobility, resource availability and allocation, sustainability and quality of life/visits. Lopez de Avila (2015, n.p.)

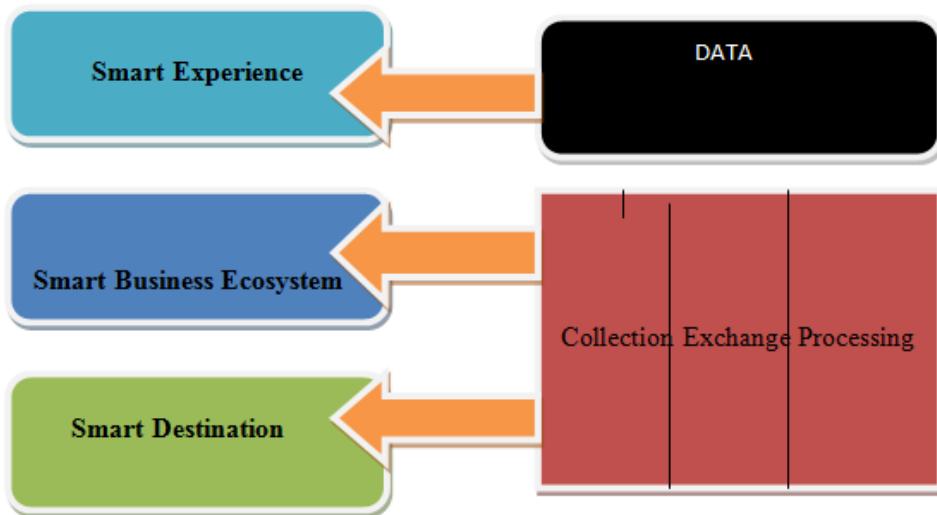


Fig 1: Components and layers of smart touris

Smart Experience

Importantly, smart tourism spans three layers across these three components:

1. A smart information layer that aims at collecting data.
2. A smart exchange layer that supports interconnectivity.

3. A smart processing layer that is responsible for the analysis, visualization, integration and intelligent use of data (Tu and Liu 2014).

Smart Destinations

Smart tourism destination can be defined as the following: "a platform, which is implementing ICTs such as Artificial Intelligence, Cloud Computing and Internet of Things to offer the tourist personalized information and enhanced services established by mobile end-user devices" (Boes, 2015). In order to make a tourism destination smart the dynamic connection of stakeholders through technological platforms is a key factor. The main objective of these platforms is to create a quick information exchange regarding all tourism related activities (Buhalis & Amaranggana, 2013).

Smart tourism destinations take advantage of following:

1. Technology embedded environment (IoT, Sensors, etc.)
2. Responsiveness processors at micro and macro levels (Intelligent Services)
3. End -user devices (i.e. smart phones, etc)
4. Engaged stakeholders that use the actively use platforms to gain information, etc.

So, the overall aim is to enhance real tourism experience, improve the efficiency of resource management and maximise destination competitiveness, and increase the rate of consumer satisfaction (Buhalis Amaranggana, 2013, p. 557)

The impact of the technological revolution on tourism has been twofold:

Transport. Air, water, road and rail transport methods have undergone profound changes, with travel time and costs having drastically reduced.

(Source : http://tourlib.net/wto/WTO_annual_report_2017.pdf)

Digital. Use of information and communication technologies has revolutionized travel. The using the Internet, mobile phones and social media to change traditional reservation systems, accommodation and transport.

Buhalis (2000, as cited in Buhalis et al, 2013) argues that successful destinations are structured as containing the "6As of tourism destinations", which are:

1. **Attractions:** natural like a mountain, artificial like an amusement park, and/or cultural like a music festival.
2. **Accessibility:** entire transportation system within a destination comprising of available routes, terminals and public transportation.
3. **Amenities:** all services facilitating a stay, notably accommodation, catering and leisure/touristic activities.
4. **Available Packages:** "the availability of service bundles by intermediaries to direct tourists' attention to certain unique features of a respective destination".
5. **Activities:** available activities at the destination which primarily motivate tourists to visit the destination, and lastly.
6. **Ancillary Services:** services to which are secondary to tourist needs like banks, postal services, hospitals, etc...

Table 1: Tourism applications in smart destinations (Buhalis, Amaranggana, 2013, p. 559)

| S.No. | Tourism applications in smart tourism destinations | Utility function | Destination components (Buhalis, 2000) | Smart tourism destinations dimensions (Cohen, 2012) |
|-------|---|------------------|--|---|
| 1 | Augmented reality (AR) enables visitors to experience digital recreation of tourism sites and time travel(Chillon,2012) | Interpretation | Attractions | Smart people, smart mobility |
| 2 | Vehicle tracking system provides a real-time information of transport network and could be distributed to end-user | Planning | Accessibility | Smart living, smart mobility |

| | | | | |
|---|--|---------------------|--------------------|-------------------------------|
| | device(Arup,2010) | | | |
| 3 | How should able in predicting energy demand for building and perform energy audits based on their environment management(Metric Stream 2013) | Sustainability | Amenities | Smart environment |
| 4 | A multi-language application that provide range of services such as electronic travel guide which also offer numbers of available packages for tourists(Jordan 2011) | Guidance | Available packages | Smart people , smart mobility |
| 5 | NFC tags & QR codes to access information about nearby points of interest through mobile devices (GSMA 2012) | Proximity marketing | Activities | Smart mobility |
| 6 | Tourists are able to register their complaints through a complaints management system | Feedback | Ancillaries | Smart living |

Smart Tourism vs. E-Tourism

During the 1990s, the wide adoption of the Internet created new avenues of distribution and ways of reaching tourists directly, causing the Internet to start reconfiguring the structure of tourism sectors (Buhalis and Law 2008). In the early 21st century, social media and mobile technologies dramatically changed the ways that consumers access information and conduct transactions, thus changing the power structure and balance between consumers and businesses. In the early 2010s, the prospect of the application to tourism of tremendous amounts of online data has the potential of transforming "big data" into knowledge, dramatically enhancing the tourism experience and providing a deeper understanding of behavioural patterns and the structure of this industry

The following subsections emphasize aspects considered for e-Tourism solution development within the project

Table 2: Phases of development of e-tourism

| | |
|--------------------------|--|
| Pre-Travel Phase | ICT provide a wide range of tools to facilitate travel-related information search, for instance virtual (3D) representation of the destination may encourage tourist to search information about particular destination and visit it in the real life. x Information about the region available during the trip planning should enable tourist to create personalized travel plan, for instance as a proactive proposal based on tourist profile and preferences. Recommendations from virtual communities and social networks may positively affect travel decision making. |
| Travel Phase | Real-time information about the destination should be available during the trip, for instance information about events and places of interest, advices and practical recommendations. For instance, mobile applications may enable tourists to find products or services that match their needs. Besides, regional electronic guide system that provides travelers with road direction signs and electronic information notes should be released to enhance travel experience. |
| Post Travel Phase | ICT provides tourists variety of solutions to share their travel experience with others, for instance using virtual communities and social media. Tourist travel experience may affect other potential tourist travel decision making. |

Table 3: Smart tourism vs. e-tourism

| S.No. | Core concept | e-Tourism | Smart Tourism |
|-------|-----------------|-------------------|-----------------------------|
| 1 | Sphere | Digital | bridging digital & physical |
| 2 | Core technology | Websites | sensors & smart phones |
| 3 | Travel phase | Pre & post travel | travel during trip |

| | | | |
|---|-----------|----------------------------|---------------------------------------|
| 4 | Lifeblood | Information | big data |
| 5 | Paradigm | Interactivity | technology-mediated co-creation |
| 6 | Structure | value chain/intermediaries | ecosystem |
| 7 | Exchange | B2B, B2C, C2C | public-private-consumer collaboration |

Enhancing Tourism Experience

Tourism experiences are the core product in tourism industry with direct impact on tourist's satisfaction and revisit intention; it is a critical issue for Destination Management Organisations (DMOs) to examine the main construct of tourism experience and how to enhance a positive tourism experience. In tourism, the value of the experience is not only created by the service providers and its customers but is embedded in a larger social and physical context of what is being experienced (Hoarau and Kline 2014). Experiences can also be formed within any part of a service process which are not controlled by the company (Juttner et al. 2013) considering the fact that experience develops throughout all contact points during the interactive process (Mascarenhas et al. 2006)

According to Jennings and Weiler (2004) travel could be seen as a sense-making process in which tourists are able to enhance their experience by exploring local culture embedded in the visited place. The places visited and cultures experienced are connected to tourists through stakeholders, including tourists, service providers, governments as well as local communities. As such, stakeholders mediate tourists' travel experience through taking part in the tourism context to reflect the experience as a whole (Wang et al. 2012). Hence, destinations marketers need to put focus on the entire tourism experience instead of examining only the core service suppliers (Zouni and Kouremenos 2008). The fact that tourism experiences are multidimensional in nature, various involvements along the trip (including before, during and after) could also affect overall tourism experiences (Stickdorn and Zehrer 2009). Pine and Gilmore (1999) indicates that experiences exist only in the mind of an individual who has been affiliated in various levels of engagement (i.e., emotional, physical, intellectual and spiritual) which makes experience inherently personal (Jennings et al. 2009). Moreover, Kim and Ritchie (2013) suggested that visitors are more likely to gain a memorable experience on the trip when they could immerse in activities within destination. The increasing proliferation of ICTs has allowed tourism companies to ameliorate their relationship with the customer by offering distinctive service mediated by ICTs (Tussyadiah and Fesenmaier 2007). As argued by McCarthy and Wright (2004), ICTs could function as mediator of experience as well as the core experience itself. Through their engagement with ICTs, tourists could gain richer experience within their actual physical setting (Neuhof et al. 2013).

Tourists mainly use their ICT devices to seek for information to help them form decisions in regard with their trip. However, there are few aspects that Smart Tourism Destinations Enhancing Tourism Experience Through smart tourism tools.

Table 4: Current state of typical ICT usage during travel

| S.No. | Factors affecting positive experience | ICT usage to address positive experience |
|-------|---|--|
| 1 | Proper broadband connection | Not applicable |
| 2 | Localness/authenticity from destination (culture, meal lifestyle) | Seeking for information, share experience |
| 3 | People (local and fellow traveller) | Seeking for information, communication |
| 4 | Weather | Seeking for information |
| 5 | Attraction (architecture, landscape) | Seeking for information, share experience |
| 6 | General services (accommodation, transport, gastronomy) | Seeking for information, booking service, share experience |
| 7 | Tourism activities (adventurous, relaxing) | Seeking for information, booking service, share experience |
| 8 | Factors affecting negative experience | ICT function to avoid negative experience |
| 9 | Problem in navigation | Seeking for information, communication |
| 10 | Security concern | Not yet addressed |
| 11 | Less informed (on opening hours, prices) | Seeking for information |
| 12 | Waiting time (delay, long queue) | Not yet addressed |
| 13 | Lost luggage | Not yet addressed |

| | | |
|----|--|--|
| 14 | Service below expectation (rude staff, dirty buses, unclean rooms) | Not yet addressed |
| 15 | Bad broadband connection | Not applicable |
| 16 | Weather | Seeking for information |
| 17 | Language barrier | Seeking for information, communication |

Enhancing Customer Experience

Smart Tourism Destinations are essential on offering personalised service to their tourists by considering several aspects namely access into real-time information to collect users' data, instant feedback loop to help reveal users' opinion upon offered service, dynamic platform which enabling different stakeholders exchanging data to promote service integration; and ability to precisely predict what visitor wants through historical data (pattern analysis) to formulate distinctive services and dynamic recommender system.

Customer Experience Management (CEM) is nowadays of great importance when it comes to satisfying the customer who seeks for positive experiences beyond a product or service. Taking this management approach into consideration has the potential to bring along both, great economic value for firms and added value for the customer (Verhoef et al., 2009)

There are three systems which basically are part of a customer experience: sensation, cognition and affect (Gentile, Spiller, & Noci, 2007). Verhoef et al. (2009) add to these three concepts that a customer experience can also be social and physical. In order to examine the components of customer experience further Gentile et al. (2007) identified the following ones:

- Sensorial Component (stimulates the senses)
- Emotional Component (stimulates different emotions)
- Cognitive Component (engages the customer to think or to be creative)
- Pragmatic Component (including the concept of simply using something; usability)
- Lifestyle Component (including the values and beliefs of the customer, in line with their lifestyles)
- Relational Component (refers to relation of the customer with others, with the product/service and beyond with his or her self)

Table 5: Tourists expectation on personalised services

| Dimensions | Phase Before | During | After |
|----------------|--|--|---|
| Transportation | 1. Planning: navigation and information (duration, types of transportation, schedule and fare) 2. Recommender system: trail package and offerings 3. Time savings: booking, check-in | 1. Real-time schedule 2. Personalised greetings 3. Personalised meals 4. Suggest alternative 5. Universal card | 1. Feedback loop 2. Promotional update 3. Luggage finder |
| Accommodation | 1. Planning: navigation and information (location, reviews, room type, price and surrounding events) 2. Time savings: booking and check-in 3. Personalised welcome message | 1. Personalised welcome message 2. Awareness on customer preference 3. Personalised customer service 4. Room control over customer services | 1. Feedback 2. Promotional offers 3. Maintaining engagement 4. Post customer service |
| Gastronomical | Information (special dietary, variety of meals, navigation, food ingredients and restaurant information) | 1. Integration service 2. Real-time information: customer awareness and social context | 1. Promotion 2. Prolong engagement |
| Attraction | 1. Recommender system 2. Information provider | 1. Co-creation through digital maps 2. Real-time information 3. Information on surrounding events | 1. Sharing platform 2. Prolong experience 3. News update 4. Recommender system |
| Ancillaries | | Navigation | |

| |
|----------------------------------|
| General information |
| Instantly exchanging information |

According to Palmer (2010) the tangible and process quality, brand relationships and interpersonal relationships are the foundation of building a customer experience. Then different steps follow which can lead to the attitude of customer experience.

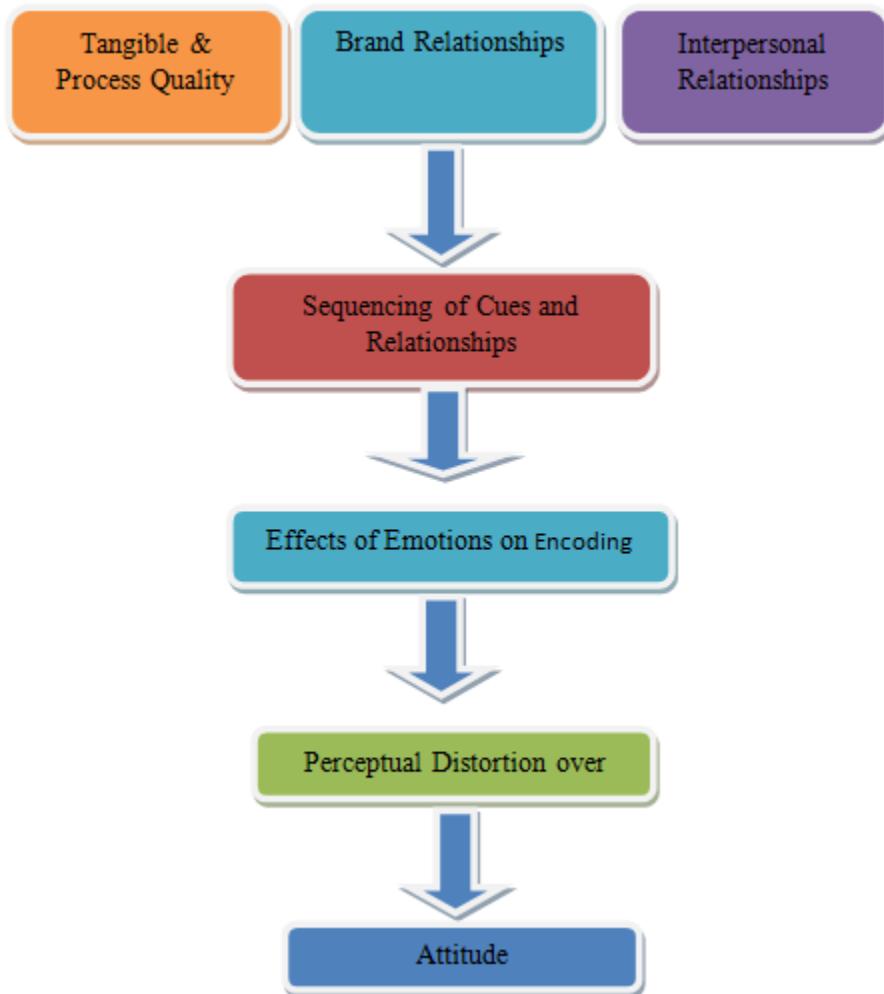
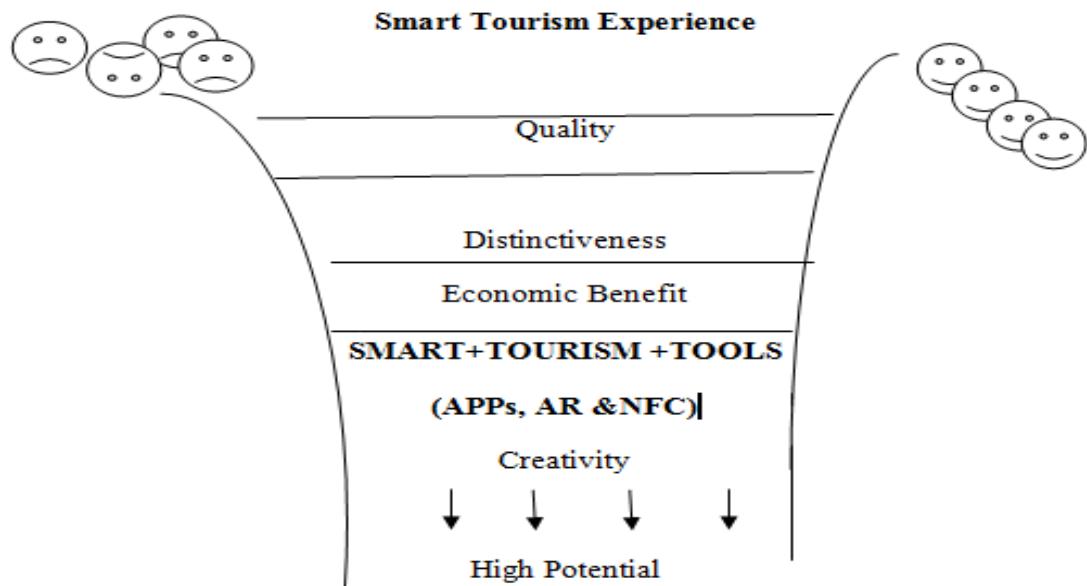


Fig 2: A Conceptual framework for the construct of customer experience (Palmer, 2010, p. 199)

In order to research whether a customer experience is enhanced by, in this case, smart tourism tools; it is indispensable to determine how to measure customer experience. A successful measurement of the concept of customer experience must assess well the cognitive and emotional delivered values from the customer's point of view (Maklan & Klaus, 2011). The following aspects can be identified in terms of how to measure customer experience within a technological background:

- Interactivity
- Involvement
- Playfulness
- Positive affect
- Time distortion
- Telepresence
- Skills (Novak, Hoffman, & Yiu-Fai, 2000).

**Fig 3:** Framework for Evaluating Smart Tourism Products

Conclusions

Tourism is one of the major components of GDP growth of many countries in world. Due to the lack of coordinated & supported services, tourism has suffered a lot. In this article, an IoT framework called smart tourism. In iTour, the smart citizens can participate in tourism development. It enables the city administrator accountable towards the cooperation and coordination of tourist daily life in a city. It can also use data mining techniques to prepare the city for future tourism. The effectiveness of iTour is being proven through in-depth evaluation in a smart city by involving all stakeholders.

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Virtual Reality: An Effective Tool to Market Tourism Destination

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ABSTRACT: *Tourism being a service industry is hindered due to its intangible nature of products offered in the market. As the intangibility character leads to lack of offering demonstration of the product, Virtual Reality somewhere is offering the solution to this problem faced. It leads to an interaction with an artificially created environment to make a feel as in the real world with the help of technology based on computer. The paper discusses about the various methods to be used for marketing the tourism destination in a more effective ways.*

Keywords: *Virtual Reality and Tourism, Methods of Virtual Reality, Computer Based Technology, Artificial Environment.*

1. Introduction

Virtual Reality is an environment that is created artificially through the use of different software and presented to the user in such a way as a real environment experienced through his senses of sights and sounds. It is the three dimensional image created with the help of computer technology based headset and motion based technologies makes an impression in the user's mind as real world. The market of the devices used in Virtual Reality is continuously increasing witnesses the increasing uses of this technology. As per the data given by Statista.com, The Virtual Reality Headsets, installed based were estimated to be seven million in the year 2016, has been forecasted to reach around 37 million by 2020. Besides, the Sony PS VR, the best-selling VR device estimated to grow to 37 million units to sell by 2020 from the seven million units sold in 2017. Moreover, Other Virtual Reality devices of which at least 300 thousand units were sold in 2017 include the Oculus Rift, HTC Vive and the Windows Mixed Reality. The market size of The VR industry is growing tremendously from USD 2.2 billion in 2017 to more than USD 19 billion by 2020

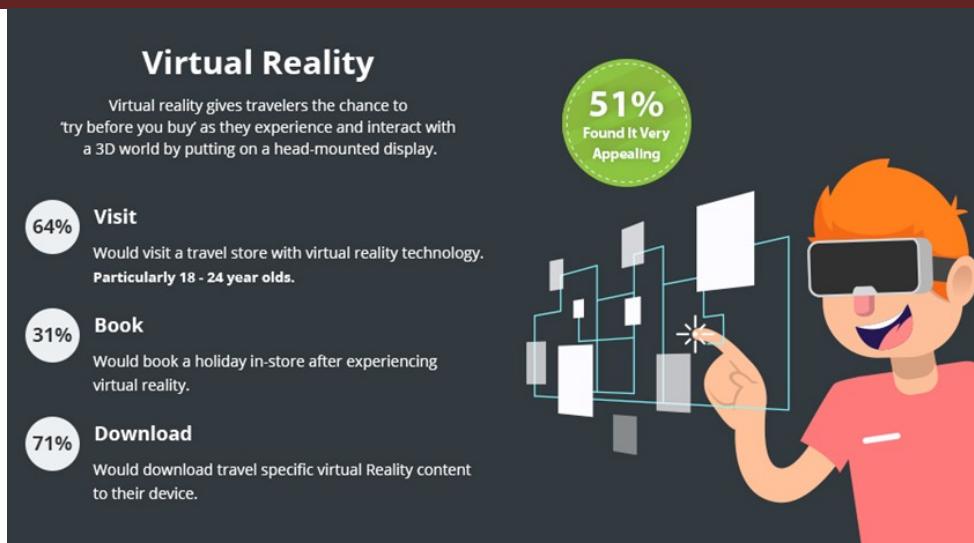
Virtual Reality and Tourism:

Lack of demonstration effect of Tourism Products due to its intangible nature leads to hurdle creation in product marketing. But with the invention of Virtual Reality Technologies, the level of this obstacle have been diminished.



Source: [.virtual-reality-in-tourism.com](http://virtual-reality-in-tourism.com) (Statistics about VR: 2016 VR consumer report by Greenlight VR

The uses of Virtual Reality occupying a major space in the Travel and Tourism Industry as per the data recently released by code-brew.com. In the uses of Virtual Reality, a major part about 74% of its usage is being contributing in the whole Travel and Tourism in prior-experiencing the Product.



The figures drawn in the above image showing the present usage of Virtual Reality in the Travel and Tourism industry. It has been clearly shown that about 64% potential tourist visits the virtual reality enabled stores, particularly the groups belong to the age group between 18 to 24 years. A prominent statistical value around 51 % found these contents more appealing and about 31% of the potential tourists booked the tours after experiencing the Virtual Reality.

Applications of Virtual Reality in Travel and Tourism Sector:

Earlier one could experience about the travel destination through exploring various photos and videos before travelling and sometimes these might differ to actual experience at destination and leaving the customers unsatisfied. But after the advent of the Virtual Reality this impediment has been reduced to a large extent. Now the pre-tour experience play an important role in the decision making and customer satisfaction.

- Virtual Reality as Marketing Tool:**

An effective application of Virtual Reality is the pre-experience of any tourism product at 360 degree angle with the help of 360 degree video virtual tours.

Virtual Reality Hotel Tours make the potential tourist aware about the facilities and services to be provided by the hotels viz. golf course, spa, changing rooms, suites, galleries, bath rooms and the stunning marble reception area.

A virtual Destination Tours enables the Tourists to experience the Destination from the arrival at airport, visit to local sight-seeing via public transport and on foot, restaurants, and all kind of activities may be experienced like scuba diving to mountaineering as well as iconic streets with best travel tips in and around the city.

As per the research findings of YouVisit, VR is the important part for travel brands as 51% of people who experienced Marriott's VR marketing campaign included "Vroom Service" and "VR Postcards" wished to have more such services to be available at more Marriots., about 66 % tourists are interested for VR Shopping.

Approximately 80% of people who experienced VR Tours considered it as "Transport to another world" and Thomas Cook's initiative of VR experience of New York city generated almost 190% increase in their revenue for this city.

- Virtual Reality for enhanced visitation as an entertainment source**

Virtual Reality Technology helps in enhancing experiences. As under the program "VR Room Service" launched in the year 2015, in the Marriott International properties, guests can take part in VR experiences of exploring destinations like Chile, Beijing and Rwanda while staying on property.

As the Eurostar train passes through the underwater journey, passengers can't look out their windows, but with the introduction of VR devices in selected trains, now they can have glimpses of their surroundings too. Royal Caribbean and Azamara Cruises initiated to create VR experiences of entertainment and amenities provided on their ships and onshore excursions for passengers to test drive before booking the tour.

- **Virtual Reality as a Planning and Management tool**

Virtual reality attributes in the planning and management of tourism destination. It helps in planning of places and experiences and eliminates various barriers, educating the potential tourists and destination image building.

Virtual tours for virtual discovery LA, created in the year 2016 to explore the virtual experience of tourism destination Los Angeles. The Virtual tour also helped the policy makers of the country in the destination planning and allowed planners to do site inspection without actual destination visited.

- **Virtual Reality as an accessible tool**

Virtual reality sometimes act as a tool to access those sites which are too remote, too dangerous, too expensive or no longer exist or having fragile environment, as an alternative of actual visitation.

In the Virtual technology of Everest VR, the hiking of the summit Mount Everest is possible now. Starting at base camp to virtual dangerous climb through Khumbu Icefalls, Lhotse Face, Hillary Step and finally reach to the highest peak of the mountain includes all thrills and adventure experiences.

Conclusion

Virtual Reality seems to be an effective technological tool in brand image building of the products and in the case of Tourism Products, it has been proved as boom for the industry. It has played an important role in the planning, management, marketing of the tourism products as well as enhanced entertainment tool for tourists too. It has made possible to access the various fragile sites and environment where actual visitation was just a dream.

The development of such technological tools demands the huge amount of investment. Due to this reason the applications of the technology is not being used at large scale.

But the usages of the Virtual Reality is showing positive impacts on the tourists' behavior. Many companies have earned many fold profits through using this technology. The virtual Reality has been proved as boon for this sector and more advancements are expected in the future.

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An Analysis of Hotel Management Student's Performance in F&B practical's and Industrial training in F&B Department of Hotels

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ABSTRACT: The major challenge for hospitality education is determining clear goals and objectives for the curriculum to the constantly changing needs of the industry. It is crucial to bridge the gap between what is taught to students and what the industry expects from the Hotel Management graduates.

This study aimed at assessing the relationship between the performance of the Hotel Management students in Food and Beverage Services Course and their internship performance in Food and Beverage department in different hotels where they were pursuing their six months internship. The data collected will be analyzed for its correlation between the students performance in academics and in industry. The result shows majority of the intern has satisfactory performance in the Food and Beverage Services course and the interns obtained the highest very good performance evaluation rating in personality followed by attitude, knowledge and skills. Study also shows that there is no significant relationship between the performance in Food and Beverage Service Course and the training performance of interns in the F&B Department of the restaurant and hotel. Performance of the interns in the Food and Beverage course obtained only satisfactory but the training performance was rated very good. The researcher recommends for the enhancement of the existing activities and teaching strategies to match industry needs.

Keywords: F&B Service, Hospitality Industry, Industrial Training

1. Introduction

One of the biggest challenges that hospitality educators face today is determining clear goals and objectives for the curriculum that meets the constantly changing needs of the industry. It is crucial to close the gap between what is taught to students and what the industry expects of the students being hired (Dopson & Tas, 2004).

In response to the academic challenges of national and international significance, higher education system needs to focus on systemic reform to strengthen and make more competitive their output and services. In accordance with the pertinent provisions of RA 7722, otherwise known as the "Higher Education act of 1994", and pursuant to Commission en banc Resolution No. 148, dated April 19, 2009, the guidelines for Student Internship Program in the Philippines for all programs with practicum subject were adopted for the information, guidance and compliance of all concerned.

Since the beginning of the 20th century, higher education institutions have been trying to determine what the outcome of higher education is supposed to be. (Urcioli, 2005). Like the rest of the higher education institutions, hospitality schools have been trying to answer the same question. Hospitality educators agree with clear objectives that the curriculum should be determined and those objectives should meet the constantly changing needs of the industry in order to prepare graduates for a successful career (Gursoy & Swanger, 2004)

Indian Hotel Management Institute./University educate and train students to be competitive by providing them with applied learning opportunities that require talented workers and rank among the best in the world in terms of productivity, career, attitude and technical skills. The institute provides quality education based on practical learning. As part of the curriculum institute provides training to the students through the memorandum of agreement with different hospitality businesses. During this training, students can apply their knowledge, skills and attitude in providing effective customer service in Food and Beverage Department in the hotel, restaurant and other hospitality establishments

Bachelor of Hotel Management and Catering Technology (BHMC) students is deployed for internship after they have passed their basic courses required for the program. This helps the Hotel Management students to gain the basic knowledge about the core areas of Hotel Management.

This study was conducted to determine the effectiveness of the curriculum and the teaching strategies, methods and procedures used by the competent professor with the use existing laboratory tools and equipment for the course/ subject Food and Beverage Services in preparation to the their internship in Food

and Beverage Department in the different hospitality business. An action plan based on the results of the study will be recommended.

Objectives of the Study

This study aimed to assess the relationship between the performance of the students on Food and Beverage Services Course and their internship performance in different hospitality businesses.

Specifically, this paper has the following objectives: to determine the level of academic performance of the students in the course Food and Beverage Services to determine internship performance in Food and Beverage Department in the hotel, restaurant and other hospitality establishments in terms of knowledge, skills, attitude and personality; to test the relationship between the academic performance of the students in the course Food and Beverage Services ; and internship performance in Food and Beverage Department, and to propose an action plan to improve the course program in Bachelor of Science in International Tourism in Hospitality Management specializing in Hotel and Restaurant Administration

Review of Literature

In the hospitality industry, change is an accepted and necessary part of doing business. Whether it is to stay ahead of the curve in everything from menu development to recently enacted legislation, hospitality operators must be able to position their business to be agile enough to remain competitive in the today's world. Hospitality program has to provide their graduates with the tools necessary to be successful in the ever changing world (Lyons, 2010).

Dopson and Nelson (2003) have looked at industry perspective regarding the importance of various skills and abilities necessary for success, none has taken that information and woven it into the academic arena through identification of a process for monitoring real time growth for students through assessment for hospitality programs housed in accredited colleges of business. Several researchers examined existing curriculum using data gathered from industry professionals, faculty and students regarding the skills necessary for success in the industry and proposed revised curriculum (Swanger, 2010).

Studies suggest the success of any curriculum revision, learning outcomes, the assessment of this outcome heavily relies on how well it fits into the culture in which it was created. A conflict between the institutions learning outcomes is likely to generate disastrous results for the department and students (Rutz, 2010).

According to Zao (2011), current look at hospitality and tourism education in China's colleges and universities, there has been a boom in the tourism industry in China within the last ten years. Hospitality and tourism education, especially higher education, has undergone rapid development. In 1978 there was not a single course offered in hospitality and tourism at any higher education institution. Today 69 institutions of higher education offer different programs at varying levels, including two-year diplomas, three-year certificates, and four-year Bachelor's and Master's degrees. This paper examines the development of higher education in hospitality and tourism, outlines the problems it faces, and discusses the possible solutions to the problems.

In the article, Job Competency Expectations for Hospitality and Tourism Employees present the findings of a central Florida study of hospitality and tourism management practitioners. It reports the findings of practitioner perceptions of desired knowledge, skills, and attitudes. It further demonstrates the overall impressions of practitioners concerning levels of preparation for entry-level positions in the industry (Teson, 2004).

A study on the factors associated with hospitality students' satisfaction with internship programs and the relationships between training, job satisfaction, and confidence about future careers in order to provide schools and industries with suggestions regarding course development and training during internships. Training classes made a significant difference in satisfaction with the supervisor and educational program. The regression analysis showed that training satisfaction played a positive role as a predictor of participants' job satisfaction and confidence about future careers. The effect of satisfaction with training on participants' confidence about future careers was mediated by their satisfaction with the internship (Wen, 2008).

Competencies are identified behaviours, knowledge, skills, and abilities that directly and positively impact the success of employees and organizations. Competencies can be objectively measured, enhanced, and improved through coaching and learning opportunities. Through this, interns know that competence indicates sufficiency of knowledge and skills that enable someone to act in a wide variety of situations (Ylagan, et. al, 2013).

Learning takes place in different avenues and forms of human existence. Formal education from academic institutions is basically the proper venue for acquiring appropriate knowledge and skills necessary for future employment (Laguador, 2013). Skills and competencies required by food and beverage service management interns were assessed by surveying their Swiss hotel and restaurant supervisors' opinions. The survey comprised 48 skills and competencies, compiled from literature and curricular learning outcomes. Supervisors rated the importance of each competence and then assessed their interns' performances on each item. A comparative analysis of the data highlighted areas in which trainees exceeded the supervisors' expectations and uncovered developmental needs. According to supervisors' ratings, the most important competencies comprised personal qualities and inter-personal skills; students' highest performance ratings were reflected in their positive attitudes towards work colleagues (Fournier, 2012).

Methods

Research Design

The researcher utilized the descriptive design of the study to determine the relationship between performance of BHMCT students in the course Food and Beverage Services and the internship performance in F&B Department in the different hospitality business. The method is designed for the researcher to gather information on the performance of the interns in terms of interns knowledge, skills and attitude and personality.

Participants of the Study

The participants of the study are total population or 64 of the student interns in Food and Beverage Department in the different hospitality business establishment. They should be presently enrolled in Bachelor of Hotel Management and Catering Technology (BHMCT). Students were evaluated by the managers or supervisor of the establishment where they have undergone their training.

Instrument

Researchers used the performance evaluation tool to measure and obtain the necessary information that pertained to the evaluation of the work performance of the interns of BHMCT students. This instrument is a standard performance evaluation tool provided by the Hotel Management Institute to evaluate the performance of the interns. This is divided into four areas: knowledge, skills, attitudes and personality. The performance evaluation sheet score is divided into five (5) scoring grades where 1 is the lowest and rated as very poor, 2 is poor, 3 is fair, 4 is good and the highest is 5 rated as very good.

Data Collection Procedure

Documentary analysis was done on the evaluation forms provided to the students by the internship office which were accomplished or rated by the managers or immediate supervisor of the establishments where the interns were deployed. The evaluation forms were used to determine the work performance of the Hotel Management interns.

The researcher asked permission from the principal/deans of different Hotel Management institute to access the data of the interns' evaluation form for the Hotel management students on their Internship. This will be presented to the statistician through the research center for data encoding.

Data Analysis

All data were encoded, tallied and interpreted using different statistical tools. These include frequency distribution and ranking in order to identify the performance of students.

Weighted mean was used to assess the internship performance in F&B Department on Hospitality Business in terms of knowledge, skills, attitude and personality. Pearson-Product Moment Correlation (Pearson-r) was used to determine the significant relationship between the internship performance in F&B Department and academic performance in Food and Beverage Service course. To further analyze the result, the data was treated using SPSS software with 0.05 alpha level.

Results and Discussion

Table 1: Student Performance on Food & Beverage Service Course (N= 64)

| Academic Grades | Frequency | Percentage (%) |
|-------------------|-----------|----------------|
| Excellent | 8 | 12.5% |
| Very Satisfactory | 12 | 18.75% |
| Satisfactory | 28 | 43.75% |
| Fair | 12 | 18.75% |
| Poor | 4 | 6.25% |

Legend: 1.00 – 1.25 = Excellent; 1.26 – 1.74 = Very Satisfactory; 1.75 – 2.24 = Satisfactory; 2.25 – 2.74 = Fair; 2.75 – 3.00 = Poor

Based on the table, 43.75 percent of the interns has satisfactory performance level, 18.75 percent has very satisfactory and fair performance level, 12.5 percent got excellent and 6.25 percent has poor performance level in Food and Beverage Service. Students must learn the real value of competence in achieving excellence while maintaining credibility outside the boundaries of their strengths and weaknesses (Lagudor, 2013). The basis of this performance of students was the Food and Beverage Service course student has undergone before their Industrial training. This course is required to the students of Bachelor of Hotel Management and Catering Technology (BHMCT) before they can be deployed for internship in the F&B Department of the different hospitality business.

The result implies that the methods, procedures and strategies used by the professors to teach BHMCT students are not adequate to let all the students comprehend all the information they should learn in the course. The level of comprehension of the students does not match with the professors teaching styles. Another implication is that maybe the assessment tools used by the professor to assess the students' performance were not appropriate to their learning aptitude.

Table 2 presents the performance of the interns in terms of knowledge.

In terms of knowledge, interns' performance is very good with the composite mean of 4.28. The interns can comprehend/follow instructions easily having the highest mean of 4.34 followed by interns were able to organize work and analyze it with a weighted mean of 4.31. Being competitive enough to do the job assignment and has the command of relevant general information and technology both got a weighted mean of 4.28 while the lowest is that interns can understand the operating procedures and techniques with a mean of 4.19.

Table 2: Performance of the Interns in terms of Knowledge (N = 64)

| Knowledge | WM | VI | Rank |
|---|-------------|-----------|------|
| 1. Comprehends/follows instructions easily | 4.34 | Very Good | 1 |
| 2. Understands the operating procedures and techniques | 4.19 | Very Good | 5 |
| 3. Competitive enough to his/her job assignment | 4.28 | Very Good | 3.5 |
| 4. Able to organize work and analyze it | 4.31 | Very Good | 2 |
| 5. Has the command of relevant general information and technology | 4.28 | Very Good | 3.5 |
| Composite Mean | 4.28 | Very Good | |

Legend: 4.50 – 5.00 = Excellent; 3.50 – 4.49 =Very Good; 2.50 – 3.49 = Good; 1.50 – 2.49 = Fair; 1.00 – 1.49 = Poor

This only implies that interns have enough knowledge on the courses that they took from the school as prerequisite for internship. They were able to apply the learning that their professor have shared to them using the competency based curriculum. Food and Beverage Services program is designed to enhance the knowledge, skills and attitude of the students. It covers core competencies on cleaning bar areas, operating a bar, preparing and mixing of cocktails, providing link between kitchen and service areas, providing room service, providing food and beverage service, developing and updating of food and beverage knowledge and providing wine services.

Table 3: Performance of the Interns in terms of Skills (N = 64)

| | Skills | WM | VI | Rank |
|----|---|------|-----------|------|
| 1. | Perform tasks of order taking and maximize sales opportunities through knowledge of product and suggestive selling. Ensure Accuracy by repeating order(s) to the guests | 4.34 | Very Good | 3 |
| 2. | Ensure that dockets are written clearly and correctly so the cashier and kitchen can fulfill their duties effectively. | 4.25 | Very Good | 2 |
| 3. | Deliver orders promptly to the production area. | 4.19 | Very Good | 4.5 |
| 4. | Check ordered meals on collection from kitchen and deliver to guests promptly to maintain temperature and appearance; ensure items are announced | 4.19 | Very Good | 4.5 |
| 5. | Keep tables and service areas clean and tidy as per procedure manual. Maintain hygienic food service technique during service | 4.28 | Very Good | 1 |
| | Composite Mean | 4.25 | Very Good | |

Legend: 4.50 – 5.00 = Excellent; 3.50 – 4.49 = Very Good; 2.50 – 3.49 = Good; 1.50 – 2.49 = Fair; 1.00 – 1.49 = Poor

Table shows that in terms of skills, interns' performance is also very good with the composite mean of 4.25. The interns can perform tasks of order taking and maximize sales opportunities through knowledge of product and suggestive selling, ensure accuracy by repeating order(s) to the guests got the highest mean of 4.34 followed by that the interns can keep tables and service areas clean and tidy as per procedure manual, maintain hygienic food service technique during service got a weighted mean of 4.28. The item that the intern can insure that dockets are written clearly and correctly so the cashier and kitchen can fulfill their duties effectively while the intern can deliver orders promptly to the production area and check ordered meals on collection from kitchen and deliver to guests promptly to maintain temperature and appearance; ensure items are announced both got the lowest mean of 4.19.

The result implies that students learned the skills taught by their competent professors and skills were properly executed during their training. Skills were developed through seminars held every semester and during training especially if the students are joining the skills competition like Hospitality Olympics, AAHAR, Food Competition, Master Chef and other regional and national competition.

Students gain valuable experience by way of applying their practical learning in the workplace, develop their skills in interacting with fellow workers, customers and management and discover in which direction they would like to steer their careers (McGlothlin Jr, 2003). Work Integrated Learning (WIL) has been shown in other research to be of benefit to the students by way of their learning being developed in both technical and competency skills (Fleming & Eames, 2005) and that work-integrated learning had enhanced the development of competencies (www.waceinc.org).

Table 4: Performance of the Interns in terms of Attitude (N = 64)

| | Attitude | Weighted | Verbal | Rank |
|----|---|----------|----------------|------|
| | | Mean | Interpretation | |
| 1. | Reports to the office with regular punctuality and finishes the duty as scheduled | 4.45 | Very Good | 1 |
| 2. | Reliable and imbues a sense of responsibility in handling the tasks assigned to him/her | 4.35 | Very Good | 5 |
| 3. | Enjoys comfortable working relationship with his/her superior or peers. | 4.41 | Very Good | 3.5 |
| 4. | Applies the virtues of integrity and honesty in all aspects of his/her work | 4.41 | Very Good | 3.5 |
| 5. | Positive attitude towards criticism and towards superior | 4.44 | Very Good | 2 |
| | Composite Mean | 4.42 | Very Good | |

Legend: 4.50 – 5.00 = Excellent; 3.50 – 4.49 =Very Good; 2.50 – 3.49 = Good; 1.50 – 2.49 = Fair; 1.00 – 1.49 = Poor

Data show that attitude of the interns is deemed to be very good as noted by the composite mean of 4.42. Interns were also considered very good in reporting to the office with regular punctuality and finish the duty as scheduled as indicated by the weighted mean of 4.45 followed by that the intern has positive attitude towards criticism and towards superior. Interns can enjoy comfortable working relationship with their superior or peers and that they can apply the virtue of integrity and honesty in all aspects of their work as both got the weighted mean of 4.41, while the item that interns are reliable and imbues a sense of responsibility in handling the tasks assigned obtained the least mean score of 4.35 with very good verbal interpretation.

This only implies that our students have positive attitude and therefore fitted as frontline employee that is worth far more than skills in the hospitality business. A good training program can develop most people to do their job very well and to satisfy the guests that come in the establishment. The best training program alone cannot maintain happiness and a positive attitude for employees. Anyone can facilitate programs to motivate people, improve staff morale and encourage a happy workplace.

At all levels of operation, it is better to examine each employees' attitude, how do they relate to the guests, co-workers and managers. Hire people who naturally enjoy their jobs and train them for success to create an environment that helps their attitude grow and thrive. It's the least expensive way to improve sales and improve morale in any organization (www.restaurant-hospitality.com).

Based on the result, interns were rated excellent in reporting to work in proper attire and following proper personal hygiene which obtained the highest mean of 4.56 followed by the item that interns can accept miscellaneous jobs and tasks with the proper attitude without complaining which got the weighted mean of 4.47 interpreted as very good.

Table 5: Performance of the Interns in terms of Personality (N = 64)

| | Personality | Weighted | Verbal | Rank |
|----|--|-----------------|-----------------------|-------------|
| | | Mean | Interpretation | |
| 1. | Report for work in proper attire and follows proper personal hygiene | 4.56 | Excellent | 1 |
| 2. | Exercise self confidence and comfortable in airing his/her problems and difficulties with his/her supervisor | 4.44 | Very Good | 3.5 |
| 3. | Flexible in work and in dealing with people | 4.34 | Very Good | 5 |
| 4. | Accepts miscellaneous jobs and tasks with the proper attitude without complaining | 4.47 | Very Good | 2 |
| 5. | Shows interest and pride with the task assigned to his/her | 4.44 | Very Good | 3.5 |
| | Composite Mean | 4.44 | | |

Legend: 4.50 – 5.00 = Excellent; 3.50 – 4.49 =Very Good; 2.50 – 3.49 = Good; 1.50 – 2.49 = Fair; 1.00 – 1.49 = Poor

Interns can exercise self confidence and comfortable in airing his/her problems and difficulties with their supervisor and shows interest and pride with the task assigned to them both got the weighted mean of 4.44 while interns can practice flexibility in work and in dealing with people obtained the least mean score of 4.34.

This implies that students have practiced wearing proper attire or proper uniform in the university. Following the policy of wearing uniform helps the student to maintain what they usually wear to be more pleasing to all the people they mingle with specially in the field of hospitality business when they are working as frontline staff or employee.

The first component of appearance is proper attire. Proper attire maintains our professional image. The second component of appearance is the area of grooming and hygiene. In this area people seek to achieve the standards of the traditional business environment. This only shows that the students are applying what they have learned and practiced in the university of wearing proper uniform (www.mindtools.com).

Faculty regularly remind students that they should be flexible in their attitude and abilities. This will enhance their ability to adapt to change. Faculty and students should realize that customer service is

important, given that the hospitality sector is customer -service driven and both believe that students do demonstrate this competency. The students are assessed in the restaurants and it will be observed how they interact with the customers (www.waceinc.org).

Table 6: Relationship Between the Students' Performance on Food & Beverage Service Course and Internship Performance

| Internship Performance | r-value | p-value | Decision | Interpretation |
|------------------------|---------|---------|----------|-----------------|
| Knowledge | 0.044 | 0.810 | Accepted | Not Significant |
| Skills | 0.056 | 0.761 | Accepted | Not Significant |
| Attitude | 0.136 | 0.458 | Accepted | Not Significant |
| Personality | 0.149 | 0.416 | Accepted | Not Significant |

Legend: Significant at p-value < 0.05

Based on the table, the computed r-values indicate almost negligible correlation and the resulted p-values were all greater than 0.05 level of significance, thus the null hypothesis of no significant relationship between the students' performance of food & beverage service course and their internship performance is accepted. This means that there is no significant relationship that exists between the treated variables meaning that the interns' performance is not affected by their performance in school.

Training performance of the interns in terms of knowledge, skills, attitude and personality were rated as very good by the supervisors and managers of the of the Food & Beverage Department of the restaurant and hotel where they had undergone their training. Actual performance is based on the training/orientation given by the business establishment where they are deployed. Students who obtained low academic performance have the possibility of attaining high internship evaluation. Skills and knowledge acquired from the school were enhanced as they apply it in the workplace.

The result implies that performance of the students in the Food and Beverage Course does not have relationship or effects in the performance evaluation of the interns because manager or immediate supervisors' basis for the evaluation of the interns were the actual output or performance they have on the duration of the training. They are evaluated based accomplishment of the day to day activities that were assigned to them.

Table 7: Plan of Action

| Objective | Activities | Duration |
|---|--|--|
| Knowledge To understand the operating procedures and techniques | A. Continuous implementation Of Outcomes Based Curriculum (OBE) in all courses specially the professional courses such as Principles of Food Hygiene and Sanitation, Principles of Food Preparation, Food and Beverages Service Operations and Bartending Service Operation, Housekeeping Services and Front Office Services | From 1st semester of First Year Until First semester of Second Year. |
| | B. Communication Skills Seminar | 5 days |
| Skills To work efficiently and accurately | A. Training/ seminar on the specific area to be assigned to each trainee 1. Food and Beverage Services 2. Housekeeping Services 3. Front Office Services | 5 days each program |
| | B. Certification from for Food and Beverage Services agency | 1 day per |
| Attitude To be reliable and imbues a sense of responsibility in handling the tasks assigned | Seminar on Improvement of Attitude or Discuss the Ways to Improve Attitude during the Orientation before deployment | 2 days |
| Personality To be flexible in work | Personality Development Seminar Or Interpersonal Skills Seminar | 2 days |

| | | |
|----------------------------|--|--|
| and in dealing with people | | |
|----------------------------|--|--|

Conclusions

Students have satisfactory academic performance rating in the course Food and Beverage Services. The interns obtained the highest very good performance evaluation rating in Personality followed by attitude, knowledge and skills. There is no significant relationship between the performance in Food and Beverage Service Course and the training performance of interns in the Food and Beverage Department of the restaurant and hotel, performance of the interns in the Food and Beverage course were only satisfactory but the training performance were rated as very good.

Recommendations

The Hotel Management Institutes/University may enhance the curricular program and existing activities in preparation for the deployment of interns to different establishments such as Personality Development Seminar, English proficiency Seminar and Pre-Internship Seminar and Orientation. The institutes/university may continually update the course syllabus by providing industry exposure, training and seminars, to hospitality professors and continuously implement the Outcomes Based Curriculum. The university may upgrade the quality of facilities and laboratories to continuously enhance knowledge and skills of the students necessary to have future work assignments. The proposed training plan may be implemented to enhance the knowledge, skills, attitude and personality of the students to prepare them in more holistic approach to employment. Evaluation form used in Food and Beverage Services Operations Internship must be modified to obtain better results. Future studies may also be conducted using other factors or variable to further confirm the results of this study.

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Indian Tourism Industry: The Next-Trillion Dollar Opportunity

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ABSTRACT: India is a country with beautiful landscapes, terrains, places of natural beauty and flora and fauna. The country's rich heritage is amply reflected in the various temples, majestic forts, pleasure gardens, religious monuments, museums, art galleries, urban & rural sites. 'Incredible India' and 'Atithi Devo Bhava' Campaign launched by the Indian government have provided impetus to the growth of tourism industry; however, the share of world tourist arrival to India is still minimal. India is now one of the fastest-growing aviation markets in the world, with its domestic demand reaching nearly 100 million mark. Yet international arrivals have remained relatively low, at 10.56 million in 2018, providing India with a unique opportunity to consider how to build demand and create adequate supply for its travel and tourism industry. This paper seeks to analyze the performance and growth of tourism industry in India. The study is exploratory and analytical in nature. It also aims at exploring the problems and challenges being faced by the Indian tourism industry and its vast potential through SWOT analysis.

Keywords: Tourism, Travel and Tourism, Tourism Industry, Hotel

1. Introduction

Tourism has expanded from luxury to mass and has since attracted people from across the globe. An unprecedented number of people are travelling around the world, and the figures are only expected to rise, with international arrivals growing from 25 million in the 1950s to 1.2 billion in 2016 and to nearly 2 billion by 2030 (World Tourism Organization, UNWTO, 2011). The forecasts are expected to remain steady despite the surge in protectionism and nativism. The industry continues to build bridges, with only 58 per cent of the world's population required to obtain a visa prior to departure in 2016 compared to 77 per cent in 2008 (Visa Openness Report 2015, UNWTO).

While people may travel for a variety of reasons, from family obligations and business travel to the discovery of a new place or culture; the endgame is the same. The tourism industry today accounts for 10 per cent of global GDP and supports 10 per cent of jobs on the planet (Travel & Tourism Economic Impact 2017, WTTC). Having outperformed the global economy for the sixth consecutive year, the travel and tourism industry has proven to be resilient to both geopolitical uncertainty and economic volatility. The industry should be a priority for countries around the world given its ability to make a real difference to the lives of people by driving growth, creating jobs, reducing poverty and fostering development and tolerance.

Objectives of the Study

The present study is conducted to analyze the performance and growth of tourism industry in India. It also aims at exploring the problems and challenges being faced by the Indian tourism industry and its vast potential through SWOT analysis. In this broader framework, an attempt has been made to achieve the following specific objectives:

- To analyze the performance and growth of tourism industry in India.
- To study the various initiatives taken by the Government of India to promote tourism in the country
- To elaborate on the opportunities and challenges of the Indian tourism industry and suggest remedies.

Research Methodology

The study is exploratory and analytical in nature. It is based on the secondary data which has been collected from the website of Ministry of Tourism, Government of India, World Travel and Tourism Council (WTTC), UNWTO and World Tourism Organization. Various annual reports, journals, newspapers, magazines, books, web pages and other published data are also referred to. The collected data is analyzed to reach at conclusions regarding the various aspects of Indian tourism industry.

Review of Literature

Various studies have been conducted to study the facts about tourism industry in India. As a part of this study, the following literatures have been reviewed.

Shalini N. Tripathi & Masood H. Siddiqui (2010) mentioned that tourism and hospitality have become key global economic activities as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. While the growth in tourism has been impressive, India's share in total global tourism arrivals and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for development of tourism.

According to Lok Sabha Secretariat (2013), the role of the Government in tourism development has been redefined from that of a regulator to that of 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.

Ashish Nag (2013) mentioned that the Ministry of Tourism in any country seeks ways to promote and develop tourism in the country. Tourism Industry Growth in any country is prone to the changing economic conditions. In the event when a country is passing through a low phase or an individual's job is at stake, not many people choose to travel.

Archana Bhatia (2013) mentioned that tourism today is a leisure activity of the masses. People today travel to international destinations to break the regular monotony of life. They are mainly attracted by either the scenic beauty of its nature or by fascinating leisure, sports and adventure activities offered by the destination. But every destination has some internal strengths and weaknesses that either enhance its capacity to attract foreign visitors or diminish it. Similarly, from the external environment can originate various opportunities or threats as well.

Anushree Banerjee (2014) stated that the major issues that are restraining the industry from achieving high economic value are shortage of qualified personnel, shortage of tourism training institutes, shortage of well qualified trainers, working conditions for the employees. Policies which can help the employees to work in supportive environment are also a point of concern. The paper is an attempt to judge the work done by the HRD team of the tourism industry with special reference to Jet Airways India Ltd. This in turn can enhance the capabilities and motivate them to work more efficiently.

Dr. Achintya Mahapatra (2013) in his book titled The Development of Indian Tourism Industry says that various emerging trends in tourism. He goes on to discuss the important recommendations for the development of sustainable tourism. L.K. Singh (2008) in his book Indian Cultural Heritage Perspective for Tourism discusses various special forms of tourism like cultural and heritage tourism, etc. V.S. Dahiya (2008) in his book Tourism Marketing and Advertising says that tourism in Tamil Nadu and classical amalgamation of culture and heritage. Romila Chawla (2006) in her book Tourism: The Cultural Heritage discuss about the cultural heritage of India. She also explains the cultural heritage tourist destinations in India. Dr. K. Venugopal (2012) in his book Modern Tourism Conceptssays about modern trends in tourism industry like, eco-tourism, cultural heritage tourism, medical and rural tourism.

Indian Tourism Industry: Market Size

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Being one of the oldest civilizations of the world, a country so rich in terms of flora and fauna and five seasons, abode of 32 World Heritage Sites and 25 bio-geographic zones (India Brand Equity Foundation, IBEF, 2018) India's vast potential in tourism cannot be ignored.

India attained 3rd position in the world tourism sector after China and US, according to a report of the World Travel and Tourism Council (WTTC) in 2018. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15.24 trillion (US\$ 234.03 billion) in 2017 to Rs 32.05 trillion (US\$ 492.21 billion) in 2028 (WTTC -Travel & Tourism Economic Impact 2018). India was ranked 7th among 185 countries in terms of travel & tourism's total contribution to GDP in 2017(WTTC -Travel & Tourism Economic Impact 2018). Travel and Tourism is the third largest foreign exchange earner for India. During 2018, FEEs from tourism increased 4.70 per cent year-on-year to US\$ 28.59 billion. Foreign Tourist Arrivals (FTAs) increased 5.20 per cent year-on-year to 10.56 million in the same period (Ministry of Tourism, Govt. of India). Foreign tourist arrivals for medical purpose increased from 427,014 in 2016 to 495,056 in 2017(P) (Ministry of Tourism, BMI, Aranca Research). The Government of India has set a target of welcoming 20

million foreign tourists by 2020 and double the foreign exchange earnings as well (Ministry of Tourism, Govt. of India).

During 2018, arrivals through e-tourist visa increased 39.60 per cent year-on-year to 2.37 million. As of 2017-18, 81.1 million people are employed in the tourism sector in India which was 12.38 per cent of total employment in the country. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028. International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 per cent by 2022 (Make in India, DIPP, Aranca Research).

The Table 1 below indicates the Tourism Statistics for India in 2018.

Table 1: Indian Tourism Statistics at a Glance: 2018

| | |
|---|--------------------|
| No. of Foreign Tourist Arrivals (FTAs) in India | 10.56 Million |
| Annual Growth Rate | 14.0% |
| No. of Domestic Tourist Visits to all States/UTs | 1652.49 Million |
| Annual Growth Rate | 2.3% |
| Foreign Exchange Earnings from Tourism | |
| In INR terms | 1,77,874 Crore |
| Annual Growth Rate | 15.4% |
| In US\$ terms | US\$ 27.31 Billion |
| Annual Growth Rate | 19.1% |
| Share of India in International Tourist Arrivals | 1.17% |
| India's rank in International Tourist Arrivals | 26 th |
| Share of India in International Tourism Receipts (US\$ terms) | 2.05% |
| India's rank in International Tourism Receipts | 13 th |

Source: Ministry of Tourism Government of India

Swot Analysis

Strengths

India is a large market for travel and tourism. It is quite blessed to have such a gracious natural beauty, and can cater to almost every type of traveler whether they are seeking adventure, medical, wellness, sports, art and culture, heritage, wildlife or food and cuisine. India has been recognized as a destination for spiritual tourism for domestic and international tourists.

India is the most digitally-advanced traveler nation in terms of digital tools being used for planning, booking and experiencing a journey, India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism.

India is home to about 70 per cent of tigers in the world. As per Ministry of Environment and Forests, the tiger population in India has grown by 30 per cent from 1706 to 2226 in 2014. A study revealed that a single tiger in a well visited reserve is now worth an estimated \$750,000 per year in tourism revenue.

The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Ministry of Tourism launched the Incredible India 2.0 Campaign during 2017-18 to position India as a Must Experience destination amongst overseas travelers and to increase foreign tourist arrivals to the country. The revamped version of the government's marketing initiative will focus on promoting India as a holistic destination and various tourism products including spirituality, medical and wellness will be promoted through this Campaign.

Ministry of Tourism launched a 24 x 7 Toll Free Multilingual Tourist Infor-Helpline in 12 languages which will provide information relating to travel in India. In September 2018, the Indian government launched the 'Incredible India Mobile App' to assist the traveler to India and showcase major experiences for travelling.

In October 2018, Statue of Sardar Vallabhbhai Patel, also known as 'Statue of Unity', was inaugurated as a tourist attraction. It is the tallest statue in the World standing at a height of 182 metre. The total revenue generated till January 29, 2019 is Rs 18.47 crore (US\$ 2.55 million) and revenue of Rs 50 crore (US\$ 6.93 million) is estimated annually (Union Budget, Aranca Research). It is expected to boost the tourism sector in the country and put India on the world tourism map.

The Government has also been making serious efforts to boost investments in tourism sector. In the hotel and tourism sector, 100 per cent FDI is allowed through the automatic route (Make in India, DIPP, Aranca Research). A 5-year tax holiday has been offered for 2, 3 and 4-star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai). Total FDI received by Indian hotel & tourism sector was US\$ 11.39 billion between April 2000 and June 2018, according to the data released by Department of Industrial Policy and Promotion (DIPP).

Weaknesses

As the tourism industry is closely integrated with several other industries like hotel and accommodation, aviation, railway, roadways, healthcare, entertainment, etc., the combined weaknesses of all these sectors make it more vulnerable. Travelling around India is problematic, despite several attempts to improve transfers between airlines, railways and buses. We may have well developed aviation sector, biggest network of trains in the world coupled with the buses and cab services, but all these system works independently, that often results in long waiting hours and create confusing situation for the tourist. An integrated approach, as perfected by more tourism focused countries, is essential.

Additionally, the cost of travel and accommodation in India is often higher than flying to a neighboring country. India needs more hotel rooms and lower taxes on flying. A limited supply of hotels and excessive taxation in aviation means that an increasing number of Indians prefer to go abroad for their holidays. According to a report by World Economic Forum (2014), about 17 million Indians travel out of the country each year, more than double the number of inbound tourists.

The hotel industry in India is terribly underserved. The lack of hotel rooms combined with the upward trend in international arrivals can potentially increase the cost of staying in India, making the country less price-competitive. For instance, rooms that cost \$400 a night in Delhi would cost close to \$100 in China. While such organizations as Oyo Rooms and Airbnb have stepped in to help fill a void, more needs to be done to bridge the infrastructure gap.

We have lagged behind in marketing India as a destination, we are still focusing on mystical charm, ancient civilization, but India has a lot more to offer better than any south-east Asian nation. Infrastructure seems to be the biggest bottleneck, condition and maintenance of roads, problems of electricity, communication facilities, hygiene factors, pollution and litter on the roads create an annoying situation for the tourists; and they often go back promising they will never come back to India.

First of all, information is not properly displayed to the tourist and if that is not the case, language creates a barrier especially for non-English speakers. India has a vast variety of cuisine to offer to the tourist, but we have not been able to make the tourist experience the presence of world-class food nor have we marketed our own cuisine.

Opportunities

The Indian government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. The Government of India is working to achieve 1 per cent share in world's international tourist arrivals by 2020 and 2 per cent share by 2025 (Ministry of Tourism, Govt. of India).

Medical tourism

The presence of world-class hospitals & skilled medical professionals makes India a preferred destination for medical tourism. The Indian government has also released a fresh category of visa -the medical visa or M visa, to encourage medical tourism in the country. India's earnings from medical tourism could exceed US\$ 9 billion by 2020 (World Travel & Tourism Council's (WTTC's) Economic Impact 2018). Additionally, India's leadership in yoga and Ayurveda has opened up the wellness tourism space. Tour operators are teaming up with hospitals to tap this market.

Cruise tourism

Cruise shipping is one of the most dynamic & fastest growing segments of the global leisure industry. Government of India has estimated that India would emerge with a market size of 1.2 million cruise visitors by 2030 -31. Moreover, India is looking to take advantage of its 7,500Km coastline to tap growth potential of the cruise tourism segment. The construction of cruise terminal in Chennai was started in April 2018. The cruise terminal in Mumbai has been allocated Rs1,000 crores (US\$ 155.55 million). India is also expected to receive around 950 cruise liners annually by 2022 (Ministry of Tourism, Govt. of India).

Rural tourism

Given that the majority of the country's population still resides in rural areas, the opportunities to create mutually enriching experiences benefiting local communities as well as tourists are significant. Each of the more than 600,000 village has its own story, heritage and culture to share. This can benefit the local community economically & socially, and facilitate interaction between tourists & locals for a mutually enriching experience.

Ecotourism

India is often termed as hotspot of bio-diversity & this rich natural heritage is unparalleled in many ways. Such valuable resource base gives impetus for the practice of variety of alternate tourism forms & many of which are already in existence like national parks, wildlife sanctuaries & biosphere reserves.

Low-cost airlines

Growth in low-cost airlines is expected to lower tourism costs & increase domestic spending on tourism. Low cost flights under the Ude Desh ka Aam Naagrik (UDAN) scheme are expected to connect underserved regions in the country and promote domestic tourism.

Increase in international flight operators

The market is likely to become more competitive due to the entry of an increasing number of international flight operators expected to offer improved services to tourists. Joint Ventures such as Air Asia and Tata SIA are beginning services in India and can provide better services. Some new players that have entered the country are Etihad & Vistara. The Airports Authority of India aims to start operating 250 airports across the country by 2020 (World Travel & Tourism Council). As of December 2018, there were 102 operational airports in India. In the Union Budget 2018-19, the government has proposed to develop 10 prominent sites into iconic tourist destinations.

Higher passenger traffic

Domestic air traffic in India increased 11.03 per cent year-on-year in November 2018. International air traffic of India has more than doubled in a decade to reach 65.47 million in 2017-18. By 2020, passenger traffic at Indian airports is expected to increase to 450 million people (World Travel & Tourism Council).

Higher investments

Under Budget 2018-19, the government has allotted Rs 1,250 crore (US\$ 183.89 million) for Integrated development of tourist circuits under Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD).

Electronic tourist authorizations, known as e-tourist visa, launched by the Government of India have resulted in increase in number of tourist visa issued in the country. The facility has been extended to citizens of 166 countries, as of December 2018 (Ministry of Tourism, Govt. of India). Foreigners travelling to India on e-tourist visa will receive a BSNL SIM card which will be pre-activated and loaded with talk time and data.

Booming Information Technology and Outsourcing industry can also be a contributor in increasing tourist traffic to India. Increasing internet penetration and smartphones have synced all the stakeholders and helps in facilitating the dissemination of information. Use of app-based services will also help in boosting the sector. Use of social media destinations like Facebook, Snapchat, Twitter, Pinterest, LinkedIn and Instagram can be quite helpful for marketing of hotels and destinations.

Taking the 'Clean India' movement forward, Government is also looking for corporate partners to manage the historical monuments and in this series 36 monuments have been identified. ONGC has taken the responsibility of management and cleanliness of The Taj Mahal. Promotion of fairs and events like Goa Carnival, Kumbha Mela, Taj Mahotsav, Pushkar Fair, Sunburn Music Festival, Sula Fest, Khajuraho Dance Festival can mesmerize and thrill the visitors.

Threats

The travel and tourism sector is growing at a healthy rate in recent years in India due to the key drivers of increasing disposable incomes, changing lifestyles and enhanced focus by the Government. However, the true potential is still to be realized due to varied challenges related to infrastructure and Government regulations. The issues of adequate world class infrastructure in terms of roads, airports and civil amenities like availability of electricity, water supply and sewage systems are generic in nature and plague the entire

economic development of the country including the travel and tourism sector. The industry is weighed down by xenophobic attitude among certain sections of the people as well. Other key challenges specific to the sector include:

Human Resources

The travel and tourism industry is people focused, and the quality of its people defines the value of the product. Availability of skilled manpower is a major challenge faced by the industry. To sustain growth in the travel and tourism industry, trained manpower is required at every level - managerial, supervisory, skilled, semi-skilled or unskilled. A study conducted by Ministry of Tourism suggests that existing supply of human resources do not cater to even 40 per cent of the demand. Thus, the industry has no alternative but to fill the void with untrained resources. Such a high proportion of untrained manpower adversely affects quality of services offered to the tourists. Providing the industry with skilled manpower is imperative for India's growth.

Taxation

Travel and tourism in India is a high-taxed industry, which hit visitors in the pocketbook when planning a trip to India and makes it expensive as a tourist destination. This is affecting the growth of the industry in India and it is losing out to other low-cost destinations. Various taxes are levied across the entire industry right from tour operators, transporters, airline industry to hotels and these include service tax, luxury tax, tax on transportation, tax on aviation turbine fuel (airline industry), and various taxes on transportation. In addition, these tax rates tend to vary across different states in the country.

According to World Economic Forum (2017), the new single Goods and Services Tax (GST), applied on the Indian hospitality market since 1 July 2017, is likely to be highly detrimental to the industry. The GST proposed in India is the highest across a broad range of markets in the region, amounting to 28 per cent for hotels with room tariffs of \$115 and above. Given that over 70 per cent of hotel accommodation is consumed by business travelers and the market still faces significant room shortages, hotel rooms are not a luxury.

Socio-Political Unrest

Most of the states have various levels of conflict within and with the Government based on aspirations of various ethnic groups and tribes. Nagaland, Manipur, Assam, and Tripura have been suffering from ethnic violence for decades. Large-scale political demonstrations increase security risk in the country as we have seen the instances where mob got uncontrolled and damaged public property. The friction is liable for further escalation if adequate development initiatives do not reach the grassroots level.

Safety Concerns

The success of travel and tourism industry depends entirely on the ability and willingness of people to travel. Safety and security has been a major challenge for a number of years due to terror threats and other internal disturbances. Although domestic and regional travelers appear to be less deterred by isolated incidents, international demand is sensitive to the threat level portrayed by the press and travel advisories. There have been many instances of assaults on female tourists in recent years have further dented the image of the country as a safe tourist destination. Few tourists have been physically assaulted, robbed and sexually harassed. Travel advisories have specifically cautioned women against travelling alone. After an increase in terrorist attacks, including recent high-profile Pulwama attack that witnessed the death of 40 CRPF soldiers, many countries have issued advisory to its citizens and cautioned against travelling to India.

International Borders

Most of the region shares its border with foreign countries including China, Bangladesh, Bhutan, Nepal and Myanmar. In fact, 98 per cent of NE borders are international ones and bears the brunt of illegal cross-border activities and high militarization. As such, the region has lacked sustained business and enterprise and has depended heavily on the central and state governments' initiatives for sustainable progress

Conclusion

The travel and tourism industry has emerged as one of the largest and fastest growing economic sectors globally. Its contribution to the global Gross Domestic Product and employment has increased significantly. The Indian tourism and hospitality industry has recently emerged as one of the key driver of growth among the services sector in the country. India's travel and tourism industry has huge growth potential. The tourism

industry is also looking forward to the expansion of E-visa scheme which is expected to double the tourist inflow to India. India's travel and tourism industry has the potential to expand by 2.5 per cent on the back of higher budgetary allocation and low cost healthcare facility, according to a joint study conducted by Assocham and Yes Bank.

In the era of the Fourth Industrial Revolution, online tourism industry is evolving at a faster pace as compared to past. With the growth of tourist inflow, the industry has become one of the main sectors to increase in manifolds growth vis-a-vis other sectors. With the evolution of tech-enabled startups and newer concepts like a staycation, adventure tourism, eco-tourism, medical tourism and pilgrimage tourism across the country, the industry is on the cusp of potential growth. As more and more people come online, smartphone penetration increases, technological disruptions and use of digital payments has actually changed the dynamics of the industry at large. At present this industry is standing at 2.0 knocking the 3.0 for the next level to kick off.

India is the largest growing market of civil aviation and it will be the second fastest growing market for outbound travel, which means Indians have money and they want to travel. The only way we can achieve this is by integrating technology that will provide a seamless experience to the customers. There is an increasing demand for leveraging technology for the convenience of customers as the future lies in technologies like Artificial Intelligence (AI). The tech and travel fraternity should make the most of such technologies as they will shape the future of travel and tourism industry in India.

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An Analysis about Usage of Advanced Information Technologies (IT) in Hotel Industry of Northern Region of India

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ABSTRACT: Hospitality industry is one of the most transforming industries in response to the changing requirements of its customers and a major contributor to the economic development of a country. In today's Business world of cutthroat competition, the hotel and tourism industry becomes more challenging business and industry experts are intensifying their efforts to gain and possess guests. If we see the world through the lens of a globetrotter, introduction of Information Technology(IT) has revolutionized the hospitality business with contemporary technologies that has set new benchmarks for Hospitality industry to meet international standards such as Chatbots, Augmented Reality, Internet of Things (IoT), Artificial Intelligence, Machine Learning, Voice Platforms etc. The enhanced and dynamic processes not only affect the ratings of hotels but also brought uprising in customer's journey from travel to hotel. The research aims to ascertain the usage of advanced information technologies in hotel operations of northern region of India. It also reviews the segmentation of Information Technology in hospitality industry and identifies the areas that influence the usage of advanced Information Technology in performing their routine operations. Information Technology has helped them to minimize costs with enhance operational efficiency and improve communication, reservation and guest services systems.

Keywords: xyz, word.

1. Introduction

Initially, information technology was adopted by hospitality industry only to provide better customer services which has been widely accepted in the hospitality sector. It is already asserted that hotels are the most important component of hospitality industry. Hospitality industry mark a significant impact technology in its business operations that results an increase in the usage of digital devices and advancement of information technology generally. Furthermore, the finesse of information technology made it easy for the customers to check-in and check-out from their rooms by using a device connecting hotel's computing system to room's any audio-visual device. Information Technology (IT) defines the use of all computing tools for performing all business functions to routine processes. Information Technology is not only limited to the use of hardware, software and net ware but also includes the usage of internet, intranet, email, electronics transactions, central reservation systems and web applications for online checkin and check out systems (Mills Quarshie Joana and Kwesi A. Edem., 2018).

Usage of Information Technology in hospitality industries has replaces the expensive human labor with technological labor. Information technology continues to improve the hospitality industry in number of ways. The internet has a powerful impact on hospitality. Customers can visit hotel's website and share their experiences with business of a specific hotel amenities. Internet is widely used for a business to effectively utilize social media for online advertising to convince and attract more customers towards your organization. Centralized computer systems in larger hotel chains allows easier communication between users with multiple locations. Furthermore, all guest requests, housekeeping information and reservation etc. can be found and accessed on one system. In recent times, Mobile devices have replaced the large desktop computers. The use of smart phones helps hospitality businesses to update their customers of all changes and delays in their services and advertise by using GPS tracking. It provides an outlook to the customer and an option to select one of the given travelling options by surfing the internet through their mobile phones.

Adoption of technology in the hospitality industry not only helped to speed up their routine operations but also played massive role in strengthening the economy of a nation by generating revenues. The greatest impact of technology can be seen on front end operations. Enhanced hotel property management system has increased the speed of service; improve accuracy, modernized look and flow of lobby with reduced costs.

Objectives

The main aspiration of the research is to analyze the usage the advanced information technologies in hotel operations in the northern region of India. The definitive aims of this research are as follows:

1. To confirm usage of advanced information technologies in hotels in the Northern Region of India.
2. To verify the areas of effect on Information technology in hotels.
3. Figure out the perceived benefits of advanced Information Technology usage in hotels.

Problem Statement

The study seeks to find the answers of the questions as follow:

1. How intensively hospitality industry in the northern region of India using advanced Information Technology in their business operations?
2. Which areas force advanced information technologies use in hotel business operations?
3. Explore the perceived benefits of using advanced information technologies hotel business Operations.

Significance of the Study

This study will provide insights to the industry stakeholders with relevant information about various components that affect the usage of advanced information technologies in their business operations. The study will investigate the perceived benefits of usage of Information Technology from the perspective of hotel management staff which will further help them to understand the benefits of Information Technology use in their organization. This study also aims at providing hoteliers with compatible knowledge with respect to use of new information technology in accommodations which will further assist them as well as potential investors in this sector to identify the service areas of hotel operations where Information Technology is utilized to promote their trade, to enhance their service quality and to increase the productivity. Certainly, farther devoting to existing knowledge, findings of the study will also encourage more research into development of information technology in hotel business in the northern region in India at large.

Nexus between Information Technology and Hotels: Review

Researchers are continuously emphasizing the benefits of IT for the hotel endeavor. Recent studies on IT and hotels have revealed the evolution in the hospitality industry as an outcome of technological influence and have explored its possibilities and potential and considered information technology an essential component of hotels' routine functions (Collins & Cobanoglu, 2008; Ham, Kim, & Jeong, 2005; Kasavana & Cahill, 2003; Squires, 2008). (Piccoli & Torchio, 2006; Siguaw, Enz, & Namasivayam, 2000) have focused on all servicing areas such as restaurants, sport facilities, spa centers, golf courses, etc. highly influenced by technology. (Kasavana & Cahill, 2003) have examined the way how technology has enrolled in the orb of hotels' operations at the back and at the frontend of the house. Studies like (Eraqi, 2006) analyses the findings of earlier studies show that the use of information technology in hotel business can improve the cutthroat advantage of business O Connor Peter and Murphy Jamie (2011) combinedly admitted the social networking effects on hotel pricing; and on customer interactions with hotels. Xiang Zheng and Gretzel Ulrike (2013) also stressed on role of social media as an information provider for travelers across the world.

General Information Technology usage in Hotels

AI powered chatbots: Many top hotels chain is using AI chatbots for a wide range of services like hotel booking, customer inquiries related to pre or post stay on the hotels and general travel advice. Different hotels used chatbot which is available through messaging apps like Facebook messengers or WeChat, virtual assistants such as Google assistant, Amazon Alexa and hotels apps and websites. These chatbots provide many benefits to the customer. It augments the direct booking sales because chatbots services available 24/7. With the help of chatbots, guests can easily navigate the places where they want to visit.

Robotics: Robots are commonly used in hospitality sectors to assist customers, trough robot's assistant and deploying the hotels to ameliorate the guests 's experience. Robots can lead to many improvements in terms of speed, reliability, accuracy and cost effectiveness. For example, Henn-na Hotel in Japan, robot provides bilingual services to customer who visit to this hotel at the front desk, robot porter delivers a service to transport baggage and give the amenities of facial recognition, so we do not worry the key. These robots are beneficial in improving guest experiences and saves time in housekeeping operations.

Bluetooth beacon technology: Beacon technology is still playing an important role in hotel industry. With the help of this technology can easily connected with customer individually. The beacon is area-based sensors deployed in the hotel or outside a hotel. If guests having smartphone's Bluetooth, hotel customer gets a greeting message while stay at hotel and receive promotional messages via push notification. These types of messages provide real time interaction with the hotel visitor to increase customer hotel experiences and generate revenues. **Augmented Reality:** Augmented Reality (AR) is the most popular trends in hotels' sector that hotels can easily incorporate into their existing marketing strategies. It provides new opportunities for hotels to advertise their services. It enables hotels enhance the physical environments to encourage customers to visitors such as hotel rooms. Guests can use smartphones to map to view information related to hotels location. Augmented reality for first time was deployed by The Hub Hotel in United Kingdom.

Blockchain: Most of the hotels complained about the unfair commissions charged by online travel Agents (OTAs) as for bookings travelers choose OTAs more trusted than hotels. To deal with this problem, Blockchain technology provides a decentralized app for all-in-one hotel management services for booking, to record loyalty programs that can never be offline or removed from database. It has several advantages to offer secure and stable dealing with financial transactions. It also plays an important role in actual payments. With the arrival of blockchain, entire booking mechanism guarantee against attacks such as fake orders, duplicate room listings as well as made the booking process easy, transparent and increasing trust.

Perceived benefits of Information Technology usage in Hotel Industry

The usage of information technology in the hotels provides more awareness to its customers regarding quality service facilitated by hoteliers. With increasing demands of customers, almost all the hotels have implemented information technology to satisfy the increasing demands of their customers by enhancing their operational efficiencies. Hotels adopted information technology to facilitate better quality management of hotels, to enhance productivity of their business and to provide ease of access to hotel information (Camison, 2000; Issahaku, 2012). It further globalizes hotel industry by introducing different tools for developing, managing and distributing offerings worldwide.

With adoption of technology in this sector and to meet changing requirement of customers motivating the hotel to deploy technology in their hotel management system. The advanced technology offers more tailored and superior hotel experiences vis sources such as mobile check-Ins, Online bookings and loyalty programs. A growing number of hotels are now investing in advanced technology to gain insights into individual preferences to improve guest experiences. It also offers secure and stable dealing with financial transactions and provides new opportunities for hotels to advertise their services.

Challenges to Information Technology usage in the Hotel Industry

Hospitality organizations faces many challenges regarding adoption and utilization of Information Technology such as limited information technology knowledge, inadequate infrastructure, financial constraints, small size of hotel etc. (Law and Jogaratnam, 2005; Issahaku, 2012). It has been observed that hotel staff generally does not have a deep understanding of how advanced technology can help to enhance their business performance. (Wang and Wang, 2010) work analyzed that educational qualification of hotel staff and their ability of management can be a challenge to the deployment and scalability of the hotel management resource sharing systems. Sometimes managers of hotels are not adaptive to information technology in their business operations because they doubt the ability of their staff to cope with new technology. In addition, lack of IT literacy in staff also serves as a biggest challenge in deployment of advance technologies in the hospitality industry. Study of (Cooper et al, 2013) attempts to provide an overview of small and medium sized accommodations where hoteliers find it extremely difficult to utilize advanced Information Technologies in their operations.

Technology adoption Model in Hospitality Industry

Conceptual Model: An adapted version of Roger's(2006) model was treated as a framework for the study because it considers maximum number of factors which are significant to the usage of Information Technology by hotels. The model has four sets of factors termed as organizational, technical, economic and environmental factors, which pressurize the usage of information technology in a hotel business operation. After examining these factors, hotels then evaluate the perceived benefits and perceived ease of use of using the innovation. The last stage of the model presents actual utilization process of the accepted technology.

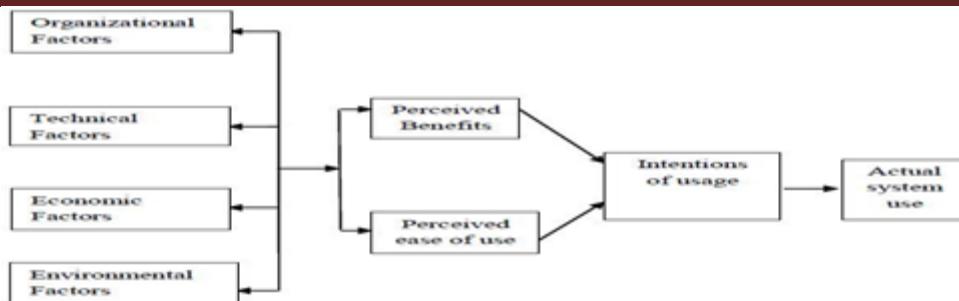


Fig 1: Conceptual model for ICT utilization in hotel operations; Source: Adapted from Rofhok-Bjorni (2006)

Methodology

The Northern Region of India was the area of study. The Northern Region is among the largest regions in India comprising eight states – Jammu & Kashmir, Punjab, Haryana, Delhi, UttraKhand, Himachal Pradesh, Rajasthan, Uttar Pradesh and Union Territory Chandigarh. The Northern Region is a center of attraction for travelers in India and has several hotels ranked from 5-star to budget hotels located at famous destinations such as Kashmir, Gulmarg, Alwar, Rishikesh, Himalayan ranges etc.

The hotel management, manager and other staff members were targeted in this survey as they were in good position to provide accurate data on use of information technology and advanced technologies in their hotels. A total of 58 Hotels were the participants of the study out of 80 Hotels whereas the response rate of 72.5% was acceptable.

To test category-wise usage of Information Technology in hotels, Statistical Product for Service Solution was used. For data analysis descriptive statistics (frequencies, cross tables, charts and mean) was applied.

Results and Discussion

Staff IT Literacy of respondents and use of Information Technology in hotel operations

Table 1: Influence of IT literacy of respondents

| IT Literacy influence of respondents | | Hotel Rank | | | | | | |
|--|---|------------|-----------|-----------|---------|---------|-------|-------|
| | | 5-Star | 4-Star | 3-Star | 2-Star | 1-Star | Total | |
| No | N | 3(3.65) | 0 | 0 | 0 | 0 | 3 | 3.66 |
| Yes | N | 22(26.82) | 12(14.63) | 5(6.09) | 0 | 0 | 39 | 47.56 |
| May be | N | 18(21.95) | 4(4.87) | 13(15.85) | 2(2.43) | 3(3.65) | 40 | 4.88 |
| Total | N | 43 | 16 | 18 | 2 | 3 | 82 | |
| | % | 52.44 | 19.51 | 21.95 | 2.44 | 3.66 | | |

*Value enclosed within parenthesis is the percentage; Source: Field study, 2019

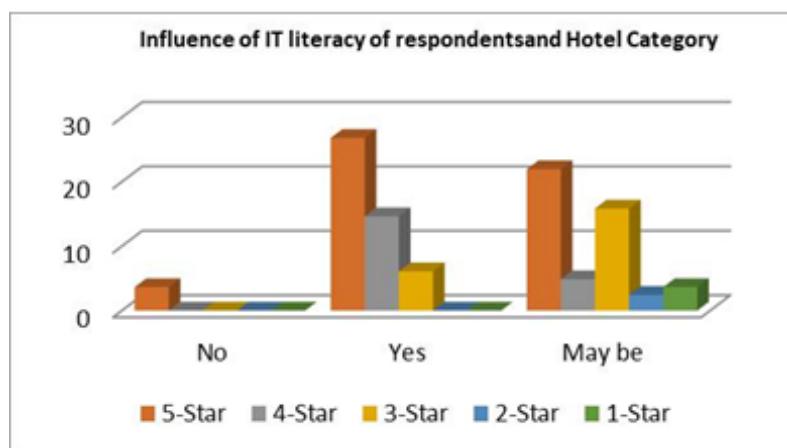
With regard to the question of staff literacy to improve their technical skills through means of training sessions and certification courses and its influence in usage of Information Technology in their organization, acknowledged that 5-Star and 4-Star (47.56%) were agree, whereas (4.88%) were neutral in Table 1. There were relatively more agreed responses (26.82%) from 5-Star hotels than any other category of hotels. The reason might be low preference if given to the literacy that experimentation in this industry.

Educational Qualification of respondents and Use of Information Technology in hotel operations

Table 2: Influence of Educational Qualification of respondents

| Educational Qualification influence of respondents | Hotel Rank | | | | | | Total |
|--|--------------|--------------|--------------|-------------|-------------|-----------|--------------|
| | 5-Star | 4-Star | 3-Star | 2-Star | 1-Star | N | |
| | No | 0 | 0 | 0 | 0 | % | |
| No | 3(3.65) | 0 | 0 | 0 | 0 | 3 | 3.66 |
| Yes | 22(26.82) | 12(14.63) | 5(6.09) | 0 | 0 | 39 | 47.56 |
| May be | 18(21.95) | 4(4.87) | 13(15.85) | 2(2.43) | 3(3.65) | 40 | 4.88 |
| Total | 43 | 16 | 18 | 2 | 3 | 82 | |
| | 52.44 | 19.51 | 21.95 | 2.44 | 3.66 | | |

*Value enclosed within parenthesis is the percentage; Source: Field study, 2019

**Fig 2:** Influence of Educational Qualification of respondents and Hotel Category

In Response to the question on influence of educational qualification of respondents, the highest agreed proportion (47.56%) was from 5-Star hotels as presented in Table 2. The 4-Star hotels have had respondents (14.63%) agreed on influence of educational qualification level of their staff. There were no differences in responses presented in both Table 1 and Table 2. The study revealed that the most luxurious accommodations considered staff literacy and educational qualification level of their employees as the prime contributors, while low budget hotels such as 1-Star and 2-Star explained it as a least factor towards the usage ratio of Information technology.

Potential Advanced Information Technologies used in hotel Operations**Table 3:** Potential Advanced IT Technologies in use

| Advanced IT | Hotel Rank | | | | | | Total (82) |
|-------------|-------------------|-----------|---------|--------|--------|--------|--------------|
| | Technology in use | 5-Star | 4-Star | 3-Star | 2-Star | 1-Star | |
| | | % | | | | | |
| Chatbots | 43(52.43) | 15(18.29) | 3(3.65) | 0 | 0 | 61 | 74.39 |

| | | | | | | | |
|--------------------------|-----------|---------|---------|---|---|----|--------------|
| Robotics | 0 | 0 | 0 | 0 | 0 | 82 | 0.00 |
| Augmented Reality | 25(30.48) | 4(4.87) | 1(1.21) | 0 | 0 | 30 | 36.58 |
| Blockchain | 21(25.61) | 2(2.43) | 0 | 0 | 0 | 23 | 28.04 |
| Bluetooth Beacon | 35(42.68) | 7(8.53) | 2(2.43) | 0 | 0 | 44 | 53.65 |

*Value enclosed within parenthesis is the percentage; Source; Field study, 2019

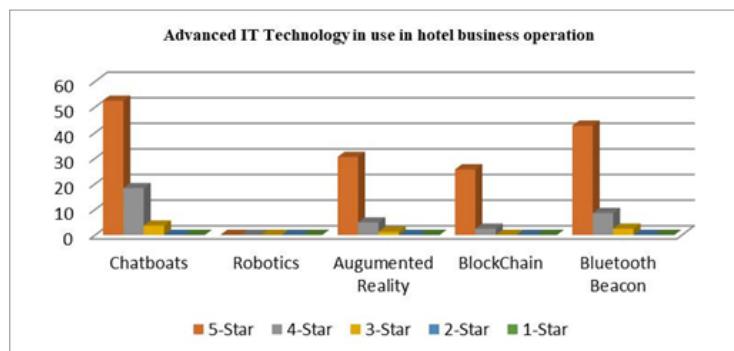


Fig 3: Potential Advanced IT Technology in use in Hotels Business Operation

Results obtained from the survey admitted the promising use of advanced information technologies as Chatbots representing (74.39%); followed by the use Bluetooth Beacon (53.65%) and Augmented Reality (36.58%); and Blockchain (28.04%) for secure financial transactions mentioned in Table 3. The minimum advanced technology implemented in the hotel industry in Northern India was Robotics (0.0%). Furthermore, the study explained that most of the 4-Star and 3-Star hotels were found using less advanced technologies such as Augmented Reality, Blockchain and Bluetooth Beacon, whilst 2-Star and 1-Star hotels were found not using any of the advanced information technology in performing their routine operations. The reason may be the less awareness of the potential benefits of using these technologies or economic factors in employing these technologies.

Table 4. Service area and usage of advanced IT Technologies

| Service areas of Advanced | Hotel Category | | | | | Total (82) | |
|---------------------------|----------------|-----------|-----------|---------|---------|------------|--------------|
| | 5-Star | 4-Star | 3-Star | 2-Star | 1-Star | | |
| Guest Services | 43(52.43) | 16(19.51) | 17(20.73) | 3(3.65) | 3(3.65) | 82 | 100 |
| Process Automation | 19(23.17) | 8(9.75) | 6(7.31) | 0 | 0 | 33 | 40.24 |
| Marketing | 37(45.12) | 14(17.07) | 13(15.85) | 2(2.43) | 2(2.43) | 68 | 82.92 |
| Vehicles | 30(36.58) | 12(14.63) | 11(13.41) | 1(1.21) | 2(2.43) | 56 | 68.29 |

*Value enclosed within parenthesis is the percentage; Source: Field study, 2019

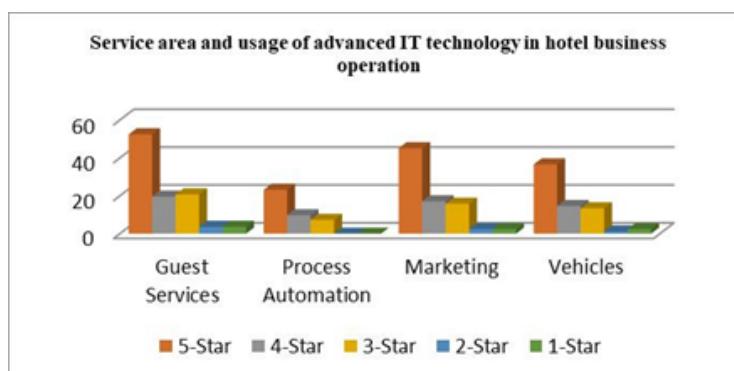


Fig 4: Areas and usage of advanced IT Technologies in Hotels Business Operation

With regard to areas of influence with use of advanced information technology acknowledged Guest Services (100%) were the most influenced area in hotel business operation; then followed by Marketing (82.92%) and transportation tracking facility Vehicles (68.29%). Interestingly the service area Process Automation represent the least response of (40.24%) as shown in Table 4.

Conclusion

No profession is less than a craft, is always carved by its tools. With a change in tools, the discipline adjusts in deriving the understanding of how new tools work and how their influence be measured. Professionals in hospitality industry need to be aware of the evolution of advanced IT technologies in their discipline. The findings presented in this study revealed that the usage of advanced information technology such as chatbots, augmented reality, blockchain and Bluetooth beacon are currently in good position in the Northern Region of India. However, the use of robotics was inoperative which means the hotel industry in this region was not aware on the uses of robotics in hotel business operations. There is evidence that lower budget hotels are lacking in deploying these technologies in their hotels. There is a need of comprehensive source of information about the benefits from information technology in the routine hotel business operations.

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Impact of Information Technology in the Growth of Tourism Industry

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ABSTRACT: Foreign tourist arrival is growing at an average rate of 4% in the world tourism market as per the United Nations World Tourism Organization. Information technology plays very important role in the development of tourism industry. Massive growth in tourism industry leads to employment generation and boost national economic growth. Directly or indirectly it also helps the tourism industry to grow in more sustainable manner economically. Information technology also helps to formulate tour package, booking tickets and its very cost effective and time saving. Advancements in modern techniques make travel process very easier. Information technology makes travel safer and spread the tourism to every corner of the world. Information technology is providing easy access to all services, it bridges the gap between the customer as well as the seller. In this paper we overviewed the role of information technology in the development of tourism industry.

Keywords: Tourism Industry, Information Technology, Travel Services

1. Introduction

Tourism industry is evolving in a way so that with the changing trend it can cater to the needs of the customer. With the advancement in technology it is easy now to satisfy the various segments of customer by providing good services at right time and with right value (O'Connor, et al., 2004). With information technology industry can easily approach customers and can proactively meets the demand of customers, this leads to create a niche market .

The main challenge in tourism industry is to maintain inventory record either that is room inventory or flight inventory, information technology helps in inventory management and report generation etc. With the help of computerized reservation system (CRS) and Global distribution system (GDS) it is very convenient to check details of the rooms and flight tickets and also helps in maintaining inventory(Gummesson, 1991) .GDS is providing all detail in one window makes industries task easier and presents transparent image. Information technology is building relationship between the customer and service providers and which will help in increasing revenue with sustainable manner.

Tourism Industry: An Overview

Tourism industry helps the Nations to build strong economy, helps in employment generation, foreign exchange earnings, spreading cultural awareness and many more. Tourism industry plays major role in building strong relationship among countries. Tourism industry is one of the main contributor in GDP growth, it supports one in 10 jobs. Tourism industry experienced 3.9% growth in 2018 as per World Travel and Tourism Council (WTTC)(Mok, et al., 2013). Tourism industry generated 10.4% of the world GDP. It generates 319 million jobs (2018). The main stack holders of tourism industry are travel agents, tour operators, government, customers, hotel industry, food and beverages outlets, event management companies etc. Tourism industry is a large source of foreign exchange earnings and employment generation. Foreign Tourist arrival in India stood at 10.56 million (2018) with average growth rate of 5.20%. As per 2016 statistics, travel and tourism industry has an economic contribution of 7.6 trillion U.S dollars. Continuous advancements in technology help tourism industry to grow on a faster pace.

Impact of it in the Sector of Tourism

In today's scenario, activities perform by any tourism industry are completely based on growth of IT tools and techniques. These tools and techniques developed by IT industry provide the service to tourism business to enhance their growth in the market. To exemplify, current study of Travel Media Group reveals that 87% of tourist under the age of 34 focus on social media for travel motivation(Law, et al., 2009). Furthermore, the online portals are proved to be successful in organizing distract tourism catalogs to the client.

Emerging Robot technology in tourism

There are myriads of tools that impact tourism business to business and back office applications and structures. Customer interface and business deals are fundamentally affected by various latest technologies. Success in meeting marketing goals of tourism industry is fully based on the acceptance of latest technologies by consumer. Accordingly, examining technology taking on along with its implementation from the consumer point of has become a frequent tourism marketing. One of the hottest trend inflowing the tourism territory is robots as shown in Figure a.

Comfortable with Robots in Travel

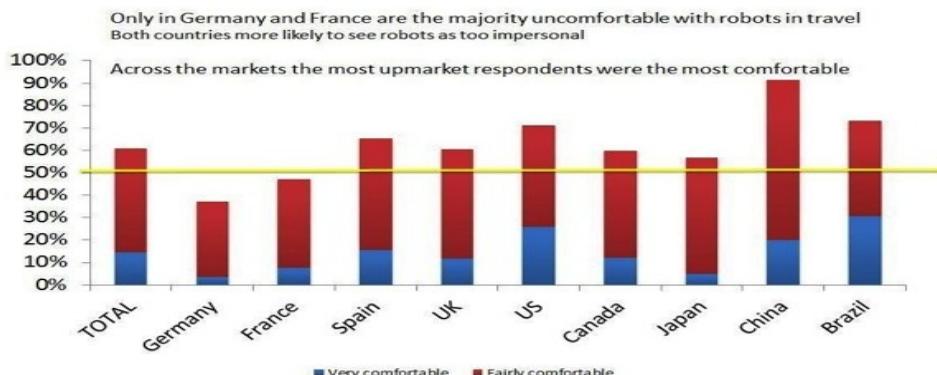


Figure a: Comfortable with Robots in Travel (Travelzoo, 2016)

To illustrate the point, 79 % respondent of the Travelzoo survey reveal that robots seems to be more better than human in dealing with various languages , and moreover 76 % responded agreed that robots have better memories (Reinlein, 2019). Quoted below are some examples showing the use of Robot in travel Industry to attract tourist.

- Marriot Hotel has employ a Robot named as Robot Mario, it welcomes the guest in 19 languages. Staff in the form of Robots in Henn-na-Hotel work as guest in and out checking, support the tourist to carry luggage's. Robot Dash help the tourist by handling the stuff like toothbrushes and snacks to their rooms.
- Further at Cruises, Bartenders is Robot which can generate drinks thousand each day and two per minute. This Robot communicates well with the tourist using programmed table.
- Robots are also attracting the tourist at airports, for instance, Norma, Amela, and Piper are dancing robots of Mintea San Jose International Airport, they are programmed to take photos and play music. Leo named robot sis another one in the same list who help the tourist to remove the obstacles of high traffic at airport.

Other uses of Technology in attracting tourist are cited below-

E- Commerce in travel and tourism:

For the digitization in all processes in the travel agencies, E-tourism is best approach which allow the industry or organization to increase their effectiveness and efficiency (Buhalis, et al., 2008). This is not only limited to reservation system, but also focus on other subparts in travel industry which are quoted below:

- Marketing using e-commerce
- Finance and accounting
- HRM or e- HRM
- e-procurement
- e- Planning
- e- Management

Applications of E- Commerce in travel and tourism:

- **Mobile Check-in:** Now with the increasing use of mobile phones airlines made it easy to check-in using passenger's mobile phone or PDA or 3 G capable smartphones. Check-n using mobile is almost simple to do check-in using computer. Airline sends passenger boarding pass to passenger mobile device. Some

send electronic confirmation with barcode, which needs to scan at the kiosk to continue check-in process

- **Online Check-in**

Nowadays most of the passenger would like to check-in through online media, they can print their own boarding passes via internet. Passenger can also set his meal preference, seating preference and baggage quantity online. It also saves passenger time, passenger has need to check-in in the airport also because documentation verification is done at the airport counter. Online Check-in process open in some airlines before 24 hours, 15 days etc. (Hjalager,(2010). depends upon the policies of airline.

- **Tracking scheme in Flights:** Plane Finder, Radarbox24, Flights Stats.com, Flightradar24, Flight tracker , etc., are some trending examples helping the tourist to monitor, manage the traveling and tracking the flights across the globe.
- **GDS (Global Distribution system):** Global distribution system, a network system based on computer is processed by a company which act as network chain among the travel industry , numerous airlines, hotels, car rental organizations , and tourist agencies for the enabling transaction as shown in Figure b. Amadeus, Galileo, Sabre, etc. are most famous illustrations of GDS.



Figure b: Global Distribution system (Tun, 2019)

- **CRM Software:** This software uses the Customer-relationship management methodology for handling and managing the current customer and future would be customer interaction with the company. This methodology uses the data analysis process over the history of the customers related to company, in order to improve the interaction and relationship with the customers by searching their exact needs. Further, this also focuses on the customer retention, and directly this act as driving force behind the sales growth of market.
- **Rick Steves :** is audio tour to help the tourist as it covers the most enthralling places of Europe .A tourist can get entire travel package form this along with the automatic updates. These audio tour facility is another support of IT towards travel and tourism. Normally, it includes the history and other information regarding a specific place.
- **Tourist attraction by Virtual tours:** In order to show the real location in most realistic shape then a sort of online media is used named as virtual tours. In the Hotel uses it to attract the customer by providing the 360 degree view of hotel rooms, amenities and outside view. Vtivity, Airpano, P4Panorama, etc. are some examples for the same.
- **Social networking to attract tourist:** The advancement and development in the field of social networking has great impact on the growth of travel business. In today's world, the growth of tourism industry is completely rely on the trend of posting reviews and feedback by the customers. These

reviews and ratings shows the actual picture of the specific destination, hotel or tourist agencies. Some famous sites are Trip Advisor, OYO, Tripsay, TravellersPoint, TravBuddy, Travello, etc.

- **Space Travel:** The concept of taking the tourist to the space is latest innovation in the field of Travel and tourism. Commercial spaceflight federation, Russian space agency and many more are organization which is promoting the space tourist. However, notable work is still going by various interested companies.

Conclusion

Information technology makes travel process very easier. Information technology speed up the operation and also giving access to customer to make changes in tour packages and other travel products as per their requirement. Information technology not only benefits the customers but also helps various organization to easily maintain record and saves their time and cost. With the help of modern techniques like mobile check-in, express checkout there is no need to wait in long ques. Not only large chin hotels are benefited from information technology but B to B and other companies are also benefited from it. Tourism industry is growing at very fast rate, one of the main reason behind it the advancement of information technology. Now everything is streamlined and there is no ambiguity very less chances of fraud only because of the help of information technology. Customer can easily check their flight details, hotel rooms, and can make their customized package as per their requirement. It also helps in revenue generation. More advancement in information technology will make travel process easier and make client more independent.

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Trends in Revenue Management Practices

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ABSTRACT: Revenue or Yield Management (RM) in the hospitality industry has been the topic of academic research interest for a long time now. It has been an area of constant research. RM is commonly known as selling the right inventory unit to the right customer at the right time for the right price. The airline industry is accredited with the origin of revenue or yield management. Since its inception in the airline industry during the 1970s, revenue management has seen large scale adoption by other industries due to its profitable implications. Hotel industry has been one of the early adapters of revenue management and has probably been the most consistent users of it. The purpose of this research study is to provide an overview of the concept of hotel revenue management. It explores the current literature on revenue management in hotels and studies the direction of recent research. The study examines the adoption of RM by hotel industry, challenges faced by hotels in implementing RM, non-pricing tools of RM, ethical issues associated with RM, evolution and recent developments of RM. The study concludes establishing current trends prevailing in hotel revenue management.

Keywords: Revenue Management, Hospitality Industry, Hotel Industry, Inventory

1. Introduction

Revenue or Yield Management (RM) in the hospitality industry has been the topic of academic research interest for a long time now. It is applied widely in tourism & hospitality sector as this sector mostly sells inventory which is perishable, has the ability to segment markets based on its customers, booking patterns and willingness to pay and has products that can be sold in advance thereby having patterns that can be forecasted scientifically (Hanks, Cross, and Noland, 1992). More commonly RM is known as selling the right inventory unit to the right customer at the right time for the right price (Kimes, 2002; Smith, Leimkuhler, and Darrow, 1992).

Revenue or also called yield management was introduced by the airline industry in 1978. Some authors do not differentiate between yield management and revenue management (Chen and Kachani, 2007) which also involves predicting consumer behaviour by; segmenting markets, forecasting demand and optimising prices for several different types of products, yield management refers specifically to maximising revenue through inventory control. Thus, "yield management" is a tactical application within the broader field of "revenue management" (Kimes, 2003). In this study, both revenue management and yield management are used interchangeably with each having similar meaning.

After successful implementation in the airline industry, RM can be profitably applied in airlines, hotels, restaurants, golf courses, shopping malls, telephone operators, conference centres and other companies. This has triggered significant theoretical research in RM fundamentals and its application in various industries (Chiang, Chen & Xu, 2007; Cross, 1997; Ng, 2009a; Talluri & van Ryzin, 2005), including tourism and hospitality (Avinal, 2006; Ingold, McMahon-Beattie & Yeoman, 2001; Kimes, 2003; Lee-Ross & Johns, 1997; Tranter et al., 2008; Yeoman & McMahon- Beattie, 2004, 2011).

What is revenue management?

Since its inception in the airline industry during the 1970s, revenue management has seen large scale adoption by other industries. These mainly include various segments of the hospitality industry like the hotels, restaurants, spas and club (McGill & Van Ryzin, 1999; Anderson & Xie, 2010) which have a limited and perishable inventory. In the hotel industry, it began as a practice of adjusting the room rates in accordance with the market demand to establish a right balance between supply and demand (Relihan III, 1989).

One of the early definitions of revenue management, provided by Kimes (1989b) describes revenue management as "the process of allocating the right type of capacity to the right kind of customer at the right place at the right price" to maximize the revenue or yield. Capacity refers to the fixed inventory that can be sold to a potential customer. In case of an airline, capacity points to the airline seats whereas for a hotel, capacity is the number of rooms the hotel can sell.

Donaghy et al. (1995) defined revenue management in terms of hotel goal as:

"Revenue management is a revenue maximization technique which aims to increase net yield through the predicted allocation of available bedroom capacity to pre-determined market segments at optimum price".

Joucey et al. (1995) suggested a "best-fit" definition of revenue (yield) management. They described yield management as a revenue maximization technique which employs systematic manipulations of room rates in response to forecasted demand patterns, so as to increase the net yield.

Later, Kimes (2000) elaborated on her previous definition by linking revenue management to capacity management. The author asserted that revenue management 'guides the decision of how to allocate undifferentiated units of limited capacity to available demand in a way that maximises profit or revenue'.

The basic philosophy underlying revenue management is that different customers are willing to pay different prices for the same service (Badinelli, 2000). Hence, it can be inferred that revenue management (RM) is essentially an instrument of matching supply and demand. It is a practice of selling fixed, perishable inventory by segmenting market/customers into different segments based on their purchase intentions and allocating capacity to the different segments in a way that maximizes a particular hotel's revenues (El Haddad, Roper & Jones, 2008).

According to Kimes (1989a) RM techniques are suitable in organizations which face the following conditions:

1. Relatively fixed capacity
2. Demand can be segregated into different segments
3. Perishable Inventory
4. Product can be sold in advance
5. Frequent demand fluctuations
6. Low marginal sales costs
7. High marginal production costs

Origin & History (Airline Industry)

The airline industry is accredited with the origin of revenue or yield management. The Airline Deregulation Act of 1978 paved way for the beginning of the era of yield management. The Act gave airlines the independence to set fares based on demand (Berman, 2005). Delta and American Airlines were the first to venture into this field (Hayes and Miller, 2011) to establish an equilibrium between supply and demand and to achieve higher revenues (Berman, 2005; Kimes, 2002) using inventory management and price control (Pinchuk, 2008).

After the US Government deregulated the airline industry in the early 1980s, revenue management practices were first launched. In the following years, yield management became a common practice in major airlines. By 1980s, increased competition from airline deregulation encouraged a wider range of discounts by airlines to increase their market penetration and seat utilization. The resulting fare convolution required larger databases, better disciplined approaches, and greater use of technology to ensure that the right mix of fares was sold for each flight. Despite the increase in costs related to staff, processes, and technology, these new tactics led to significant revenue gains. Discounted lower fares filled empty seats while last-minute bookings were saved for passengers willing to pay higher fares (McGill and van Ryzin 1999). Revenue management can be assigned an inception date of 17th January 1985 when American Airlines launched its "Ultimate Super Saver" fares to compete with the low cost carrier PEOPLEExpress (Kimes, 2003). American Airlines realized that a more intelligent approach was required to realize the full potential of capacity-controlled discounts. It therefore emphasised on the development of what became known as the Dynamic Inventory Allocation and Maintenance Optimizer system (DINAMO). DINAMO was implemented in full in January 1985 along with a new fare program entitled Ultimate Super-Saver Fares, which matched or undercut the lowest discount fares available in every market American served.

Yield Management concepts and systems were increasingly adopted in the airline industry from then onwards to increase competitive advantage through capacity utilisation and revenue generation. Larsen (1988), Carter (1988). Thus, it can be established that revenue management was born out of the need to fill at least a minimum number of seats to cover fixed operating expenses. Once these fixed costs were covered, the remaining capacity could then be sold at much higher fares to maximise revenue and profit.

Objectives

1. To understand the concept of Yield / Revenue Management.

2. To explore the current literature on Revenue Management in hotels.
3. To study the direction/focus of recent research with respect to revenue management in hotels.

Research Methodology

The research is conducted by utilizing the existing literature on revenue management in context of hotels. The current literature is to be reviewed to understand the concept of revenue management, its current implications and trends with respect to hotels and direction patterns of research studies. Secondary data collected from various journals, articles and books forms the basis of the study

Revenue Management in Hotels (Adoption by hotel industry)

During the late 1980s and early 1990s, the hotel industry adopted revenue management from airline yield management. It was an essential tool to offer and control differentially priced, time-sensitive products to diverse market segments and thus increase hotel revenue (Hanks, Cross, and Noland 1992).

Figure 1 shows a typology of revenue management, which categorizes several service industries with different characteristics. Quadrant 2 industries, where capacity and price can both be managed showcase successful revenue management applications (Kimes, 1989).

Both airline and hotel industries have the following characteristics: fixed capacity, predictable demand, perishable inventory, appropriate cost and pricing structures, and demand that is variable and uncertain [Kimes (1989); Wirtz, Kimes, Theng and Patterson (2003)]. As a result, the best revenue management examples are found in airline and hotel industries.

Marriott International was one of the pioneers in adapting yield management techniques to their hotels. J. W. Marriott was encouraged to adapt revenue management practices after having a chance discussion with American Airlines's Crandall in the mid-1980s. Marriott hotels had many similar issues with respect to balancing supply and demand just like the airlines did. After discussions with various airlines about their practices, Marriott was convinced that once certain differences in its businesses were addressed, the advanced concepts would work in the hotel business. Marriott International successfully added between \$150 million and \$200 million to its revenue by implementing revenue management techniques (Marriott and Cross, 2000). By the end of 1980s, yield management became a part of the standard operating procedures for many hotels and enabled them to offer a wider range of room rates to their guests without the much guesswork (Cross et al. 2009).

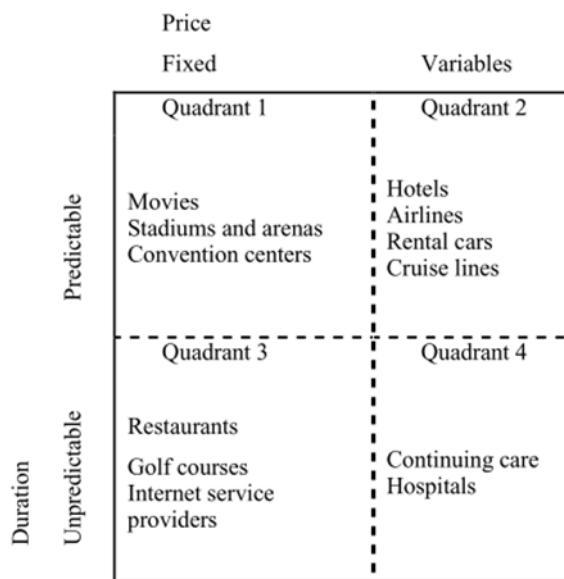


Figure 1: A Typology of Revenue Management. Adapted from Kimes, (1989)

Challenges faced by the hotel industry for adoption of revenue management practices

One of the major concern facing the hotel industry was not an issue for the airline industry. Airlines mostly fly published schedules and passengers normally abide by flight itinerary they purchase. However, hotels do not have such schedules. Guests are independent to book their stay. Their stay at a property can vary in terms of length of time and they may check in early or have an over stay. Also, hotel room inventory is often blocked by group reservation. Moreover, hotels seek considerable additional revenues from selling food and beverage. These nuances bring further complex the hotel problem. Accepting a room reservation for the last room on a Wednesday, even at rack rate, can block a multiple stay/night reservation.

As the hotel and other industries embraced the discipline, the term yield was replaced and the discipline was renamed as revenue management (Cross, 1997). The adoption of revenue management techniques were indisputably successful throughout the 1990s. Hotels reported 2 percent to 5 percent increase in their revenues through implementation of these approaches (Sanket and Bowman, 2004). As a result, revenue management became an essential practice for majority of the hotels in North America by the year 2000.

Non-Pricing Tools of RM

Non-Pricing Revenue Management tools include capacity management and control, overbooking and length of stay control. Capacity management and control and overbooking are the most important techniques. However, at the same time, they have also been the one with most controversial problems in Revenue Management (Karaesmen & van Ryzin, 2004).

Capacity management deals with the set of activities related to a hotel's inventory/room control. Pullman & Rogers (2010) differentiate strategic and tactical capacity management decisions. The strategic decisions include room capacity and expansion (e.g. number of rooms), carrying capacity of rooms (such that a guest's experience never deteriorates, e.g. ideal occupancy rate), and capacity elasticity (changing hotel's room capacity based on fluctuations in demand). Tactical decisions include activities related to the management of room inventory on a routine basis like work schedules, guests' check in/out times, service response time, application of various to make the service processes more efficient and so on.

Hotel's capacity mainly refers to the Rooms Division capacity only. Simply put, it is the total number of rooms the hotel can sell at any given date. Practically, the hotel can efficiently decrease its room inventory by shutting/closing separate wings or floors, or expand it by offering day-let rooms. However, even with the many innovative strategies, the room capacity continues to have a very limited flexibility (Pullman and Rogers, 2010).

Overbooking is an extensively analyzed tool (Talluri & van Ryzin, 2005; Chiang et al, 2007). Even from the hotel industry perspective, it has been thoroughly researched (Badinelli, 2000; Ivanov, 2006, 2007; Pullman & Rogers, 2010; Guadix, Cortes, Onieva & Munuzuri, 2010). The huge amount of interest for overbookings is completely justified due to the criticism overbooking policies receive, especially in terms of its legal implications and ethical considerations. Overbooking works on the pretext that at least few of the guests that have reserved rooms will not appear/show-up for check-in, some will cancel or modify their reservation last minute and there will be few who will shorten their stay in the hotel (due to personal reasons, illness, weather conditions, emergency or some other reasons). To safeguard itself from the loss of such reservations, the hotel reserves more rooms than what is actually available with the anticipation that the overbooked rooms will match the cancelled/amended rooms (no shows, cancellations and amendments). Careful planning is required to establish an optimal level of overbookings (Hadjinicola & Panayi, 1997; Netessine & Shumsky, 2002; Ivanov, 2006, 2007).

Length of stay control has been a neglected area for research (Ismail, 2002; Kimes & Chase, 1998; Vinod, 2004). It enables the hotel to set limits for the minimum and, sometimes, maximum number of nights in guest bookings. Length of stay control protects the hotel from losing revenues when guests reserve rooms for short durations during periods of high demand (e.g. through special events).

Restrictions on stay also provide with the possibility of generating additional revenues from overnights during periods when demand is historically low (e.g. A business hotel may put a Saturday night stay over restriction for all its bookings that include a Friday night stayover). It has a disadvantage, however, of being static and, hence, not very flexible (Vinod, 2004)

| Non-pricing RM tools | | | |
|--|--------------------------------|---|--|
| Inventory management | Capacity management in general | | Pullman & Rogers (2010) |
| | Overbookings | Optimal level of overbookings | Hadjinicola & Panayi (1997); Ivanov (2006, 2007); Koide & Ishii (2005); Netessine & Shumsky (2002) |
| | | Walking guests | Baker, Bradley & Huyton (1994); Ivanov (2006) |
| | Length of stay control | | Ismail (2002); Kimes & Chase (1998); Vinod (2004) |
| | Room availability guarantee | | Noone, Kimes & Renaghan (2003) |
| Channel management | | Choi & Kimes (2002); Hadjinicola & Panayi (1997); Myung, Li & Bai (2009); Tranter, Stuart-Hill & Parker (2008) | |
| Pricing RM tools | | | |
| Pricing in general | | Collins & Parsa (2006); Hung, Shang & Wang (2010); Shy (2008) | |
| Price discrimination and rate fences | | Hanks, Cross & Noland (2002); Kimes & Wirtz (2003); Ng (2009b); Shy (2008); Tranter, Stuart-Hill & Parker (2008) | |
| Determination of optimal room rates | | Pan (2007) | |
| Dynamic pricing | | Palmer & Mc-Mahon-Beattie (2008); Tranter, Stuart-Hill & Parker (2008) | |
| Price presentation | | Noone & Mattila (2009) | |
| Lowest price guarantee | | Carvell & Quan (2008); Demirciftci, Cobanoglu, Beldona & Cummings (2010) | |
| Optimal room-rate allocation (room distribution) | | Baker, Murthy & Jayaraman (2002); Bitran & Gilbert (1996); Bitran & Mondschein (1995); El Gayar, Saleh, Atiya, El-Shishiny, Zakhary & Habib (2011); Guadix, Cortes, Onieva & Munuzuri (2010); Harewood (2006) | |

Adapted from Stanislav Ivanov & Vladmir Zhechec (2012, Page no. 179)

Ethical issues in hotel RM

Despite its perceived positive effects on hotels' revenue, Revenue Management (RM) techniques have had their share of criticism in terms of complaints and lack of practical benefits (Bitran & Caldentey, 2003). It is especially true for price discrimination and overbooking techniques. Customers feel cheated if they discover that they have paid a higher price for the same category of room or if they have to be "walked" to another hotel. This is a result of lack of information about the booking, cancellation or amendment. In general, research in this area emphasizes on the perceived fairness of RM practices from the perspective of the customers (Kimes, 2002; Kimes & Wirtz, 2003; Choi & Mattila, 2004, 2005; Hwang & Wen, 2009; Heo & Lee, 2011). Kimes (2002) has identified the RM practices that guests consider acceptable or unacceptable. Clearly, when information with regard to booking, cancellation of booking and the amendment conditions of the booking is available and precisely understood by the guests/customers or when diverse prices are charged for products viewed by them as different, customers are more likely to accept revenue management practices. In cases where discounts are irrelevant compared to the booking amendment/cancellation restrictions or the terms are changed after the reservation has been confirmed, customers will definitely be dissatisfied. Choi and Mattila (2005) furthermore state that simply informing the customers about hotel's rates will not improve their perceived fairness. Customers need to know the basis for rate variation and reservation terms and conditions.

Acceptable and unacceptable revenue management practices

| Acceptable RM practices | Unacceptable RM practices |
|--|--|
| <ul style="list-style-type: none"> • Providing customers with all information regarding prices and booking conditions – hiding information destroys trust • Deep discounts in booking rates in exchange for stricter cancellation/ amendment conditions • Different prices for products perceived by customers as different – e.g. weekend and weekday prices | <ul style="list-style-type: none"> • Insignificant price discounts in exchange for stricter cancellation/ amendment conditions • Changes in booking terms without informing the customer |

Note: Summarized from Kimes (2002, pp. 28-30)

Technological evolution of revenue management

Many researchers opine that the era of RM has begun since it can withstand alone not just as a tactical tool but also as a strategic tool to the hotel industry (Mainzer, 2004; Cross et al., 2009; Guadix et al., 2010; Jones et al., 2011). Technology has revamped how companies conduct their business today. The technology driven RM systems have now become vital decision support tools as they enable hotels to manage their capacity/ room inventory and revenues much more efficiently (Avinal, 2004; Schwartz, 2006;). Kimes (2011) concluded that “the future was going to be much more strategic in nature and will be more strongly driven by technology in which function space will be the new frontier”. Various other scholars support similar opinions that technology will progressively play a major role in hotel RM.

| RM category | No. of papers | (%) |
|--|---------------|-------|
| <i>Strategic RM</i> | | |
| Distribution channel management | 29 | 41.4 |
| Strategic pricing – perceived fairness | | |
| Customer relationship management (CRM) | 17 | 24.3 |
| <i>Tactical RM</i> | | |
| Forecasting | 24 | 34.3 |
| Tactical pricing | | |
| Capacity control | 70 | 100.0 |
| <i>Evolution of RM</i> | | |
| Technology & RM | | |
| Skills for RM | | |
| Total | | |

Erdem & Jiang (2016) have highlighted the direction of research over the years. There is shift from “tactical” to “strategic” approach.

Conclusion

This study presents an overview of research in hotel revenue management. It helps practitioners in gaining a broad perspective about published research on hotel RM.

The study explores research on the concept of revenue management and explores its adoption in the hotel industry. It identifies three major areas of research in hotel revenue management - non pricing tools, ethical issues and technological evolution of revenue management. These areas are discussed and described in the study.

Key findings that can be summarized are as follows:

- RM was and will continue to be an essential tool for the hotel industry, especially due to the rise of its perceived strategic role in the industry
- RM is becoming more technology driven and hoteliers will rely more on technology for effective RM.

- There exists ethical issues in revenue management practices
- There still exists many challenges to implementing RM practices in hotel industry

Limitations

The main limitation of the study is that it relies heavily on secondary data and thus only provides a synopsis of research available on hotel revenue management. Selected research articles were reviewed which may differ in opinion when compared with articles from other databases or journals.

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Impact of the paradigm shift of interior designs of new restaurants over customer perceive on service quality: a study of Chandigarh

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ABSTRACT: The restaurants have not only been a source of food and beverage but an overall experience. Interior of the restaurant was used to represent the theme and food which used to get served there. After the massive success of this kind of restaurant, there is a sudden downfall in profit-making and these restaurants are losing their charm. As food and beverage production and service industry is at its peak, it is now observed that the old theme base interior design is losing its trend and new upcoming restaurants are using This research paper is to explore the psychological effects on consumer of new restaurants opening in the Chandigarh of change interior design from traditional and theme base to contemporary and modern. As to make a profit by improving the overall experience of the customer, it is been intended to find out the effect of modern servicescape of the customer perception towards the service quality and revisit to the restaurant.

Keywords: Restaurant, Interiors, theme, perceived serviced quality

1. Introduction

The restaurant came into the form to provide the meal and entrainment experience to the consumer. Over a period of time with commercialization, the restaurant's interiors were designed to represent the type of meal, theme, and service style. Theme base restaurant captures the market and was growing over a period of time. Accept the fast food where guest or customer spends very less time and the main focus is food; the guest tends to spend much time in a theme based restaurant appreciating the overall experience of the meal. According to Turley and Fugate (1992), the food is considered secondary compared to the theme of the restaurant which used to attract the consumer. Bitner, (1992) argues that there is a hidden factor, as the environment of the place which plays an important part in decision making by the consumer. There were a lot of studies done in the retail world for the same but very few studies done in the hospitality industry. North and Milliman (1986), Hargreaves (1998), Wilson (2003) had conducted their studies effect of music and Gueguen and Petr (2006) measure the effect of odour, the behaviour of staff on the decision making intentions of the consumer.

In a study done by Liu and Jang (2009), they have explored the impact of the atmosphere of the dining area which may include ambience, layout, interior design and other human elements have a significant effect on the behaviour of the consumer.

2. Literature Review

The legend Kotler (1973), has defined how the atmosphere can be used as a marketing tool to create an impact on the emotional of the consumer to enhance buying behaviour.

Bitner (1992) segregated SERVICESCAPE into various dimensions: ambient conditions, spatial layout and functionality, and signs, symbols, and artefacts.

Berman and Evans (1995) had made atmospheric stimuli into four categories, namely, the store exterior, the general interior, layout and design variables, and point-of-purchase and decoration variables.

Ryu and Jang (2008) had explained DINESCAPE as a measurement tool with dimensions like facility, aesthetics, ambience, light, and layout.

Ladrhari.R, Brun .I, Morales.M, (2008) had suggested that customer satisfaction in a restaurant is depended on various factors like quality of the meal, cost of the meal, way of delivery, quality and standard of quality and also the atmosphere of delivery.

The ambience, colour scheme, décor could become unconsciously prime determinants of post-consumption which effects the decision to purchase the product again in future (Wirtz and Bateson, 1999)

Theme restaurants provide their customers with both a meal and entertainment. After a rapid rise in popularity in the early to mid-1990s, theme restaurants began to lose market share, and many once popular brands were forced to downsize as per the Weiss.R, Feinstein. A, Dalbor.C, (2004)

It is imperative that the industry managers investigate customers' behaviours with theme restaurant attributes in order to recognize which aspects are necessary for market improvement. Although a number of studies have been conducted on customers' perceptions and subsequent behaviours in the service industries, scant research has focused on the theme restaurant industry

3. Hypothesis

H0- The modern and contemporary interior design of restaurants has no significant impact on consumer's satisfaction

H1- The modern and contemporary interior design has a significant effect on consumer satisfaction

H2- The consumer appreciate the artwork of new interior design which further leads to word of mouth publicity of restaurant

H3- The consumer appreciates the idea of changes in the interior design compare to traditional and monotonous, of a theme restaurant.

4. Research Methodology

4.1 Sampling- The stratified random sampling opted. The 3 restaurants of Chandigarh were chosen of the same status randomly.

4.2 Data collection- a set of questionnaire from 10 respondents from each restaurant got filled.

4.3 Measurement- Since data collected is smaller in nature; the T-test was applied to find out the result. SPSS software has been used to analyze the data

5. Observations

During the visit to the three restaurants, the following trends in interior been observed

1. Due to space constraint because of the property getting very expensive the utilization of space to incorporate maximum client is much into the trend. The Furniture is designed in such a way that they acquire minimum area and have multi-utility function

2. Reduce, reuse and recycle is the latest mantra of the interior design of the restaurants moving from 2019. A lot of use of reuse, recyclable material to decorate the restaurant with contemporary designs with multiple textures also been observed.

3. It has also been observed with greenery in every nook and cranny lately: not only in the ubiquitous potted plants but in decorative accessories and plant motifs that were springing up everywhere from wallpaper to tablecloths.

4. Exposed wall and ceiling with pipe fitting, duct fitting is also been observed, they been painted with various bright paints giving so that it makes definitely visible. This not solves the issue of the cost required to cover this ducts and pipe but also add a natural touch to the interior.

6. Results

6.1 In the total respondents the 43.3 % were female and 56.7 % were male.

| Gender | | | | | |
|--------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 17 | 56.7 | 56.7 | 56.7 |
| | Female | 13 | 43.3 | 43.3 | 100.0 |
| | Total | 30 | 100.0 | 100.0 | |

6.2 Further when asked about revisit to the restaurant, it been learned that the customer are very regular to the restaurant and none of the respondents was the first timer.

| Frequency of Revisit to the Restaurant | | | | | |
|--|-------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Twice in a Month | 5 | 16.7 | 16.7 | 16.7 |
| | Thrice in a Month | 11 | 36.7 | 36.7 | 53.3 |
| | More than 5 Times | 6 | 20.0 | 20.0 | 73.3 |
| | Highly Regular | 8 | 26.7 | 26.7 | 100.0 |
| | Total | 30 | 100.0 | 100.0 | |

6.3 When asked about the recommending the restaurant to other people, almost everyone was in favor of recommending the restaurant to new people

| How Much will You Recommend this Restaurant to Other | | | | | |
|--|--|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sometime | 3 | 10.0 | 10.0 | 10.0 |
| | Definitely to all my Family and Friend | 27 | 90.0 | 90.0 | 100.0 |
| | Total | 30 | 100.0 | 100.0 | |

6.4 All the respondents had really appreciated the interior and design

| How do you Rate the Quality and Innovation of Interior Done by the Restaurant | | | | | |
|---|--------------------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Awesome, really liked it | 30 | 100.0 | 100.0 | 100.0 |

6.5 Significance value is less than .05 we will reject the null Hypothesis

| | One-Sample Test | | | | | |
|--|-----------------|----|-----------------|-----------------|---|-------|
| | Test Value = 0 | | | | | |
| | t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Customer no | 9.644 | 29 | .000 | 15.500 | 12.21 | 18.79 |
| Frequency of Revist to the Restaurant | 18.212 | 29 | .000 | 3.567 | 3.17 | 3.97 |
| How Much will you Recommend this Restaurant to other | 87.958 | 29 | .000 | 4.900 | 4.79 | 5.01 |

On the basis of above collected data, the alternate hypothesis been accepted all the alternate hypothesis

H₁- The modern and contemporary interior design have significant effect on consumer satisfaction

H₂- The consumer appreciate the artwork of new interior design which further leads to word of mouth publicity of restaurant

H₃- The consumer appreciate the idea of changes in the interior design compare to traditional and monotonous, of theme restaurant.

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Hospitality Services at Hospitals - Promoting Medical Tourism

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ABSTRACT: This paper focuses on broad purpose of studying and understanding the role of Hospitality elements in the Hospital setup. This Paper also aims at studying the organization wide philosophy of Hospitality at Hospitals. An exploratory research method is adopted to find out the hospitality elements and all the hospitality elements were identified and defined from expert interview and the literature review. This study adopted the personal interview and one to one discussion approach to collect the perceptions of patients and attendants. The researchers believe that all the non-clinical services can be effectively managed if tuned to suit the specific needs of the target clientele and the prevailing culture. An effectively managed Hospitality Services Culture can enhance the service excellence of the patient experience in hospitals. This research would be beneficial to healthcare organizations to do their best to achieve greater patient's satisfaction. It will also help in improving the image of the country as a destination for Health Tourism.

Keywords: Hotel like Hospitals, Hospitality Elements, Hospitality at Hospitals, Patient Satisfaction.

1. Introduction

Hospitals can't afford to be purely medical focused anymore; the emphasis in hospital design has shifted to hospitality type amenities & patient services and family centered care, as hospitals compete for better patient satisfaction and loyalty. Furthermore, high patient satisfaction is no longer just a "good to have" for hospitals.

All time increasing healthcare expenditures have made hospital administrators to implement cost-containment measures while competition among providers has increased to a level never before experienced. Accordingly, healthcare providers are revisiting design and other hospitality elements as a way to gain a competitive advantage.

Hospitality elements applied in existing hospitals that are addressed in this study include hotel-like rooms and decor; hotel-quality food, room service, and dining facilities for families; welcoming lobbies and common spaces; hospitality-oriented customer service training; enhanced service offerings, including concierges; spas or therapy centers; hotel-style signage and way-finding tools; and entertainment features. Selected elements that have potential for future incorporation include executive lounges and/or communal lobbies with complimentary wireless Internet and refreshments, centralized controls for patients, and flexible furniture.

While healthcare decisions are still significantly influenced by physician recommendations and other medical factors, patients' and their families' expectations for hospital services and environments have approached levels similar to those for other participants of Service industry, Hotels and Hospitality providers and retail merchants.

Over time, innovations and practices from hotels have been incorporated into the healthcare industry in a variety of ways. This development is not surprising, given that the two industries share the goal of achieving high customer satisfaction. Services of all types combine a number of elements—primarily people, processes, and place-related items—to affect positive outcomes.

In the last decade, many hospital designs have taken inspiration from hotels, spurred by factors such as increased patient and family expectations and regulatory or financial incentives. Increasingly, research evidence suggests the value of enhancing the physical environment to foster healing and drive consumer decisions and perceptions of service quality.

Although the interest of the healthcare industry is increasing in the broader applicability of numerous tangible service concepts into the healthcare field, the focus of this research is on hospitality concepts and design innovations, and the services that such innovations support, from the hospitality industry.

Objectives

Although the importance of non-clinical aspects of patient's care, in overall patient satisfaction is known to all, there are very few empirical studies attempted to understand the patient's acceptance of the hospitality

services in Indian Hospitals. This study focuses on non-clinical aspects of service quality as a valued attribute for patient satisfaction.

1. To study the present state of medical tourism in Delhi NCR.
2. To explore the hospitality practices and elements borrowed from the hospitality industry that has been successfully incorporated in a Multispecialty Hospital's day to day functioning & designs.

Literature Review

Medical Tourism:

Dindayal Swain, in his research paper in 2008 found that many wealthy patients from developing countries have been traveling to developed countries for high quality medical care but now, a good number of less wealthy patients from developed countries are traveling to regions once characterized as "third world." These patients are seeking high quality medical care at affordable prices. Reports on the number of patients traveling abroad for health care are scattered, but all tell the same story.

The medical industry on a commercial platform with tourism is a new and upcoming industry and needs to be explored. States like Karnataka, Kerala, Delhi, West Bengal and Maharashtra are trying their best to woo foreign patients to India and to be amongst the most favorable health destination. .

As per the news article published in the daily news paper – Times of India, 24th Oct 2017.

"New policy on the cards to boost medical tourism, - Portal in 3 foreign languages launched"

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|---|---|--|--|
| More than 5 Lakh foreign patients seeks treatment in India. | Currently Indian medical tourism industry is pegged at 3billion \$ per year | Projected to be 9 billion \$ opportunity by 2020 | Total Indian healthcare industry is pegged at 110 billion \$ |
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Union Commerce ministry along with Tourism and Health ministries launched a portal www.indiahelthcaretourism.com, in three languages Arabic, Russian and French, to provide comprehensive information to medical travelers. Government has taken several steps to ease travel processes and promote medical tourism. The scope of e-tourist visa has been expanded to include the short term medical treatment. Separate immigration counters and facilitation desks have also been setup at major Indian Airports to boost medical travel industry.

"We are setting up 6 facilitation centers at Bangalore, Chennai, Hyderabad, Kolkata, Delhi and Goa, by Feb 2019, to cater to medical tourist. We are also focusing promoting home stay for medical tourist to bring down their cost of stay in India. – Satyajeet Ranjan, Director General – Union Ministry of Tourism, India.. A latest knowledge paper by FICCI & Quintiles IMS says, SAARC countries such as Bangladesh, Maldives and Afghanistan are major source of medical value travel to India, followed by African countries such as Nigeria, South Africa and Kenya. As per them Proximity, cultural connect and connectivity are the main reasons for their travel tour country. As per the Experts from the industry, India is emerging as one of the most credible destination worldwide for curative treatment. With the given scale of the healthcare infrastructure and projected growth, India can further strengthen its standing among the currently popular medical value travel destinations such as Thailand, Malaysia, Singapore and Mexico. In order to strengthen its position, India would need to focus on dual objectives of 'tourism friendliness' and 'PATIENT CENTRICITY'. .

The steady increase in number of the patients seeking medical and wellness solutions in India comes due to variety reasons with the country boasting not only top quality medical professionals but also state of the art facilities at reasonable cost in compare to several other countries.

Ponam Gupta et al., in their study in 2012 said that Delhi appears among first five most popular destinations for medical tourism in India and Medical Tourism in Delhi is blossoming. Various kinds of medical facilities are available to inbound patients easily and economically. However, a few problems & challenges faced by the patients need to be addressed. The vast potential in the field of medical tourism is still to be tapped. She concluded that "A customer oriented approach is required to make inbound patient believed that India is "Your Passport to Healthy Sojourn". .

Dr. Manjula Chaudhary, in her study published in IMED in 2014, found that even after investing and making the world class hospitals, India is not able to attract the patients from the developed countries. The main reason as perceived by the service providers for growth of medical tourism, are - Low cost, less waiting time, Quality and Availability of treatment. Along with the Quality of the treatment, the facilities and the equipments at the hospital are also very important for any patient and all the providers feels that any patient

will consider these for the medical tourism as the TREATMENT is the main purpose for which the patient is coming and Clinical and Non Clinical Infrastructure together represents for that. .

Hospitality Elements in Hospitals:

The physical environment is one of seven key indicators for the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), the first international, standardized, publicly reported survey of patients' perspectives on and satisfaction with hospital care . the results of which now carry significant financial impact in areas that hospitals need to address. .

Alfred P. Sloan stated, "*The hospital in certain respects is a very specialized hotel*". .. Sloan believed that executives could learn a great deal from the management approaches used in the hospitality industry.

Hospitals have long used hotel-type imagery and physical design to appeal to and reassure prospective patients. . Much research with respect to service quality has been done in the past few years to find out satisfaction of consumers in different dimensions of service quality. Several benefits are produced by satisfied customers. . . .

Poonam Gupta etc al, in their study in 2012 found that Special Services provided by the hospitals, is the 4th major factor influencing the selection of the hospital. The SWOT analysis she conducted among the hospitals in Delhi NCR, revealed that Services like Swift admission process, Good infrastructure with technology, Cleanliness and hygiene, Concierge services stood among strengths but Arrangement for interpreters, few lags in discharge instructions, in adequate lodging arrangements, visa hurdles, corruption and lack of international cuisines were the major weaknesses.

Tapan K. Panda, in his study in 2014 found that tangibles employed in the Hospitals are like Advanced Equipment, Qualified doctors, Quality Pathological Labs and Operation Theaters and well maintained Doctor's Chambers. Tangibles in Service include -

1. Physical Facility;
2. Appearance of the personnel;
3. Tools and Equipment to provide the service;
4. Physical representation of the service;
5. Others customers in the service facility.

He also observed that tangibility, assurance and responsiveness are the key influencers in generating customer satisfaction for hospital and hospitality brands as customer's choice heavily depends on these benefits. He found that independent variables like tangibility and reliability have higher significance compared to assurance, responsiveness and empathy for hospital sector. .

In the present scenario of the growing competition, rising consumer expectations and the movement towards holistic treatments, hospitals are pressed to differentiate themselves on the basis of the factors beyond the standard clinical outcomes and services. One indicator of this trends noted in modern healthcare's design awards is that healthcare architect frequently consult with hotel or the resort designers to improve the patient experience. ..

Methodology

An exploratory study was done to find out the hospitality elements (HE). All the hospitality elements were identified and defined from expert interview and the literature review. This study adopted the survey through personal interview to collect the perceptions of patients and attendants as primary data. In total 7 multispecialty Hospitals of Delhi NCR, which are JCI accredited and are, catering to foreign patients also, coming as medical tourists, were chosen for data collection. Patients, who are receiving treatment at any of the selected hospital and have been admitted for a minimum of 3 days, were selected as respondent.

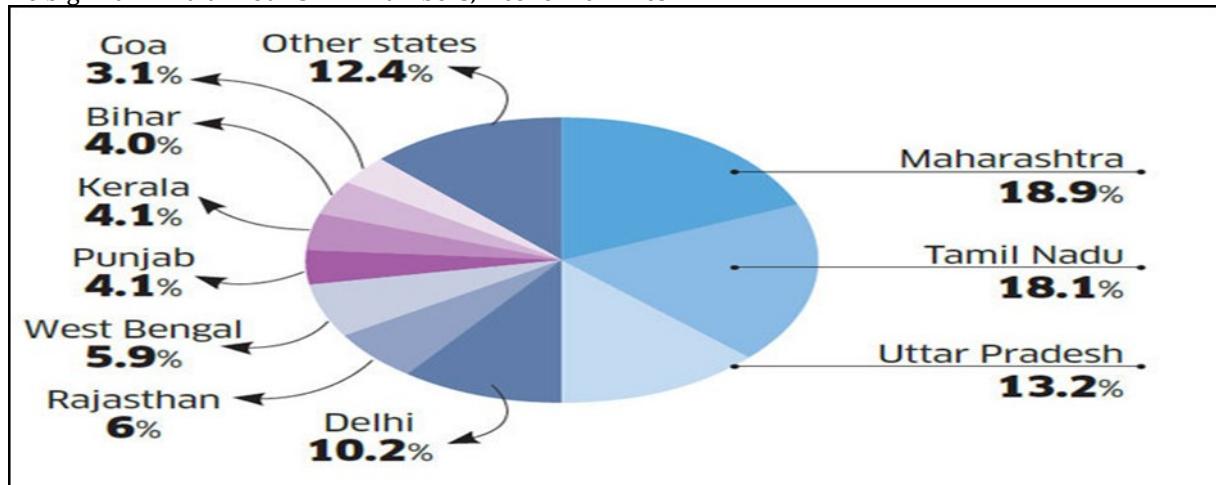
Data collection was mainly on convenience sampling rather than random sampling since the respondents are patients and keeping that in mind, only those who gave consent for such interaction were approached. Convenience sampling was also recommended by . for any patient satisfaction studies.

Findings and Discussions

1. To study the present state of medical tourism in Delhi NCR.

Medical Tourism in Delhi NCR as well in India is blossoming. Various kinds of medical facilities are available to inbound patients easily and economically. However, a few challenges faced by the patients need to be addressed. Acknowledging the importance of medical tourism, government has taken various initiatives in easing out the VISA processing the results are visible with the increased influx of the medical tourists, especially in last two years.

The big Draw: Indian Tourism in Numbers, *Economic Times*.



(Rukmini Shrinivasan, 2018)

2. Exploration of the hospitality practices and elements borrowed from the hospitality industry that have been successfully incorporated in a Multispecialty Hospital's day to day functioning & designs.

Following elements are found to be in practice which is borrowed from the hospitality industry. The findings are also similar to the findings given by others..

- a) Hotel type Imagery & physical design, Welcoming Lobby Spaces, Themed bathrooms, Hotel style Signage, Luxury Suits, Expandable & Flexible room designs.
- b) Hotel like patient rooms with space and amenities to accommodate loved ones.
- c) Hotel like Spas, Therapy programs and wellness centres - Alternative medicine.
- d) Hotel quality food and Social dinning Spaces.
- e) Hotel type Concierge, Special guest services and Service training programs.
- f) Entertainment and positive-distractions Features - Libraries
- g) Hotel like Room Management Technologies

Services missed out: Do you require the Hospital to provide any special services?

- A high 62.4 % of respondents
- wanted hospital to provide the help with language issue.
- 12.5 % were concerned with Lack of special meals for them.
- 10.2% patients were worried for post-operative stay on long term.

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| Interpreters | 31.20 % |
| Translated documentation | 20.80 % |
| Special Meal Preparations | 12.46 % |
| Translated Signage | 10.43 % |
| Post treatment long term accommodation | 10.22 % |
| On site concierge | 6.21 % |
| Explanation of medical reports | 4.42 % |
| Detailed billing | 4. 26% |

(Source: Primary interviews)

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| Food options | 30 |
| Cultural adaptability | 45 |
| Language interpreters | 45 |
| Affordable accommodation | 50 |
| Less waiting time at airport | 55 |
| Air connectivity | 80 |

(Source: Primary interviews)

Degree of Importance: What do Medical Value Travellers look for, apart from medical care?

Conclusion

Trust created by knowledge base and the competencies of Indian doctors, across the world is reflecting in continually increasing inflow of the international patients as medical tourist in our Hospitals at Delhi NCR. It is the time to build upon this and also to serve those with best of our services to send them back not only as a happy patient but as happy tourist also.

It has been evident from many researches that India is positioned very well on cost effectiveness, and does fairly well on alternate medicines also. But some researches show that India is lagging behind in the providing a visitor friendly environment.

"India is currently well positioned in cost effectiveness and clinical outcomes but lags behind in Tourist friendliness." - *FICCI Knowledge Paper, Medical Value Travel in India. Page 51, Appendixes E, Published By IMS heath India.* .

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Influence of Service Quality and Customer Satisfaction on Customer Loyalty: A Study of Jet Airways

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ABSTRACT: Customer satisfaction always plays a very vital role in the growth of business, mainly in the aviation industry where high investment and huge competition is existing. Customer loyalty is mainly dependent on customer satisfaction and service quality. If the service quality is not up to the mark, customer satisfaction would not take place, and loyal customer base will not be created. Jet airways used to be the second largest airlines of India which now suffering from severe finical crisis, and it is in the verge of closing their operation for India sky. In this paper, researcher has tried to show the major reason behind the situation that lack of proper food and beverage service and in flight service , Jet was not able to sustain in the market , and failed to create a loyal customer base , though marketing strategy for the same was good.

Keywords: Service Quality, Customer Satisfaction, customer Loyalty, Jet Airway

1. Introduction

Aviation contributes fastest transportation network across the world. It is a very important tool for development of global business and trade as well as enrichment of tourism. Air transportation is necessary for the faster movement from one place to another, and helps tourist to explore more and more destinations as it offers a broad choice of destinations around the world with its affordable means .The use of commercial aviation has increased significantly since last few decades, and this rapid growth is dependent on some factors. First, rising disposable income and quality of life in many parts of the world have encouraged more people in these areas to travel overseas destinations. Second, deregulation of aviation laws, and bilateral and open-sky agreements between governments have broadened new markets for airline companies, which actually made travel easier and cheaper. Third, demand is increased because of growing confidence in aviation as a safe mode of transport. Fourth, increased efficiency and increasing competition have reduced the airfare worldwide and cost of travel to the visitors. Finally, globalization made world smaller and people started traveling to various countries for trade and commerce.

Airline services can be categorized as intercontinental, continental, regional, domestic, and scheduled services or charters. Scheduled service airlines can be classified into two parts: full-service international and domestic airlines and 'No Frill' or 'Low Cost' international and domestic airlines, and they may be owned by government or private companies. Due to high competition in the market, most of the commercial airline companies have put more pressure on their management to regularly seek profits, reduce cost, and increase revenues. In the past decade, as the air transportation market has become even more challenging so many airlines have turned to focus on the quality of airline services in order to increase the satisfaction of the customers. Service quality is the consumer's overall impression of the relative efficiency of the organization and its services. Measuring customer's expectation is the most important step in defining and delivering high-quality service. Service quality is one of the best tools for evaluating customers' expectations and their perceptions. Passenger satisfaction is fundamental to the practice of consumer sovereignty. Recently many researchers have given emphasis on, customer satisfaction as it has become an important issue for marketing practitioners because of the rapid business environment. Passenger satisfaction may be explained as a judgment made on the basis of a specific service consumed by them. Customers might be loyal without being highly satisfied and might not be loyal even they are highly satisfied.

In a highly competitive environment the provision of high quality services passengers is the core competitive advantage for an airline's profitability and sustained growth (Chen, 2008). Service quality conditions influences a firm's competitive advantage by retaining customer patronage, and with this comes market share (Park et al., 2004; Morash and Ozment, 1994). Passenger satisfaction about the services arises when an airlines company can offer passengers with benefits that exceed passengers' expectation and this is considered as value-added services if customers are satisfied with the product or service; they will buy the services more often. Passenger gratification is an essential goal for each airline providing passenger services.

The on board experience is still very special for the traveler. The traveler has a wide choice to select the suitable airline product according to their requirements. Therefore, airlines are engaged in developing in flight service for surviving in the competition. Since the last few years a variety of in-flight product innovations have entered into the market. This includes the aircraft seat on long haul flights as an important product element which is regularly being improved and reviewed according to its life cycle and changing customer expectations. The recent development of business class seat roll-outs shows the significance of this product element which influences the buying decision of the passenger especially on long haul flights. If the passenger is not satisfied, due to the negative experience, the client will reconsider the buying decision for further flights and will probably choose alternative airline in the same route. High degree of passenger satisfaction is one of the greatest treasures for air business in today's competitive environment. There are many factors that can help an airport to build its customer base, and passenger service and satisfaction can be a determining factor in the success of an entire operation. As, delivering high-quality service to passengers is essential for airline survival, so airlines need to understand what passengers expectation from their services. Cut throat competition and favorable initiatives of the Governments of several countries added fuel to enlarge both flights and fleets. Under the circumstances, firms are now trying to understand the significant relationship between satisfaction and behavioral intention of the airline passengers in better way in the online environment and taking a number initiative against these in the present competitive airline market.

The research related to service quality and customer satisfaction in the airline industry has been growing in interest because the delivery of high service quality is essential for airlines' survival and competitiveness. A number of studies have conducted in service quality related theories and methods in the airline industry. Conversely, most previous airline service studies have relied mainly on passenger satisfaction and service quality to describe passenger evaluations of services and have focused on the effect of airline service quality at the aggregate construct level. Although examining the effect of individual dimensions of service attributes has potentially great utility for airline managers, the effects of individual dimensions of airline service quality has not been fully investigated in previous airline service studies. So, there exists gap in the field of airline industry where the researcher wants to study in order to observe the significant influence of service quality as well as customer satisfaction on the customer loyalty taking into consideration of the international passengers of full service international airlines travelling from the city of Delhi in Jet Airways airline which would assist the airline managers to better serve their customers, monitor and develop service quality to achieve the highest level of their passengers' satisfaction. In addition, the findings would enhance the airliners to improve their customer relations management as well as their brand loyalty.

The basic objective of this study is to conduct a survey for Jet Airways on the international passengers of full service airlines travelling from the city of Delhi to observe the influence of service quality as well as customer satisfaction on the customer loyalty. The study also conducted to understand the influence of service quality on satisfaction of passengers in relation to airlines and to explore the level of passengers' satisfaction with the service quality on selected airline in terms of seven dimensions of service quality instrument i.e., Information and booking process, boarding facilities, in-fight services including food and beverages, baggage claim, loyalty programme and post sale services.

Analysis of service quality, customer satisfaction and customer loyalty

The present study analyzes the service quality, customer satisfaction on customer loyalty of Jet Airways in India. Therefore, this parameters (service quality, customer satisfaction and customer loyalty) need to be describe in detail before analyzing the case study.

Service Quality: Quality should start from the needs of customers and ends at the customer's perception. This means that good quality perception is not based services provider, but based on the point of view or perception of the customer. Customer perception of service quality is a comprehensive assessment of a service benefits (Kotler (Fandy Tjiptono, 2003: 61)). Benefits gained from creating and maintaining quality of service are greater than the cost to reach or as a result of poor quality. Superior service quality is a tool to achieve competitive advantage of company. Superior service quality and consistency can lead to customer satisfaction which in turn will provide various benefits, such as: (1) the relationship between the company and its customers will become more harmonious, (2) provide a good basis for re-purchase activities, (3) encourage customer loyalty, (4) creating a recommendation by word of mouth (word of mouth) that benefit the company, (5) to be a good corporate reputation in the customer's mind, and (6) company's profit will be increased. The implications of these benefits are that each company must realize the strategic importance of quality. Continuous quality improvement is not a cost but an investment to generate greater profits (Hutt

and Speh in Tjiptopno Fandy 2001; 78, 79). Customers consider price as an indicator of the quality of a service, especially for services whose quality is difficult to detect prior to services in consumption. This is related to the fact that the nature of the services that have a risk level is high enough compared to the product form of goods and services to be purchased, the customer tends to use price as the basis for expected quality of a product/service. Customers usually tend to assume that higher prices would reflect the high quality (Barsky and Solomon, in Dwi Suhartanto, 2001).

Zeithaml and Bitner (1996; 117) explains that the quality of service is the excellence or superior service delivery process to those with consumer expectations. There are two main factors that affect the quality of services, namely: expected service and perceived service. If the service is received as expected then the service quality is good or satisfactory, but if the services received exceed the expectations will be very satisfied customer and perceived service quality is very good or ideal. Conversely, if the service received is lower than expected then the perceived poor quality of services. Quality of service will depend on how much the service provider's ability to consistently meet the needs and desires of consumers. There are two main aspects that describe and affect both service quality; the actual service customers expected (expected service) and services perceived (perceived service). Fitzsimmons & Fitzsimmons (2001: 44) explains that the creation of customer satisfaction for a service can be identified through a comparison between service perceptions with service expectation. Olson & Dover (Parasuraman, et al., 1995), customer expectation is the customer's confidence before buying a service which is used as a standard in assessing the performance of services. Customer expectations are formed by past experiences, talk through word of mouth and corporate promotions. After receiving a service, customer service experience to compare with the expected. If the service suffered under the expected, then the customer will not be interested again, otherwise if the service experience meets or exceeds customer expectations the customer will look to use these providers. Parasuraman et al (Sultan & Simpson, 2000: 193) developed a measurement scheme of service quality dimensions of tangibles, reliability, assurance, responsiveness, and Empathy. Measurements they have developed a term known as Service Quality (SERVQUAL), including in his description suggests the difference between expectation and performance (performance) from a number of criteria that currently services are widely used to measure the quality of service. This tool is intended to measure customer expectations and perceptions, and the gap (gap) is in service quality model (Fandy Tjiptono, 1996: 99). Measurement of service quality in this study is based on service performance scores are perceived by customers (Cronin & Taylor, 1992). SERVQUAL is one of the best models for evaluating customers' expectations and perceptions (Pakdil and Aydm, 2007; Chen, 2008). Despite criticism from other research, SERVQUAL remains the most commonly used diagnostic model for evaluating service quality. SERVQUAL has five main dimensions to measure service quality: tangibles, reliability, responsiveness, assurance, and empathy (Zeithaml et al., 1996).

In addition to SERVQUAL related studies, many scholars have measured airline service quality through various quality dimensions. Gourdin (1988) categorized airline service quality in terms of three items: safety, time lines and price. Elliott and Roach (1993) proposed food and beverage, timely luggage transport, seat comfort, the check in process, and in-flight service dimensions. Haynes (1994) used the processing of luggage, seat cleanliness, and the check-in process, the convenience of transit, timeliness, and handling of customer complaints as the standards of service quality. Quality of service is a comparison between perceived service and expected service. Dimensions used to measure the quality of services provided airlines on the domestic service industry, commercial regular flights in Indonesia are as follows: reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman, Zeithaml & et.al in Bitner, 2000; 82-83).

Customer Satisfaction: Customer satisfaction or dissatisfaction is a response to the evaluation of the perceived discrepancy between expectations and service performance. Customer satisfaction is a function of expectations and service quality performance. Tse & Wilton (Fandy Tjiptono, 1997: 24). Engel (Fandy Tjiptono, 1997: 24) explains that customer satisfaction as the evaluation of alternative purnabeli selected and provide results of equal or exceed customer expectations. Dissatisfaction arises when the results do not meet customer expectations. Kotler (2003: 61) explains that satisfaction is the feeling of someone who described feeling happy or disappointed that the result of comparing the perceived performance of a product with the expected product performance. If performance fails to meet what is expected, then the customer will feel disappointed or dissatisfied. If the performance is able to meet what is expected, then the customer will feel satisfied. If the performance can exceed what is expected, then the customer will feel very satisfied. Evaluating customer satisfaction can be used five approaches, namely: (1) Paradigm of dis confirmation expectations, (2) The theory of comparative level, (3) equity theory, (4) Norms as a benchmark standard, (5) theory of perceptual disparity value (Natalisa Diah, 2000: 63). This study used the paradigm of

disconfirmation expectation approach, i.e. assessing customer satisfaction with a product through a comparison of expectations with the perceived performance of customer service. Positive disconfirmation will occur if the perceived performance of customer service is better than what was expected to create satisfaction, confirmation occurs when the service performance as perceived by customers expected to create a feeling neutral, negative disconfirmation occurs when the performance of services that are not perceived better than expected, leading to customer dissatisfaction (Oliver, 1997: 104). Customer satisfaction occupies a strategic position for the company's existence, because a lot of benefits to be gained: First, many researchers agree that a satisfied customer tends to be loyal (Anderson, et al., 1994; Fornell, et al., 1996). Satisfied customer will also tend to buy back into the same manufacturer. The desire to buy back as a result of this satisfaction is the desire to repeat the good experience and avoid a bad experience. Second, satisfaction is a factor that would encourage communication by word of mouth communication are positive. Form of communication through word of mouth delivered by people who are satisfied this could be recommendation to other potential customers, encouraging colleagues to do business with the provider where the customer was satisfied and said things good about the service provider where he was satisfied. Third, the effect of customer satisfaction tends to consider the content providers are able to satisfy the first consideration if you want to buy products or similar services (Solomon, in Dwi Suhartanto, 2001).

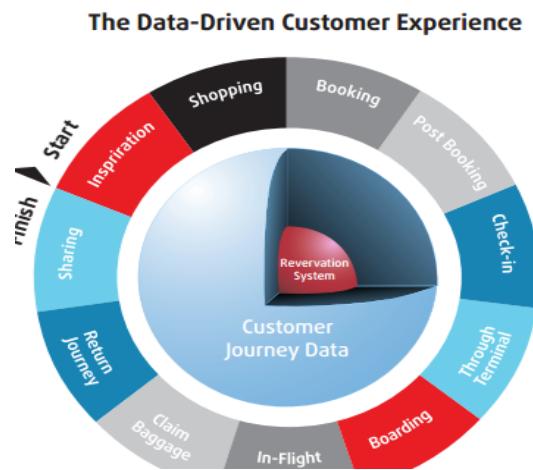


Figure 1: Source: IATA – The Evaluation of Customer Experience, 2015

Service Quality vs. Customer Satisfaction: Quality of services will create customer loyalty. Customers must be satisfied, because if they were not satisfied to leave the company and will become customers of competitors, this will decrease sales and in turn will lower corporate profits (Cronin & Taylor, 1992; Rust, et al., 1995). The results of research conducted by Cronin & Taylor (1992) and Taylor & Baker (1994) showed that the regression coefficient of interaction with the service quality to customer satisfaction park services, airline and distance telecommunications services, significant buying interest returned. Some researchers did test the influence of service quality, customer satisfaction and repurchase interest. Woodside, et al., (1989) proposed an assessment model that specializes relationship between perceptions of service quality, customer satisfaction and interest to buy. Result directing that customer satisfaction is an intervening variable between service quality and interest back. Affect service quality satisfaction, and satisfaction affect the interest purchased. Research Cronin & Taylor (1992); Rust et al. (1995); Zeithaml, et al., (1996); and Gabarino & Johnson (1999); Fullerton & Taylor, 2000) found that the trend in terms of behavior shows the influence of service quality on customer loyalty. The concept of satisfaction and the quality is often equated even though these two concepts have a different understanding. In general, satisfaction is considered to have a broader concept than service quality assessment, which specifically focuses only on the service dimension. Quality of service is the focus of the assessment that reflects the customer's perception of the five specific dimensions of service. Conversely, satisfaction is more inclusive, that is, satisfaction is determined by the perception of service quality, product quality, price, situation factors, and personal factors (Zeithaml & Bitner, 2001: 74). Environmental or situation factors affecting the level of personal satisfaction with the services consumed. Situation factors, such as; conditions and circumstances will lead the consumer experience to come to a service provider, this will affect the expectations or the expectations of the goods or

services to be consumed. The same effect occurs because the influence of personal factors such as emotional consumer (Zeithaml & Bitner, 2001: 59-60). In the company engaged in the service, the service is the products sold by the company. But for service company, not all service companies simply selling a service only. In some other service providers, such as; hotels, then the bias in addition to services are also offered to goods. such as; food and beverages. Studies conducted in various service industries addressed the importance of the goods factor in influencing customer satisfaction (Kandampully & Suhartanto, 2000: Barsky, 1993, Zeithaml, 1996). Quality of goods offered in conjunction with services will affect customer perceptions of service. The better the quality of goods will increase customer satisfaction for services received. Instead of less-quality goods would damage the overall customer satisfaction.

Customer Loyalty: Loyalty is more aimed at non-random behavior shown by the purchase routine. Behavior or non-random events that are if customers know the benefits of certain goods or services and in accordance with the requirements, then the customer will tend to be loyal (Griffin 1995:4). The characteristics of loyal customers are: (1) Undertake regular re-purchase, (2) Buying outside the line of products / services available, (3) To recommend the products / services to others dokomsumsi, (4) Showing no resistance so the power perpengaruh attraction similar products from competitors (Griffin, 1995: 31). Match between the quality of service delivery and service value is expected to increase customer loyalty. Hill (1996; 6) defines customer loyalty as a behavior that is intended to purchase based on the routine decision-making units. Benefits for companies to have loyal customers are: (1) reducing marketing costs, (2) reducing transaction costs, (3) reducing the cost of replacing the consumer, (4) increasing sales, (5) information from positive mouth to mouth, and (6) reducing the cost of failure. Oliver (1997; 392-394) divided the levels of loyalty based on the quality and quantity of re-purchase and resistance power of competitor's product or service. Based on Oliver's Four Stage Loyalty Model (Oliver (Sivadas and Prewitt, 2000)), the level of customer loyalty divided in some stages, i.e. starting from the cognitive, affective, cognitive and action loyalties. Cognitive and affective loyalties are still to be oriented relative and functional benefits, while the cognitive and action loyalties are more permanent and more oriented to emotional benefits.

Impact of service quality and customer satisfaction on customer loyalty of Jet Airways

About Jet Airways : Jet Airways is a major Indian National and international airline having head quarter in Mumbai. In October 2017, it ranked as the second-largest airline in India after IndiGo with a 17.8% passenger market share. It operates flights to 52 destinations from its main hub at Chhatrapati Shivaji International Airport, Mumbai and secondary hubs at Indira Gandhi International Airport, Delhi and Kempegowda International Airport. Incorporated in April 1992 as a limited liability company, the airline began operations as an air taxi operator in 1993. It began full-fledged operations in 1995 with international flights added in 2004. The airline became public limited in 2005 and in 2007, it took over Air Sahara and had become the largest carrier by passenger market share in the country by 2010, a position it held until 2012.

Jet Airways has three classes of service: First, Première (Business) and Economy. First class is available only in Boeing 777-300ER aircraft.

Various Class of Service: Jet Airways provides up to three classes of service on its flights such as (1) Facilities offered to First Class Passengers: They are offered with complimentary meal and beverage service and amenity kits. Passengers who travel in First Class also entitled to access lounge before departure, including Star Alliance members' owned lounges, and Welcome Lounge access upon arrival on intercontinental flight. First Class passengers start their journey with a short trip by limousine or exclusive people carrier from the lounge to their flight at selected airport.

(2) Facilities offered to First Class Passengers: Passengers traveling in Business Class entitled to access Business Lounge before departure, including Star Alliance members' owned Business Class lounges, and Welcome Lounge access upon arrival on an intercontinental flight. Business Class passengers also allowed to have angled lie-flat seats and amenity kits on long-haul flights and recliner seats on short and medium haul flights. The middle seats are kept empty. In case they are flying in short and medium-haul routes.

(3) Facilities offered to Economy Class Passengers: Passengers flying in Economy Class on long-haul routes relish complimentary meal and beverage services. On short and medium-haul routes, the slim construction of the seat backs in Economy Class provides passengers with more leg space.

(4) Food and Drink: Complimentary meal and beverage services are offered to all passengers on long haul flights. Complimentary beverages are provided to all passengers on all flights, while snack and meal service varies depending on the length of the route and the cabin booked.

(5) In flight entertainment: Selected long-haul flights on jet airways's Boeing 777, Airbus, A330 and A340 have in flight entertainment systems with audio and video on demand at all seats.

(6) In-Flight Technology: First Class and Business Class seats on long-haul flights have 110v AC power outlets which do not require an adapter to plug in a laptop. On select North Atlantic and Middle East flights, passengers can also enjoy internet service for a minimum fee through Deutsche Telekom. Mobile phone calls and calls through the internet (VOIP) are not allowed. Satellite phone service is also made available for the passengers at a fee on Airbus A340 and Boeing 747 aircraft.

Jet Airways is in the process of upgrading its technology to allow passengers to send and receive SMS and MMS messages via their mobile phones at cruising altitudes.

Customer Loyalty Program and facilities:

In order to solve the proposed research problem systematically, both primary data and secondary data sources were considered, where primary data is collected through questionnaire and secondary data is collected from various secondary data sources such as the internet, government agencies and publications etc. PZB's SERVQUAL model is adopted as the backbone of the survey instrument and the international passengers of full service international airlines like Jet Airways travelling from the Delhi is the target population of this study. Considering the demographic profile (age, gender, marital status, education levels, and employment status and income group) of these populations, researcher has approached to the respondents and explain them the questionnaire in detail (including its purpose, the meaning of the items and what is expected of the respondents). The structure of the questionnaire is both open-ended and close-ended and contains a five point Likert scale ranging from 1- very satisfied to 5- not at all satisfied. After initial development of questionnaire, the pilot study is conducted and base on this, the final survey instrument is formulated to collect the data for the current study. According to the requirement of the study, several statistical operations are performed

A sample survey has been carried out where we have taken fifty respondents who have completed their flying in Jet Airways during January to March ' 2019 from Delhi to the Long Haul sectors. The survey includes thirty seven male and thirteen female within the age group of thirty four to sixty years, having educational qualification of Graduation and above, and belong to high income group (06 – 10 lakhs annually), given in table 2.

Table 2: Sample survey of fifty respondents

| Parameters | Very Satisfied (1) | Somewhat Satisfied (2) | Neutral (3) | Not Very Satisfied (4) | Not at All Satisfied (5) | Do you wish fly Jet Airways Again? / Do you recommend Jet Airways to your friend and others. |
|----------------------------|--------------------|------------------------|-------------|------------------------|--------------------------|--|
| Information & Booking | 48 | 01 | 1 | - | - | Yes (80 %) |
| Check in Procedure | 38 | 7 | 3 | 2 | - | Yes (68 %) |
| In flight service | 21 | 5 | - | 10 | 14 | Yes (49 %) |
| In flight Food & Beverages | 33 | 3 | - | 3 | 12 | Yes (47 %) |
| Baggage Claim | 46 | - | 4 | - | - | Yes (88 %) |
| Loyalty Program | 34 | 2 | - | 12 | 2 | Yes (63%) |
| Post Sale Service | 41 | 4 | - | 1 | 4 | Yes (65%) |

Analysis

From the survey, It was found that major customers are very satisfied with Jet Airways by the pre flight and post flight service which is rendered by ground staff. Baggage claim service has received highest response of

satisfaction (88 %), and information on product and services received 2nd highest rating (80%) , whereas the customer satisfaction rate of food and beverage service is the lowest (47 %).

Conclusion

In today's scenario , Jet Airways is suffering from a tremendous financial crisis, and from April'19, they have shut down their operation in the Eastern region due to lack of fleet (Aircraft), and from 12th April '19 , the airlines is going to cease its international operation due to minimum requirement of fleets of twenty. It is observed from the survey that poor food and beverage service and inflight service might have let the airlines into this situation, and due to poor customer satisfaction rate has impacted in a serious way that the airlines might stop its operation in near future.

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Quality of Work Life among Employees of Multinational Travel Agencies: A Study of Delhi and National Capital Region

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ABSTRACT: *Quality of Work Life (QWL) is an important factor that affects motivation at work and if ignored, paves the way for poor work life quality. Quality of work life has two objectives: to enhance the productivity and the satisfaction of employees. Quality of work life is the quality of the content of relationship between employees and their total working environment with human dimensions added to the provision of services. QWL policies are increasingly becoming part of the business strategies and focus is on the potential of these policies to influence employee's quality of working life and more importantly to help them maintain work-life balance with equal attention on performance and commitment at work. Tourism industry is second largest industry and has become highly labour intensive. This increase in requirement implies that industry should implement quality of work life practices and policies in order to attract & retain quality human resource. The present study aims to find the determinants of QWL and employee satisfaction towards these determinants. The result shows five important determinants of QWL among employees of multinational travel agencies of Delhi and NCR region i.e. Working conditions, culture & facilities in the organization (Factor 1), Management approach towards employee's work & growth (Factor 2), Motivations for work & growth of employees (Factor 3), Organization's approach towards Gender issues (Factor 4), and Work Life Balance Practices for the employees (Factor 5). Also results of the study found that employees are satisfied on these QWL determinants.*

Keywords: Quality of work life, multinational travel agencies, employee satisfaction

1. Introduction

In today's competitive scenario, organizations use Quality of Work Life (QWL) as a strategic tool to attract & keep hold of the talent. Companies offering better QWL and supportive work environments would likely to gain leverage in hiring and retaining valuable people (May, Lau and Johnson (1999). For any organization, one of the core objectives is to maximise productivity & profitability by increasing efficiency and minimizing the cost. Every organization aspires to maximise use of the resources to achieve its core objective. Techniques only can't bring success to the organization. Men is the supreme among all the 'M's utilized in the business concerns (Subramaniam & Saravanan, 2012). Therefore, organizations are required to adopt a strategy to improve the employees' quality of work life (QWL) to satisfy both the organizational objectives and employee needs (Arthi & Chitramani, 2011). The issue of work life quality has become critical in the last two decades due to increasing demands of today's business environment and family structure (Akdere, 2006). QWL policies are increasingly becoming part of the business strategies and focus is on the potential of these policies to influence employee's quality of working life and more importantly to help them maintain work-life balance with equal attention on performance and commitment at work (Sheel et. al. 2012). Employees have certain expectations from the organization. They want the organizations to be loyal and to provide stability to their Jobs (Woods, 1993). The management should ensure that committed employees should also experience a high Quality of work life (Kotze, 2005). Nonetheless, employees are likely to have higher wellbeing if they are satisfied with their work and organization and they perceive their Quality of Work Life (QWL) positively, since an employee's experiences in the workplace and his/her QWL influence his/her health and psychological well-being (Chan & Wyatt 2007 and Srivastava, 2007).

As service industries are becoming increasingly important to the economies of developed nations (Dabholkar, Thorpe & Rentz, 1996), managers of service organization affirm that their employees are the most valuable asset (Tzafrir & Gur, 2007). This contention is particularly relevant for the service sector, which is largely dependent on the encounter between employees and customers (Testa & Ehrhart, 2005). QWL programmes can lead to greater self-esteem and improved job satisfaction (Suttle, 1977) and satisfied employees are more likely to work harder and provide better services (Yoon & Suh, 2003). Employee satisfaction facilitates superior performance and also greater attraction and retention of the best employees, thereby enhancing the ability of the organization to deliver higher quality services (Berry et. al., 1976). In spite of this acknowledged connection, not much attention has been paid to the conditions of the work environment that forms the basis for service oriented employees (Edvardsson & Gustavsson 2003), and in

fact according to Von de Looi and Bender (1995), low QWL may affect the quality of services and organizational commitment.

Review of Literature

The term QWL gained importance in the late 1960s as a way of concerns about effects of job/work on health and general well-being and ways to positively influence the quality of a person's work experience. Up until the mid 1970s, employer's concern was on work design and working conditions improvement. However, in the next decade of 1980s, the concept of QWL included other aspects that affect employees' job satisfaction and productivity and these aspects are, reward systems, physical work environment, employee involvement, rights and esteem needs (Cummings & Worley, 2014). Martel & Dupuis (2006) suggested that QWL can be measured in four contexts: (a) the nature of the job; (b) the physical environment of the work place; (c) the psychosocial conditions of the employees; and (d) the organizational management and policies. They presented 33 QWL components of which some are similar to the seven QWL items measured in this research. Rao & Mohan (2008) examined the perception of the quality of work life (QWL) based on survey through structured questionnaire among Indian employees working as managerial executives. The study suggested four dimensions of QWL namely favourable work environment, personal growth and autonomy, nature of job, and stimulating opportunities and co-workers. Findings of the study revealed that Indian search for a relatively high level of security, career opportunities, personal development, and reward incentives in his/her working environment. Further employees involved the study feel that a high QWL is one in which there were no negative impacts on their personal life and in which there is absence of inappropriate work demands.

Hunker (2014) determined eight factors namely Camaraderie and Friendliness, Pride in Work and Company, Openness and Fairness, Respect, Pay and Benefits, Credibility, Job Security, Opportunities which helps in enhancing the quality of work life among the employees of hospitality industry. Acharya & Siddi (2017) in their study found that factors like Work environment, Compensation and Rewards, Organization culture and climate, Training and development, Job satisfaction and Job security, etc. contribute positively to employees working in hospitality industry. The researchers also established that the employees consider pay and rewards as the most important factor among all the factors identified in the study identified for improving the quality of work life.

Research Methodology

The present study entitled "Quality of Work Life among Employees of Multinational Travel Agencies: A Study of Delhi and National Capital Region" has been undertaken with the aim find the factors of Quality of Work Life and satisfaction level of employees working in these travel agencies on these factors. The objective of the study was to identify major Quality of Work Life determinants in travel agency and measuring employee satisfaction on these. For the present study, four major multinational travel agencies namely, Cox & King (India) Ltd., Kuoni Destination Management, Le Passage to India and Thomas Cook (India) Ltd. have been selected by using convenient sampling. Out of these, three travel agencies (except Le Passage to India) responded.

In this study, QWL items & practices were identified through review of literature. The primary data was collected using self-administered questionnaire developed by the researcher. QWL has been measured among employees in the travel industry with the help of a 46 item scale prepared based on earlier studies. Each item has been measured on a Likert 5 point scale ranging from Strong Agree (5) to Strongly Disagree (1). The questionnaire was addressed to both male & female employees of the travel agencies working at different levels. The secondary data was collected through relevant published data from internet, various research journals, government reports, PhD thesis and other reports.

The data collected has been analyzed by using statistical tools like percentage analysis and principal component factor analysis by using SPSS 11.5.

Results and Discussions

Demographic profile of the respondents

The demographic profile of the respondents is shown in table 1. The demographic data from the table reveal that out of 148 respondents, 62 (41.9%) are from Cox & Kings, 48 (32.4%) are from Thomas Cook and remaining 38 (25.7%) are from Kuoni. Further, 62 (41.9%) respondents are from Delhi and 86 (58.1%) are located in Gurgaon. Majority of respondent i.e. 100 (67.6%) are male and 48 (32.4%) are female.

Majority of respondents (58.1%) are in age group 20-30 followed by 37.8% in age group 31-40 and only 4.1% are from age group 41-50. Therefore it can be inferred that majority of the employees working in the travel & tourism industry are young.

Marital status of respondents indicates that 50% of respondents are married and 50% are single. Majority of respondents i.e. 62.2% are having professional qualification related to tourism, 20.3 % are graduates and 17.6% are post graduates. Majority of respondents (75.7%) are from lower management and only 24.3% are from middle management.

Demographic profile of the respondents also indicate that most of the respondents (43.2%) are having total work experience of 1-5 years, 32.7% are having experience of 6-10 years followed by 12.2% with work experience of 11-15 years. Very less respondents (2.7%) are with experience of 16-20 years & 21-25 years each. Further most of the respondents (81.1%) are having work experience of 1-5 years in present organization followed by 17.6% having 6-10 years working experience in present organization. Very less respondents (1.4%) are having 21-25 years working experience with present organization. It shows that turnover rate is higher in the travel & tourism industry.

As far as monthly income of the respondents is concerned, only 2.7% respondents fall in below 10,000 category. 17.6% respondents are in 10,001-20,000 category, 24.3% respondents in 20,001-30,000 category, 21.3% of respondents in 30,001-40,000 category and 5.4% respondents are in 40,001-50,000 category. Highest number i.e. 27% respondents comes under above 50,001 category.

Table 1: Demographic profile of the employees working in the Multinational Travel Agencies N=148

| Demographic Variables | No. of respondents | Per centage |
|--|--------------------|-------------|
| Organization | | |
| a. Cox & Kings | 62 | 41.9 |
| b. Thomas Cook | 48 | 32.4 |
| c. Kuoni | 38 | 25.7 |
| Location | | |
| a. Delhi | 62 | 41.9 |
| b. Gurgaon | 86 | 58.1 |
| Gender | | |
| a. Male | 100 | 67.6 |
| b. Female | 48 | 32.4 |
| Age (in yrs.) | | |
| a. 20-30 | 86 | 58.1 |
| b. 31-40 | 56 | 37.8 |
| c. 41-50 | 6 | 4.1 |
| d. 51-60 | 0 | 0.0 |
| e. Above 61 | 0 | 0.0 |
| Marital Status | | |
| a. Single | 74 | 50 |
| b. Married | 74 | 50 |
| c. Separated / Divorced | 0 | 0.0 |
| Educational Level | | |
| a. 12 th or less | 0 | 0.0 |
| b. Graduation | 30 | 20.3 |
| c. Post-graduation | 26 | 17.6 |
| d. Doctorate | 0 | 0.0 |
| e. Professional Qualification | 92 | 62.2 |
| Hierarchical Level | | |
| a. Upper Management | 0 | 0.0 |
| b. Middle Management | 36 | 24.3 |
| c. Lower Management | 112 | 75.7 |
| Total Work Experience (in yrs.) | | |

| | | |
|--|-----|------|
| a. 1-5 | 64 | 43.2 |
| b. 6-10 | 58 | 39.2 |
| c. 11-15 | 18 | 12.2 |
| d. 16-20 | 4 | 2.7 |
| e. 21-25 | 4 | 2.7 |
| f. Above 26 | 0 | 0.0 |
| Work Experience in present organization (in yrs.) | | |
| a. 1-5 | 120 | 81.1 |
| b. 6-10 | 26 | 17.6 |
| c. 11-15 | 0 | 0.0 |
| d. 16-20 | 0 | 0.0 |
| e. 21-25 | 2 | 1.4 |
| f. Above 26 | | |
| Approximate monthly income (take home in Rs.) | | |
| a. Below 10,000 | 4 | 2.7 |
| b. 10,001-20,000 | 28 | 17.6 |
| c. 20,001-30,000 | 36 | 24.3 |
| d. 30,001-40,000 | 32 | 21.3 |
| e. 40,001-50,000 | 8 | 5.4 |
| f. Above 50,001 | 40 | 27.0 |

Factor Analysis (Principal Component Analysis) to understand Quality of Work Life determinants in Multinational Travel Agencies

Factor analysis was applied on 46 variables of quality of work life to understand the structure of the set of variables and to reduce the number of variables into condensed factors. The output of principal component analysis (Table 2) highlighted eigen value of five factors more than 1 explaining 64.12 per cent of total variance.

The factor loading of principal component analysis (Table 2) shows that first factor comprises of 25 variables i.e. 'The work I do is important and adds value to organization', 'I feel proud in working in this organization', 'People who work hard here are rewarded (e.g. promotion opportunities for advancement and others)', 'Organization encourage its employees to use the new ideas and opportunities', 'My job make good use of my skills and ability', 'My company provides enough resources to do my job well', 'There is a fair performance appraisal system', 'Promotions are based on Performance irrespective of individuals', 'My organization provide opportunity for job retention', 'I get medical insurance', 'My physical work environment enables me to perform well and do quality work', 'In my organization work culture is friendly and welcoming', 'I enjoy working with my present team', 'I enjoy working with my present supervisor', 'My organization provide opportunity to work independently', 'My work environment is safe and healthy', 'Equal access to recreational facilities are available to re-energize our self', 'In our team we have good communication among co-workers', 'My supervisor gives enough opportunities to interact with other team members on informal level', 'I feel my job secured', 'I am not mentally stressed in this organization', 'My organization offer enough maternity leave for employees', 'My organization offer enough paternity leave for employees', 'My organization offer the option of paternal leave i.e. post pregnancy leave that can be taken by mothers and fathers', 'My organization have a grievance cell for the employees to deal with job related issues' with factor loading values of 0.641, 0.796, 0.695, 0.695, 0.804, 0.671, 0.668, 0.722, 0.483, 0.714, 0.767, 0.825, 0.806, 0.783, 0.824, 0.844, 0.621, 0.816, 0.837, 0.440, 0.664, 0.645, 0.553, 0.496, 0.461. This factor can be named as Working conditions, culture & facilities in the organization.

The second factor shows the highest loading of 9 variables i.e. 'Management treats all equally, impartially and fairly', 'Management involves employees in various decision making processes', 'Employee can reach out to the management openly in my organization', 'Clear path for career development for employees in my organization', 'In my organization management communicates its goal and objectives to the employees', 'All the employees are entitled for post retirement benefits', 'Time to time training is provided for the skill enhancement, development and growth', 'My organization provide crèche facility for the parents', 'My organization provide flexible working time & facility to the Employees' with the factor loading values of

0.718, 0.664, 0.760, 0.714, 0.652, 0.653, 0.527, 0.499, 0.592. These items for factor two are clubbed under the heading Management approach towards employee's work & growth.

Factor three shows the highest loading of four variables i.e. 'My organization provide opportunity for scholarly pursuit', 'My organization provide transportation facilities in odd hours', 'My organization monitor & track salary differences between employees working on similar positions', 'My organization monitor & track salary differences between employees working on similar positions' with factor loading values of 0.597, 0.560, 0.539, 0.563 . This factor can be named as Motivations for work & growth of employees.

The fourth factor shows highest loading of two items i.e. These are 'Govt. of India guidelines on handling sexual harassment strictly followed in my organization', 'My organization take strict action against sexual harassment' can be labeled as Organization's approach towards Gender issues with the factor loading values of 0.606 & 0.635.

The fifth factor shows the highest loading of two variables i.e. 'My organization offers long time leave program and/or allow break period to take care of their wards', 'My organization have re-entry program for the employees after break period' with factor loading values of 0.52 & 0.495. The two items for fifth factor are clubbed together under the heading Work Life

Balance Practices for the employees.

Further, sixth factor is having only one item so grouping is not possible and factors seven and eight don't show highest loading. The factor nine shows highest loading of three items but all are unmatched with each other so can't be grouped.

After adjusting principal component analysis loading the meaningful grouping is given in table 2

Table 2: Group statistics for factors of Quality of Work Life

N = 148

| Name of factor | Factor wise parameters | Mean Satisfaction | Factor Loading Values | Communalities | Eigens | %age of variance |
|----------------|--|-------------------|-----------------------|---------------|--------|------------------|
| Factor 1 | (a) The work I do is important and adds value to organization | 4.64 | 0.641 | 0.765 | 15.067 | 32.755 |
| | (b) I feel proud in working in this organization | 4.68 | 0.796 | 0.809 | | |
| | (c) People who work hard here are rewarded (e.g. promotion opportunities for advancement and others) | 4.17 | 0.695 | 0.747 | | |
| | (d) Organization encourage its employees to use the new ideas and opportunities | 4.12 | 0.695 | 0.673 | | |
| | (e) My job make good use of my skills and ability | 4.21 | 0.804 | 0.746 | | |
| | (f) My company provides enough resources to do my job well | 4.20 | 0.671 | 0.669 | | |
| | (g) There is a fair performance appraisal system | 4.00 | 0.668 | 0.767 | | |
| | (h) Promotions are based on Performance irrespective of individuals | 4.12 | 0.722 | 0.852 | | |
| | (i) My organization provide opportunity for job retention | 3.67 | 0.483 | 0.638 | | |
| | (j) I get medical insurance | 4.54 | 0.714 | 0.751 | | |
| | (k) My physical work | 4.47 | 0.767 | 0.820 | | |

| | | | | | | |
|----------|---|------|-------|-------|-------|--------|
| | environment enables me to perform well and do quality work | | | | | |
| | (l) In my organization work culture is friendly and welcoming | 4.39 | 0.825 | 0.805 | | |
| | (m) I enjoy working with my present team | 4.47 | 0.806 | 0.827 | | |
| | (n) I enjoy working with my present supervisor | 4.36 | 0.783 | 0.791 | | |
| | (o) My organization provide opportunity to work independently | 4.33 | 0.824 | 0.793 | | |
| | (p) My work environment is safe and healthy | 4.50 | 0.844 | 0.850 | | |
| | (q) Equal access to recreational facilities are available to re-energize our self | 4.17 | 0.621 | 0.789 | | |
| | (r) In our team we have good communication among co-workers | 4.36 | 0.816 | 0.784 | | |
| | (s) My supervisor gives enough opportunities to interact with other team members on informal level | 4.35 | 0.837 | 0.831 | | |
| | (t) I feel my job secured | 4.08 | 0.440 | 0.780 | | |
| | (u) I am not mentally stressed in this organization | 3.94 | 0.664 | 0.695 | | |
| | (v) My organization offer enough maternity leave for employees | 4.29 | 0.645 | 0.810 | | |
| | (w) My organization offer enough paternity leave for employees | 3.82 | 0.553 | 0.807 | | |
| | (x) My organization offer the option of paternal leave i.e. post pregnancy leave that can be taken by mothers and fathers | 3.83 | 0.496 | 0.894 | | |
| | (y) My organization have a grievance cell for the employees to deal with job related issues | 4.20 | 0.461 | 0.626 | | |
| Factor 2 | (a) Management treats all equally, impartially and fairly | 3.89 | 0.718 | 0.834 | | |
| | (b) Management involves employees in various decision making processes | 3.40 | 0.664 | 0.754 | | |
| | (c) Employee can reach out to the management openly in my organization | 3.66 | 0.760 | 0.704 | | |
| | (d) Clear path for career development for employees | 3.90 | 0.714 | 0.829 | | |
| | | | | | 6.280 | 13.653 |

| | | | | | | |
|----------|--|------|-------|-------|-------|-------|
| | in my organization | | | | | |
| | (e) In my organization management communicates its goal and objectives to the employees | 3.97 | 0.652 | 0.708 | | |
| | (f) All the employees are entitled for post retirement benefits | 2.47 | 0.653 | 0.756 | | |
| | (g) Time to time training is provided for the skill enhancement, development and growth | 4.02 | 0.527 | 0.661 | | |
| | (h) My organization provide crèche facility for the parents | 1.90 | 0.499 | 0.802 | | |
| | (i) My organization provide flexible working time & facility to the Employees | 4.18 | 0.592 | 0.707 | | |
| Factor 3 | (a) My organization provide opportunity for scholarly pursuit | 3.75 | 0.597 | 0.820 | | |
| | (b) My organization provide transportation facilities in odd hours | 3.83 | 0.560 | 0.713 | | |
| | (c) My organization monitor & track salary differences between employees working on similar positions | 3.24 | 0.539 | 0.707 | 3.445 | 7.489 |
| | (d) My organization provide work from home facility for needy Employees | 3.09 | 0.563 | 0.882 | | |
| Factor 4 | (a) Govt. of India guidelines on handling sexual harassment strictly followed in my organization | 4.09 | 0.606 | 0.844 | 2.628 | 5.714 |
| | (b) My organization take strict action against sexual harassment | 4.10 | 0.635 | 0.906 | | |
| Factor 5 | (a) My organization offers long time leave program and/or allow break period to take care of their wards | 3.35 | 0.525 | 0.775 | 2.074 | 4.509 |
| | (b) My organization have re-entry program for the employees after break period | 3.39 | 0.495 | 0.802 | | |

So the result of this analysis shows five important determinants of QWL i.e. Working conditions, culture & facilities in the organization (Factor 1), Management approach towards employee's work & growth (Factor 2), Motivations for work & growth of employees (Factor 3), Organization's approach towards Gender issues (Factor 4), and Work Life Balance Practices for the employees (Factor 5).

Employee satisfaction for Quality of Work Life in Multinational Travel Agencies

Further analysis was conducted to know the employee satisfaction on QWL index through mean scores. The mean score indicate that overall employees are satisfied with majority of the items. But organizations need to work on the some of the issues of QWL items.

Factor 1 – from the table 2, it is seen that mean value of satisfaction on QWL index among employees in MNC's has come out to be 4.23 which shows that employees in MNC's are satisfied with this factor i.e. Working conditions, culture & facilities in the organization.

Factor 2 – the mean score of this factor i.e. Management approach towards employee's work & growth comes out to be 3.48 which is just above the average score of 3.00. This implies that MNC's needs to improve upon most of the parameters under this factor.

Factor 3 – the mean value of satisfaction of this factor i.e. Motivations for work & growth of employees on QWL index among employees in MNC's has come out to be 3.47 which implies that travel agencies needs to take measures to provide more motivation for work & growth of the employees.

Factor 4 – the mean score of the factor Organization's approach towards Gender issues comes out to be 4.09 which show that employees of MNC's are satisfied with this factor.

Factor 5 – the mean value of satisfaction of this factor i.e. Work Life Balance Practices for the employees on QWL index among employees in MNC's has come out to be 3.37 which implies that travel agencies needs to improve on this factor.

Discussion on satisfaction of employees on Quality of Work Life index

As a result of analysis employees in MNC's feel satisfied on majority of the QWL issues under factor 1 i.e. Working conditions, culture & facilities. Most of employees are of the opinion that they feel proud in working in this organization, employees have been encouraged to use the new ideas and get opportunity for job retention, their work culture is friendly and welcoming, the work environment is safe and feel my job is secured etc.

For factor 2 i.e. Management approach towards employee's work & growth, overall mean score is above average. However the detailed scrutiny found discrepancy between management responses and employee's responses for retirement & crèche facilities issues. Employees are disagreed that they are entitled for post retirement benefits and all the three travel agencies responded that they provide post retirement benefits. Therefore travel agencies need to reform their post retirement policies considering employees. Further employees are strongly disagreed on the provision of the crèche facility and out of three, two travel agency responded that they provide crèche facility to their employees.

For factor 3 i.e. Motivations for work & growth of employees, overall mean score is above average. Though for two items under this factor, mean score is average i.e. work from home facility and monitoring & tracking salary differences between employees working on similar positions. The organizations need to redesign their policies regarding these items.

For factor 4 i.e. Organization's approach towards Gender issues, employees are satisfied with the organizations' policies.

For factor 5 i.e. Work Life Balance Practices for the employees, mean score is average.

Therefore the organizations need to improve polices on these items. Hence in the light of the findings hypothesis H1 i.e. Employees are satisfied on Quality of Work Life determinants is accepted as the overall mean value of the QWL items is above average.

Conclusion

The core objective of any organization is to maximise productivity & profitability by increasing efficiency and by minimizing the cost. In order to achieve this objective an organization can't afford to undervalue the importance of its human resource. Companies which offer better QWL and provide supportive work environments would likely to gain leverage in hiring and retaining valuable work force (May, Lau and Johnson (1999). Therefore it is paramount important for any organization to provide Quality of Work Life to their employee in order to attract and retain talent.

The analysis of the data of the present study shows that employees in MNC's are satisfied with Working conditions, culture & facilities in the organization. Management approach was also found positive towards employee's work & growth. But travel agencies do not provide work from home facility. Travel agencies do not give their conscious efforts for monitoring & tracking salary differences between employees working on similar positions. Regarding Gender Equality issues travel agencies are sensitive for their employees. On the basis of the above result it can be concluded that employees are satisfied with QWL practices adopted by multinational travel agencies.

The study suggests some areas where future studies can be undertaken like Comparative study of Quality of Work Life practices in Multinational travel agencies and middle level travel agencies can be done, The

impact of Quality of Work Life on job performance of the employees and Work life balance practices in the travel agency can also be studied.

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Android Usage in Restaurant Digital Ordering System

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ABSTRACT: These days web administrations innovation is broadly used to coordinate heterogeneous frameworks and grow new applications. Here a use of incorporation of inn the executives' frameworks by web administrations innovation is displayed. Computerized Hotel Management incorporates heaps of frameworks of inn industry, for example, Ordering System Kitchen Order Ticket (KOT), Billing System, Customer Relationship Management framework (CRM) together. This joining arrangement can include or extend inn programming framework in any size of inn networks condition. This framework expands quality and speed of administration. This framework additionally builds fascination of spot for huge scope of clients. Actualizing this framework gives a cost-proficient chance to give your clients a customized administration experience where they are in charge picking what they need, when they need it – from eating to requesting to installment and input. We are executing this framework utilizing android application for Tablet PC's. The front end will be created utilizing JAVA Android and the backend will take a shot at MySQL database.

Keywords: Kitchen Order Ticket, Android, Java

1. Introduction

Eateries are one of the most loved premises. With no respect to the real explanations behind visiting eateries, client will make requests and sit tight for the arranged dinners. In any case, it is normal if clients whine for not feeling fulfilled about the administrations advertised. (LRS Restaurant Server Pager 2004) There are numerous reasons prompting the sentiment of disappointment incorporating being engaged late as far as request taking by the server and suppers serving. The issue of being late engaged could be settled with assistance of the headway in the innovations of correspondence. In agreement, this investigation starts an incorporated and arranged framework, (Ashutosh Bhargave, Niranjan Jadhav 2013) with the attention is on its capacity to illuminate the above depicted impediments all together taking.

This investigation names the framework as Digital Ordering Framework for Restaurant Using Android (DOSRUA).In definition, DOSRUA is a coordinated framework, created to help eatery the board bunches by empowering clients to quickly make arranges without anyone else selves. This will limit the quantity of minutes to sit tight for the feast serving.

This venture manages Digital requesting framework for eatery. This point incorporates extent of the undertaking, venture qualities, Operating situations, Assumption and conditions, structure and usage imperatives. Extent of the undertaking incorporates highlights that can be actualized. Configuration part incorporates the technique and method for structuring the item. It likewise clarifies certain requirements on planning and execution.

Statement of the Problem

The current framework is paper based. The conventional menu cards in the eateries are paper based. Servers use paper to compose the request of clients. The records are put away on paper. Likewise with anything paper based, it is so natural for things to get harmed by Coffee stains and so forth, or paper being lost because of flame or mishaps or just for the most part lost. There is wastage of time, cash, and paper. As conventional menu cards are paper based, any progressions that should be made in the menu card will prompt wastage. As it will require republishing of all the menu cards. Likewise, for little changes it is absurd to expect to print all the menu cards over and over. There is no capacity to powerfully roll out any improvements in the menu card. To get to a specific record from the pile of papers isn't effective. From the client's perspective, this framework is tedious. As, one needs to hold up until the server comes to take the request, one needs to call server number of times till he sees it, there can be error while the server is composing your request on paper, and it may be conceivable that you are presented with a wrong dish. There has been an upgrade (Edje, A, 2017) in the administration of eateries. Every server is doled out a gathering of tables, in the wake of taking requests for a table the servers enter the requests (a rundown of dishes and beverages requested by the coffee shop or gathering of cafes) into the framework at the PC. The

server more often than not is aware of any dishes that are inaccessible before taking a request. The framework must affirm the accessibility of dishes. Should a thing not be accessible the framework must enable the server to change or even erase a client's organization. Dishes to be readied are sent to the kitchen, drinks requests to the bar. Starters and principle course arranges are generally taken together. Beverages and desert requests might be taken independently. Kitchen staff sees the dish arranges on their screen, set them up in a proper grouping and affirm planning to the framework when complete, likewise with the bar. At the point when a server sees the finish signs on his terminal he gathers the things and takes them to the table. The server can likewise beware of the status of dish and drink orders. Toward the finish of the feast the server will have the framework print a bill, and he will enter the subtleties of installment for it. The administration can give limits. The framework monitors the quantities of clients served by every server and the measure of cash taken by every server. The administration can see these insights. The following progression was "QORDER": the compact requesting framework for Android gadgets. Here the server never again approaches the table with his notebook, but instead with the QOrder hand held gadget. He enters request data on the touch screen and afterward sends it to the kitchen continuously to process. At the same time, your POS framework gets the business data for later charging. QOrder uses WIFI to effortlessly reach to your most remote corner spot in your foundation. When the visitors wish to leave, the server prints the receipt out on his belt printer and procedures installment with the handheld unit much like he would on the POS framework.

Be that as it may, there are as yet numerous territories which are not intently taken a gander at. Like, rolling out powerful improvements in the menu card, to make tracks in an opposite direction from the stack of paper based records, to guarantee the client that he'll be presented with what he has requested, to get the client input on record.

Review of Literature

Early numerous methodologies were created over customary pen and paper technique such like Personal Digital Assistant (PDAs), KIOSK system, PC based sustenance ordering, and so on., to oversee consequently the nourishment requesting strategy. These frameworks are appealing, easy to understand and simple to work yet at the same time don't meet the desires. Following clarifies the above methodologies in detail.

Individual Digital Assistant (Varsha Chavan et.al 2015) is handheld remote gadget that are anything but difficult to deal with and versatile. Some PDA based framework is WOS and I-Menu. This framework enables clients and servers to arrange utilizing cell phone. At the point when a client or server orders sustenance, the subtleties of request are sent to the server from the PDA. A similar PDA is utilized for some clients. This PDA framework is better methodology over customary pen and paper framework however it has impediments as well. PDA based framework may expand the uses of eateries amid the pinnacle hours since it will require progressively number of PDAs to visit and serve each client. There is no office to give an input from the customers (Nibras Othman Abdul Wahid 2014) [5]. Additionally specialized subtleties are required for the eatery supervisor to refresh or change data. PDAs are not all that appealing and comprise of just content data.

KIOSK (Ashutosh Bhargave et.al 2013) comprises of a screen that contains the menu list. It is further developed framework which contains the printed data and pictures about the menu things alongside costs. Booth screen is introduced at the eateries money counter. Client when visits the eatery he needs to check the menu list on the KIOSK screen. He at that point chooses his things to be structure. Installment is done through the KIOSK screen by installment alternative. His arranged rundown with the request number is sent to the culinary expert in the kitchen. At the point when the request is prepared the request number is reported on the screen at the money counter. The client gets his request. This framework additionally has impediments as well. In the event that the eatery is in its pinnacle time (Vikas Mullemwar et.al 2013), at that point this framework winds up in shaping a major line for the KIOSK screen. It prompts bother and exercise in futility among the clients. Be that as it may, this framework is useful for eateries having moderate number of clients.

PC based sustenance requesting system (Sushmita Sarkar et.al 2014), when client goes to the eatery, he needs to advise the request to the clerk and make the installment. The clerk makes a bill with request number composed on the bill. At that point the client needs to hold up at his table. The clerk sends request to the kitchen. At the point when the request is prepared, the server the sustenance to the client at his table. This framework has same restrictions as above. In the event that various clients increment in the eatery, at that point it is troublesome for the clerk to take the requests from every client and send to the kitchen.

To beat the above issues a computerized touch based advanced shrewd framework is proposed to deal with the general nourishment requesting and serving process (Bhaskar Kumar Mishra 2015). The objective is to spare time of clients by giving offices like opportunity list at gathering, advanced nourishment requesting, moment charging and quick stopping administration which will result in consumer loyalty and eventually benefit the eatery. This robotized framework spares time, lessen human blunders, decrease labor and gives consumer loyalty, consequently useful for both eatery and customer (Resham Shinde et.al 2014). It gives a high end food experience to the client. This framework furnishes proficiency and exactness with cost adequacy for eateries.

Scope of the Study

In current formal eating situations, some type of physical static menu is used to pass on the accessible sustenance and refreshment decisions to clients. Said menus are for the most part paper put together and thus force confinements with respect to the literary land accessible and the capacity a restaurateur needs to refresh them. This archive determines the necessities for an eatery paper menu and requesting substitution methodology to reduce the issues related with the current bygone technique. Three related ideas are incorporated by the general extent of the Restaurant Menu and Ordering System. The first relates to the substitution of paper-based menus utilizing an electronic configuration, the second identifies with a reciprocal electronic procedure for the front of house treatment of a client's organization and the third encompasses the way toward exchanging said electronic requests to the kitchen for arrangement. It ought to be noticed that while the proposed procedure fuses the utilization of different equipment parts, the essential focal point of the exhibited SRS identifies with the constituent programming components.

Operating Environment

Android Operating framework is an open source working framework. There are a huge number of designers are there at destinations attempting to make android a superior a working framework. There are such a significant number of eyeballs investigating the code each day. So the escape clauses are immediately fixed and fixed. Hence android is verified. It generally empowers your innovativeness. Not at all like the iphone OS, Android UI has been always refining and throughout the years. With Android 4.0 Google has made the UI considerably more cleaned and present day. Apple charges individuals who need to create applications for the App store \$100/year, while Google just charges Android designers \$25. So android wins (Wahab, H.A., 2010).

Design and Execution Restraint

The proposed framework ought to be written in an item situated language with solid GUI joins and a basic, open system API. Front end can be structured by utilizing Rapid Application Development Tool (Indigo Eclipse). The framework must give ability to parallel task and framework configuration ought not to acquaint versatility issues with respect with the quantity of tablets or presentations associated at any one time. The end framework should likewise take into consideration consistent recuperation, without information misfortune, from individual gadget disappointment. It is important that this framework is probably going to comply with what is accessible. In light of that, the most versatile and convenient advancements ought to be utilized for the usage. The framework has criticality in so far as it is a live framework. On the off chance that the framework is down, at that point clients must not notice, or notice that the framework recuperates rapidly (seconds). The framework must be sufficiently dependable to run crash and glitch free pretty much uncertainly, or encourage blunder recuperation sufficient with the end goal that glitches are never uncovered to its end-clients.

System Features

- Tablet on table
- Client criticism
- Looking Item
- Offers for Customer
- Alluring Presentation
- Arranging an Item
- Time to Serve
- Modifiable Menu

Software

We will require interface with a JSP/Servlet that stores the data vital for our framework to work. The JSP/Servlet must probably give, on solicitation and with low idleness, information concerning the eatery's menu, workers (and their passwords) and accessible dietary prerequisites. Also, it should take and document information gave to it .This information will incorporate records all things considered and exchanges (framework states and state changes) executed. JSP/Servlet must store all information with the end goal that it tends to be utilized for bookkeeping, just as responsibility. The DOSRUA will work together with a WiFi to uphold communication with all its devices (Anon, 2012).

Non-Functional Requirements

| Description |
|---|
| A trough secret key utilized for tablet login must have a bit quality of in any event 64bits. |
| A chief will just have the capacity to sign into one tablet at some random occasion of time. |
| A supervisor secret phrase utilized for tablet login must be changed at regular intervals. |
| The presentation will not require a client to sign in. |

Security

| |
|--|
| The framework will log each state and state change of each client tablet and show to arrangement recuperation from framework disappointment. |
| The framework will be equipped for reestablishing itself to its past state in case of disappointment (for example a framework crash or power misfortune) |
| The framework will most likely presentation a menu consistently to encourage Manual request taking should the need emerge. |
| The framework will use occasional 30-second keep alive messages among tablets and the server to screen tablet operational status. |
| The framework will hail tablets that neglect to send opportune keep alive messages as non-operational and disassociate the allocated server from the tablet. |

Suggestions

Application File Format: Rather than utilizing open to compose XML or some restrictive organization into plate documents utilized by your application, utilize a SQLite database. You'll abstain from composing and investigate a parser, your information will be all the more effectively open and cross-stage, and your updates will be value-based. **Database for Gadgets:** SQLite is prevalent decision for the database motor in cell phones, PDAs, MP3 players, setup boxes, and other electronic contraptions. SQLite has a little code impression, utilizes memory, circle space, and plate transfer speed, is exceedingly solid, and requires no support from a Database Administrator. **Site Database:** Because it requires no design and stores data in standard circle records, SQLite is a well known decision as the database to back little to medium-sized sites. **For an Enterprise RDBMS:** SQLite is regularly utilized as a surrogate for a venture RDBMS for show purposes or for testing. SQLite is quick and requires no setup, which takes a great deal of the problem out of testing and which makes demos energetic and simple to dispatch (Kirti Bhandge, 2015).

Conclusion

A mechanized touch based computerized Smart framework for the eatery is proposed to defeat the customary technique for pen and paper. This framework changes the manual procedure of nourishment requesting and therefore diminish labor and spares cost of work. It requires just a single time interest in introducing the gadgets in the eatery. It dispenses with human blunders because of computerization. It spares time. Since this framework makes the quick Smart it keeps from line arrangement. It likewise rearranges the general nourishment requesting process with continuous criticisms from clients making the framework more dynamic. It spares time of clients by giving offices like opening rundown at gathering, computerized sustenance requesting, moment e-charging and quick stopping administration which will result in consumer loyalty and at last benefit the eatery. The client can utilize any language they are known and are alright with, to work the framework. Likewise they can lean toward any language to speak with server. The administrator can make changes utilizing his application and give offers on nourishments to

build the profitability of his eatery. The framework gives e-charging offices with the goal that the client can utilize credit or platinum cards to pay the bill. The framework gives quick leaving administration to the clients so that when they do charging a look at message is send to the parker and he is prepared with the clients vehicle in the leaving which will likewise spare the clients time. It gives high end food experience for the clients. This framework gives clients an easy to use, helpful and alluring UIs with pictures of each nourishment thing by which they can without much of a stretch put in the requests. Clients can consider the server for help by only a solitary snap. Hence, the proposed framework is progression in the field of sustenance industry via naturally dealing with the framework utilizing remote innovation. This robotized framework spares time, decrease human mistakes, diminish labor and gives consumer loyalty, accordingly helpful for both eatery client. This framework furnishes proficiency and exactness with cost adequacy for eateries. The proposed framework would draw in clients and furthermore adds to the productivity of keeping up the eatery's requesting and charging segments.

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Elevation in Tourism Industry with the Adoption and Integration of Regional Culinary Taste and Tang

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ABSTRACT: India is one of the favorite places in the world in terms of enormous food tastes and the culinary factors. In India, every city is having its own taste and flavor with the specialty of food. In this research manuscript, the culinary tourism in specific points to the Rajasthan state is addressed so that the favoritism towards the cities on their food, taste and tang can be analyzed. The travel industry is one of the hoisting fragments internationally to draw in the outside income from arranged roads with the fascination of the clients with neighborhood taste and the local flavors. It is likewise straightforwardly connected with the idea of city marking whereby the neighborhood nourishments, tastes and the key focuses are communicated and promoted in the visitors to pull in them with the higher level of penetration in the tourists. There are many cities which are famous and prominent because of their food taste and local tang and this is the key feature point in this research paper. In this research manuscript, the selected cities of Rajasthan are taken with the specific favoritism towards the taste so that their prominence can be evaluated and finally found that the cities are quite famous in terms of their local food and the taste factors.

Keywords: Culinary Tourism, Food Tourism, Food Tourism in India

1. Introduction

The tourism industry is one of the elevating segments globally to attract the foreign revenue from assorted avenues with the attraction of the customers with local taste and the regional flavors (Tsai, C. T. S., & Wang, Y. C., 2017). It is also directly associated with the concept of city branding whereby the local foods, tastes and the key points are broadcasted and marketed in the tourists to attract them with the higher degree of penetration (Ellis, A., Park, E., Kim, S., & Yeoman, I., 2018).

The culinary tourism based location branding with the food taste and tang is quite prominent place marking so that the incorporation of marketing can be pointed out. The key use of place branding with culinary tourism is developing with countries, areas, urban communities, and organizations as they understand they contend with different spots for individuals, assets, and business (Sidali, K. L., Kastenholz, E., & Bianchi, R., 2015).

The marvel of food based place marking, as a natural procedure of picture correspondence without system, has been happening all through history (Croce, E., & Perri, G., 2017). Cases of key place brands are various and incorporate Delhi's "Street Food", Haryana's "Lassi", and Punjab's "Makki ki Roti and Sarson Ka Saag" (Torabi Farsani, N., Zeinali, H., & Moaiednia, M., 2018).

Food and taste based city branding is one of the movements that are skilled with the impetus at the back, moving a City from a region into an objective (Jiménez Beltrán, J., López-Guzmán, T., & Santa-Cruz, F. G., 2016). The separation creates from the way the promotions utilize will and requirement as its scheming principle for the actions of an involvement (Malviya, A. K., 2017).

**Figure 1:** Key Elements in Culinary Tourism

The integration of culinary tourism with city branding makes a solitary brand for the city and extends it to every one of its offerings and communications. From a client perspective, this makes a one of a kind photo of the city at each level of associations (Munjal, S., Sharma, S., & Menon, P., 2016). This additionally helps in evacuating the need to show a case by case photo of the city for every one of its offerings to the clients (Timothy, D. J., 2015).

Culinary Tourism with Regional Taste and Tang

The paradigm of culinary tourism or simply the food tourism is associated with the attraction of tourists on the basis of local food and taste (Mohsin, A., Ramli, N., & Alkhulayfi, B. A., 2016).

For example, the Bikaneri Bhujia, Bikaneri Sponj Rasgulla, Agra Petha, Delhi Chaat and many others can be included in such segments of culinary tourism patterns (Kumar, N. M., Goel, S., & Mallick, P. K., 2018).

Food tourism is having the taxonomy with the following segments

1. Food Festivals with Wine and Beer
2. Dining experiences
3. Food tours
4. Cooking class

Famous Culinary and Regional Food in India

- Jaipur: Dal Bati Churma
- Delhi: Chole Bhature, Chaat, and Nahari
- Kolkata: Rasgulla and other Kolkata traditional sweets
- Patna: Litti Chokha
- Agra: Petha
- Mysore: Mysore Pak
- Mumbai: Vada Pav
- Chennai: Idli Dosa
- Kochi: Kerala Paratha and Meen Fry
- Lucknow: Tunde Ke Kebab
- Jaipur: Jaipuri Dum Biryani
- Srinagar: Gustaba
- Amritsar: Amritsari Kulcha and Makki Di Roti n Sarson Da Saag
- Goa: Prawn Gassi
- Nagaland: Steam fish in Bamboo shoot
- Ahmedabad: Pakoda
- Indore: Kachori, Tikki, Bhutte Ka Khees
- Shillong: Khasi Food

Culinary the movement business ended up prominent in 2001. The World Food Travel Association measures that sustenance and drink costs speak to 15% to 35% of all movement industry spending, dependent upon the sensibility of the destination.

The international records possible sustenance the movement business benefits as including more visitors, more arrangements, more media thought, extended cost salary, and progressively important system pride (Ashish, D., & Shelley, D., 2015).

Data Analytics and Review Patterns in Rajasthan

Following is the extracts from the data analytics on the specific region of Rajasthan from where the analytics is done with integration of different cities

Table 1: Respondents and Region for Data Analysis

| Location / Region | Number of Respondents |
|-------------------|-----------------------|
| Jaipur | 75 |
| Bikaner | 50 |
| Udaipur | 50 |
| Jaisalmer | 50 |

The client's perception in graphical representation is presented here. Following is the analytics of the statistics analysis after gathering from the mixed source. The outcome and investigation are depicts in the shape of graph and chart so that the whole assessment can be complete on numerous parameter.

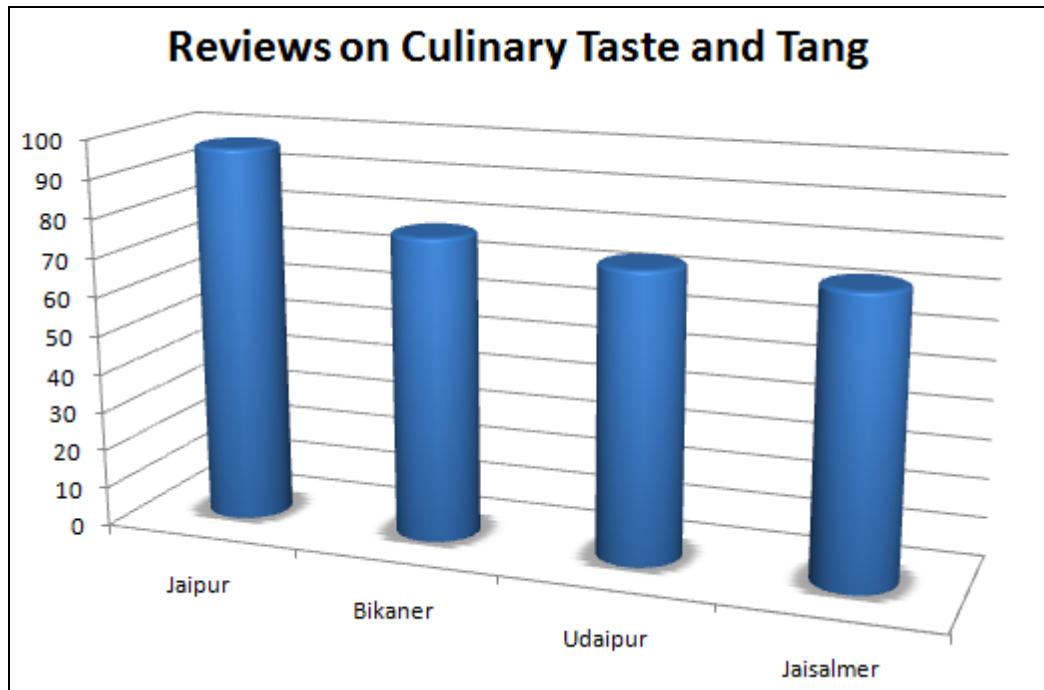


Figure 2: Analysis on Taste and Tang in Rajasthan

The key points in evaluation in the work includes Local Taste, Integrity, Hygiene, Tang, Flavor, Legend, Consistency, Reliability, Satisfaction, Compliance, Contentment, Deliverable, Reliability, Integrity, Consistency, Satisfaction, Key Resolutions, Service, Excitement, Experience, Accessibility, Navigation to Customers, Linguistics and many others

Perception about Hygiene along with the Taste and Tang

The Graph outlines the astounding and exceptional execution of the location branding by the customers having a place with arranged areas and portions. Over 80% customers are exceedingly happy with the general execution and demeanor of the place branding in India. The Graph represents the fantastic and

remarkable execution with over 80% tourists exceedingly happy with the general execution and demeanor of the food based place branding in India.



Figure 3: Local Taste based Adoption of Food

The Graph represents the fantastic and remarkable executions over 80% customers are exceedingly happy with the general execution and demeanor of the culinary taste based food and location branding ventures.

Hygiene based Adoption of Culinary Food with Taste and Tang

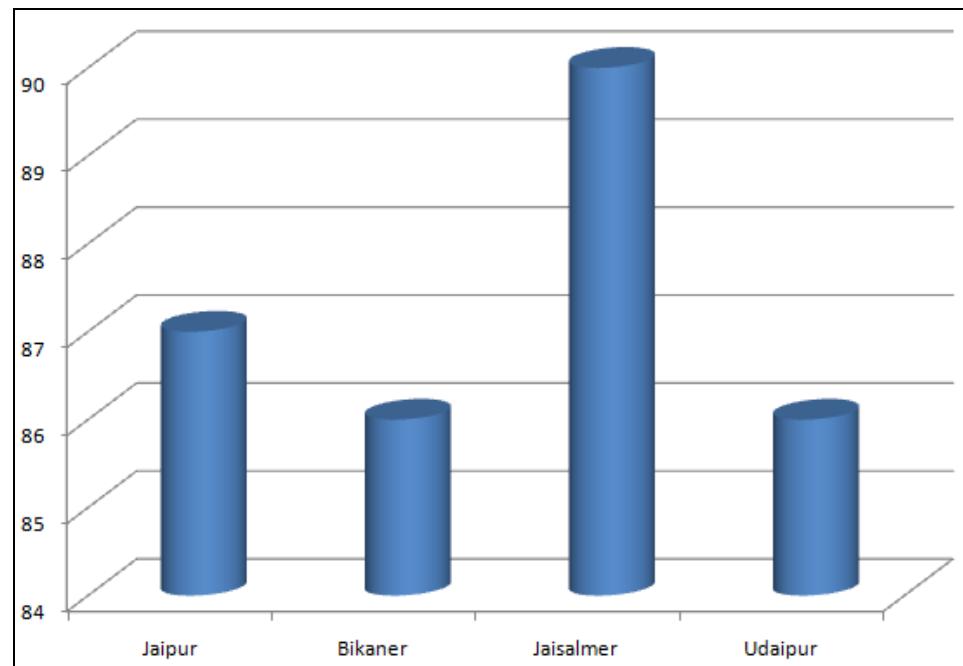


Figure 4: Local Taste based Adoption of Food

Conclusion

As culinary food is one of the key reasons and points to have the tourisms from foreign states and other regions, this research manuscript is focusing on the same perspectives. In this research work, the data analytics from the assorted sources is done so that the overall performance analytics on the food and culinary tourism can be done.

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Ballotine with Analog Chicken, Turkey & Duck in India

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ABSTRACT: *Chicken as a crude material could be prepared the same number of shapes and appearances, such a large number of manifestations that could be made utilizing crude chicken as materials. One of the formulae were from the time went when the Dutch were in India, they were frequently exhibited this dish in their gatherings for the Indian nobles additionally for themselves or in the group of Indi-Dutch relative, it was dish known as Chicken Ballotine. The cutting-edge chicken is a relative of red junglefowl mixtures alongside the dim junglefowl originally raised a large number of years prior in the northern parts of the Indian subcontinent. Truth be told, in Western nations, making "Chicken Ballotine", it turns out the substance of the batter isn't just chicken, yet additionally of hamburger, poultry meat and even fish (Gringoire and Saulnier, 2009). The article utilized in this investigation is a Test Organoleptic, Hedonic Test, F test (ANOVA)/Hypothesis. To test whether there are contrasts in the shading, fragrance, flavour and surface in the make of "Ballotine" utilizing turkey, ducks and turkeys and ducks there are contrasts in the shading, smell, flavour and surface in the make of chicken ballotine utilizing turkeys, ducks and turkeys and ducks. Generally speaking from hedonic test, specialists acknowledged (like) the shading, Aroma, flavour and surface of both control and treatment. Contrasts in the treatment and control contained in the shade of chicken and turkey, chicken meat and flavour turkey blend of duck meat, the surface of chicken and turkey meat and surface of chicken and duck meat turkey blend. A specialist most prevailing there in duck meat season the turkey blend by a normal of 4.25. The consequences of theory testing, acknowledged in shading, fragrance, flavour and surface in the produce of Chicken Ballotine utilizing duck meat, while dismissal on the shading, Aroma, flavour and surface in the fabricate of Chicken Ballotine utilizing turkey and duck meat turkey blend.*

Keywords: Musallam, Chicken Ballotine, organoleptic test

1. Introduction

Dishes produced using chicken preparing, has progressed toward becoming piece of the cooking in India, when all is said in done. From fricasseed chicken, chicken curry to Chicken Wazid Ali, customized to the flavours and culture of every area in India. In this way, individuals in huge urban areas lean toward with a side dish of chicken, opening open doors for outside establishment since decades back for sustenance business in India.

As indicated by the master culinarian William Wongso (Tempo.com Travel, December 24, 2011), chicken ballotine just served in the times of Christmas, since its creation is convoluted. "It's few out of every odd day dishes, so it's generally made in light of the fact that there was an occasion", he said when reached by electronic mail. Mussallam into an uncommon dinner for thought of the trouble of making that makes this dish extraordinary. India has not been ordinarily utilized in turkey meat for nourishment dish, for example, a Christmas convention in western nations. Just a couple of eateries that serves a menu of turkey meat, particularly upon the arrival of Christmas. William Wongso (Tempo.comTravel, December 24, 2001), said chicken ballotine produced using an old chicken fragile living creature and bones expelled, until just the skin left finished. The chicken meat squashed and blended with flavours and afterward set back. Flawless skin to shape a chicken body is the thing that causes alleged chicken ballotine. Chicken Ballotine introduced as a flame broil, having already steamed first. Mussallam is an adjustment of western dishes named chicken ballotine. Ibn Battuta depicts it as one of the favoured dishes at the court of Sultan Muhammad Ibn Tughlaq (1325 AD), in the book Tracing The Boundaries Between Hindi And Urdu. The Murg Musallam in Ain-e-Akbaris is alluded to as Musamman, which presumably later developed into Murg Musallam. Along these lines the case that the Murg Mussallam is one of the thirty dishes said in the Akbarnama composed by the renowned Navratan (one of the nine diamonds in Akbar's court) Abul Fazl is right. The book says that 'they remove from the bones out of the fowl through the neck, the fowl staying entire.' Interestingly, the flavours, strategy for cooking, meat and bubbled egg stuffing of the Musamman in Abul Fazl's Ain-e-Akbari, is relatively like the ballotine formula utilized in Europe in the medieval times as said in the fourteenth century Latin book Tractatus.

Chosen chicken as research for the making of ballotine (other than fish can be utilized to make ballotine), due basically to the suitable ISO 3924: 2009 that chicken is the skeletal muscle of a chicken remains that is sheltered, doable and predominant human utilization. Regarding quality, the meat has a higher dietary incentive than other homestead creatures, and after that chicken meat has protein content higher, the protein organization is amazing on the grounds that it contains all the fundamental amino acids that are effectively processed and consumed by the body, however of chicken additionally has a fat substance which is very high contrasted with other ranch creatures (Surisdiarto and Koentjoko, 1990:58).

Chosen turkeys in light of the fact that as indicated by Sunarti (2009), turkeys cholesterol content is much lower than different meats (Muryadi, 2011), and in fibre, turkey spared a considerable measure of B vitamins (vitamin B3 and B6), likewise contains selenium which can help keep up wellbeing in light of the high enemy of oxidant. What's more, the choice of duck meat on the grounds that the tongue and tastes of Indian individuals has been staggering and getting spoiled with an assortment of dishes, which fricassee as well as prepared. Notwithstanding flavour appetizing and delightful duck meat has a high nourishing substance. Having a wellspring of creature protein to meet 47% of the day by day protein necessity, contains solid fat (omega), and each 100 grams of duck meat contains 0.5 mg of riboflavin or fulfil 28% of day by day needs of man, it contains vitamin B12 to avert paleness (Astuti, 2011).

I. Material and Method

The method used in this research is the experimental method, with hypothesis:

H0 = there is no difference of colour, aroma, flavour and texture in the manufacture of chicken ballotine using turkeys, ducks and turkeys and ducks.

H1 = there are differences in the colour, aroma, flavour and texture in the manufacture of chicken ballotine using turkeys, ducks and turkeys and ducks.

According to Usman, et al (2009:239), a completely randomized design (CRD) is a method of research conducted by the method of manipulation or treatment of independent variables of the object under study and then observe, measure, and analyse the effect of such manipulation. Manipulation applied in this study is the use of 100% chicken meat, turkey meat 100%, 100% duck meat and mixed meat turkey and duck meat 50% to 50%, which will be assessed in terms of organoleptic and hedonic by the panellists.

This study also uses descriptive analysis, according to Sugiyono, 2008. In this research, descriptive analysis conducted to provide an overview of data on organoleptic and hedonic of colour, aroma, flavour and texture of the products tested. Mechanical Test hedonic according to Watts et. All (1989:66) is

"Designed to measure degree of liking for a product. Category scales ranging from like extremely, through neither like nor dislike, dislike extremely, with varying numbers of categories, are used. Panellists indicate their degree of liking for each sample by choosing the appropriate category".

Study these trials were not to performing repetitions because consumers are already using 62 panellists who were deemed to represent a sample of consumers to rate, and also consideration of conditions/circumstances test should be the same (in one day). The design of data analysis used by the normality test (to measure whether or not a normal distribution of data), test descriptive statistics (look for the results mean), test organoleptic, hedonic test and ANOVA.

Organoleptic or sensory test is a way of testing using human senses as the main tool for measuring reception power of the product. (Winni Pudji:1998).

II. Theory

The literature review is an effort of researchers to review and develop a research problem that has been formulated with the theories, concepts, research results, and the documentation that has been there before. In research trials contents substitution of chicken, turkey and duck in the manufacture of Chicken Ballotine, it will be discussed:

A. Poultry

According Edjeng Suprijatna (2005:5) birds (poultry) is a type of winged animals of the class Aves that have been domesticated and its way of life governed by humanity in order to provide economic value in the form of goods (meat and eggs) and services (revenue).

B. Chicken

Broiler is chicken that is able to grow quickly so can result in the production of meat in a relatively short time (5-6 weeks). Chicken is a warm-blooded vertebrate animal with high Metabolic rates.

Actually, these new broilers popular in India since the 1995, although the pure strains already known in the 1960 when farmers began to maintain it. Previously cut chicken was laying hens. Meat according to ISO 3924:2009 (regarding quality and the quality of chicken carcass) is the skeletal muscle of a chicken carcass that is safe, feasible and prevalent human consumption. In terms of quality, the meat has a higher nutritional value than other farm animals. Chicken meat has protein content higher, the protein composition is excellent because it contains all the essential amino acids that are easily digested and absorbed by the body, but of chicken also has a fat content which is quite high compared to other farm animals (Surisdiarto and Koentjoko, 1990:58).

- **Chicken Ballotine**

Chicken ballotine according Gringoire and Saulnier (2009):

"A Ballotine is traditionally a boned thigh part of the chicken, duck or other poultry stuffed with forcemeat and other ingredients. It is tied to hold its shape and sometimes stitched up with a trussing needle. A Ballotine is cooked by roasting, braising or poaching. A ballotine is often shaped like a sausage or re-formed to look like the leg. Often with a cleaned piece of bone left in the end".

Cooked by baking, braising (cooking with liquid) or Poaching (cooking with the liquid temperature below the boiling point 80°C). A ballotine often shaped like a sausage or shaped to look like legs, often with cleaned piece of bone remaining in the final. In the use of materials according to Gringoire and Saulnier (2009):

"Making a ballotine, a French dish, is a creative way to serve just about any kind of meat, fish or poultry. It is a piece of meat, sometimes the whole animal, as with duck or fish, that is completely boned. It is then stuffed with a variety of different stuffing choices, usually tied to secure the stuffing, and roasted or braised. Typically, the ballotine is served hot".

Making ballotine, in French cuisine, is a creative way to serve almost any kind of meat, fish or poultry. It was a piece of meat, sometimes whole animals, such as ducks or fish, which really reinforced. It is then filled with a variety of different options stuffing, usually bound to secure stuffing and roasted or braised. Typically, ballotine served hot.



Turkey and Turkey Meat

Turkeys according to Dwi Sunarti (2009) is one kind of poultry which attracted many of the expatriates. The turkey is the name for two species of large-sized bird of the order Galliformes genus Meleagris.

Ducks and Duck Meat

Duck according to Carles Carboneras (1992) is the common name for several species of bird in the family Anatidae. In addition to the high nutritional content, duck meat also has advantages compared to other birds in the texture of the meat is firmer and more savoury flavour.

Quality Foods

According Soewarno Soekanto T (1991:63) "The quality is the level of good or bad thing". Determining the quality of food products are generally dependent on several factors including the colour, shape, texture, aroma, and flavour in addition to the nutritional value of these foods. Quality assessment in this study using the organoleptic assessment or by sensing. Organoleptic tests in this study will be further explained as follows: colour, aroma, texture and flavour.

III. Result

Table 1: Tests of Normality

| Quality of Food | a | | | Shapiro-Wilk | | |
|---|-----------|----|------|--------------|----|-------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| | | | | .999 | 62 | .200* |
| *. This is a lower bound of the true significance | | | | | | |

Explanation table 1, because the data is tested more than 50 (Haryadi, 2011:64), the data used is sig at the Kolmogorov- Smirnov, with the provision of data sig > 0.05 then the normal distribution of data. So, this research has normal distributed data. This study had normal data. Normally distributed data is required to use a number of statistical tools. then the normal distribution of data, research can be done using statistical tools in this regard ANOVA test.

Table 2: The Average Value of the test Organoleptic

| Product | Value Organoleptic | | | |
|---------------|--------------------|-------|---------|---------|
| | Colour | Aroma | Flavour | Texture |
| Chicken | 3.77 | 3.80 | 3.85 | 3.56 |
| Turkey | 3.82 | 3.69 | 3.82 | 3.70 |
| Duck | 3.16 | 3.30 | 3.50 | 3.51 |
| Turkey & Duck | 3.61 | 3.93 | 4.25 | 3.93 |

Panellist dominate select the contents of chicken and turkey with a brownish-white colour. The average panellist judges the colour of the control and treatment of meat brown to white (white is not too brown). So, in terms of aroma, panellists stated that the chicken ballotine with duck turkey meat content is more fragrant than other meat content (different thin with chicken meat content). In terms of flavour, panellists stated that chicken ballotine with a meat content of a mixture of turkey duck more savoury/ tastier than the meat content is another (slightly less to the content of chicken meat), in terms of texture, the panellists stated that chicken ballotine with the contents of the turkey and duck meat content more refined than the other (different thin with chicken content).

Assessment on taste, panellists placed a higher value on a combination of turkey and duck meat, turkey meat juicier than chicken, especially in the thighs (Albert, 2016, downloadable from Kompas.com on March 24, 2017). Turkey taste more savoury and delicious than chicken and duck, probably related to the texture of turkeys, where panellists also gave higher ratings on the texture in the combined turkey and duck meat. Turkey breast meat section has a softer texture than chicken breast meat. Because softer, turkey breast meat

so much easier creamed mouth. Turkey skin is thin, do not have the fat content at the bottom. So, when eaten feels super crisp! Spices also completely absorbed because the thin layer of skin.

The duck is almost similar to a turkey, have a more savoury flavour, texture is also thicker than the other birds. So, based on a more savoury flavour and texture that is more viscous be combined turkey and duck to get a higher valuation of the panellists. But also, the possibility of panellists who were all Indian people, are all too familiar with the taste and texture of chicken meat, so as to feel the taste and texture of turkey and duck meat, get a different sensation.

Whereas the combined aroma of turkey and duck meat also get the highest score made sense that in view of both the meat flavour is more savoury aroma that came out was "sweet" when finished in baked.

Table 3: The Average Value of a test like and Panellist's Favourite

| Product | Value of a test like | | | |
|---------------|----------------------|-------|---------|---------|
| | Colour | Aroma | Flavour | Texture |
| Chicken | 3.72 | 3.59 | 3.85 | 3.88 |
| Turkey | 3.82 | 3.59 | 3.77 | 3.77 |
| Duck | 3.16 | 3.38 | 3.59 | 3.51 |
| Turkey & Duck | 3.61 | 4.08 | 4.25 | 3.93 |

Judging from the results of the hedonic test, the colour of chicken and turkey content, panellists prefer like a white colour to turkey than other. In terms of aroma, more inclined panellists stated that the chicken ballotine with a mixture of turkey duck content is more fragrant than other meat (different thin with chicken and turkey content) and preferably panellists, that in

terms of flavour, more inclined panellists stated that the chicken ballotine with turkey duck content of the mixture is preferred over other content. In terms of texture, Panellist prefer turkey and duck meat compare to chicken.

The panellist's assessment of organoleptic and hedonic the same, proving that the panellists give consistent answers. Automatically when the organoleptic assessment of colour turkey rated higher, the panellists preferred the colour in turkey than chicken and duck meat. Similarly, the assessment aroma, flavour and texture, panellists gave the highest score on the combined turkey and duck, and also prefer the aroma, flavour and texture of the meat combined.

Table 4: Similarities (S) and Differences (D)

| | Turkey | Duck | Turkey & Duck |
|---------|----------------|----------------|----------------|
| Colour | (D) 0.001<0.05 | (S) 0.354>0.05 | (S) 0.292>0.05 |
| Aroma | (S) 0.237>0.05 | (S) 0.11>0.05 | (S) 0.011>0.05 |
| Flavour | (S) 0.470>0.05 | (S) 0.848>0.05 | (D) 0.000<0.05 |
| Texture | (D) 0.001<0.05 | (S) 0.045>0.05 | (D) 0.000<0.05 |

The colour of chicken, duck, turkey and duck and turkey mixture no difference, then H0 is accepted. However, the colour of chicken and turkey seen no difference (probability value 0.01 <0.05), and H0 accepted.

Although through colour homogeneity test control and equal treatment, but on average the respondents think a little differently. it is probably caused by the heat of the oven temperature is uneven (oven used do not have a clue temperature) more and hotter temperatures, and because of differences in cooking time and the contents on the chicken ballotine has a different texture of the meat. to the hypothesis of chicken and chicken turkey, H0 is rejected.

The aroma of chicken, turkey and duck, and mixture, there is no difference, the H0 is accepted. The flavour of chicken with duck and turkey is no difference, the H0 is accepted, but the taste of chicken meat with a mixture of duck and turkey is no difference, the H0 is rejected. This is due to a mix of turkey and duck meat whose flavour were equally strong while the chicken is already a daily diet of the panellists that are already accustomed to the taste of the chicken.

Textures of turkey and chicken meat with a mixture of turkey and duck, there is a difference and H0 is rejected. Basically, turkey meat has a texture that is harder, while the duck is tender, after turkey mixed with duck, still feels hard.

IV. Discussion

After doing some analysis of any data, it can be known suggestions of what is needed, that is expected to be useful as input a better future, namely:

Making Musallam and Ballotine requires patience and expertise, especially on the job to took and put out a chicken bone, so the price is relatively expensive at around 300.00 to 450.000 INR for one chicken, then despite the panellists sampled prefer ballotine with the analogue of the turkey, but it will make the price more expensive.

If you want to make a Chicken Ballotine with the contents of the duck meat, should be soaked with salt water or lemon juice. This is done so that the flavour and aroma of the Chicken Ballotine duck meat content is not fishy and aroma fresh.

For the Chicken Ballotine with duck content at this stage of the mixing process should not be mix for too long because of the nature of the duck is finely and if stirred too long will be destroyed and affect the texture into itself.

To get a good flavour in the manufacture of chicken ballotine then need additional seasoning and nutmeg on the content of her special chicken ballotine on the content of the duck and also mixing reply evenly, thus avoiding any parts there is no flavour (plain).

V. Conclusion

Panellists preferred the chicken ballotine with a mix contents turkey and duck, because they feel more savoury than the taste of chicken, turkey and duck. Indian people are basically in liking of cooking and enjoy the rich cuisine dishes flavour, both sweet, salty, and spicy, which is derived from the many cultures that exist in India.

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Local Residents Perception of Developing a Sustainable and an Eco Tourism Destination in the Little England of India, Thally: A Study in Hosur, Tamil Nadu

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ABSTRACT: It is indeed a Hat-trick achievement for the state of Tamil nadu in terms of Tourism arrivals. Tamil Nadu has topped the list of tourist arrivals vis-à-vis domestic and international tourist arrivals. Tourism Minister Mr. Vellamandi N. Natarajan reveals that the main causes are because of good infrastructure and good policies such as good connectivity, better roads, spectacular and magnificent temples, local cooperation , hill stations, tourism friendly policies (Natarajan, 2018). Tourism over the past few years have given impressive benefits to locals in terms of socio-economic benefits (Saravanan & Rao, 2012). Some of the influential thoughts about sustainable and eco tourism are a major change agent for the development of the world (Robinson & Twynam, 1996). A major part of sustainability of the destination depends on 'circle of life' model where the community is developed by the progress through tourism and vice versa. One of the major sustainable tourism components is to up bring the living standards of the community (Michael, Agnes, & Peter, 2013). This paper focuses on the perception of locals in Thally, about branding thally, a village in Tamil Nadu as a sustainable and eco tourism destination. Thally is also known as 'Little England' (TTDC, KRISHNAGIRI, 2018). The research was conducted through primary and secondary data. The research is of descriptive nature with questionnaire being collected across the locals in the village. The questionnaire was validated using Cronbach's alpha. The sampling was done on a random sampling method. The sample size was calculated as 283 with a confidence level of 95%. The results generated are through the inference of one way ANOVA. The major variables in the questionnaire are directly related to the four factors of sustainable tourism: Social, Cultural, Economical, and Environmental with respect to the development of tourism in Thally. Local's acceptance of establishing a sustainable eco-tourism is underlined with the response provided to the four parameters of sustainable tourism.

Keywords: Sustainable Development, Eco-Tourism, Equitable tourism, Community

1. Introduction

A small village in Krishnagiri district called Thally is called little England of India or spot of England. Thally is the land of cliffs and mountains, small puddles of water with enriching wildlife. When we look on to thoughts as of how Thally got the tagline, we go deeper into the history when British ruled India and had a settlement in Thally.

Thally was named as little England for various reasons; one of the prime reasons was Thally resembling the climatic conditions of Britisher's home country. The climatic and the weather conditions favored British to setup a camp (TTDC, 2019). One of the major motivational factor for the British to halt were the cool and relaxing environment.

Gen. George Harris headed the British troops in 1799 and camped in Thally who was at war with the king of Mysore, Tippu Sultan. The pivotal thought of discovering an alternate and a faster route to reach Srirangapattana from Madras (Chennai), with the process of discovering the alternative route, the British army had to go to Srirangapatna Via Thally. The advantage of the British taking this route was that the geographical advantage of the terrain being on a higher level and it would have been difficult for Tippu sultan to approach as it was difficult to march past the mountain and cave terrain .Following the death of Tippu sultan, The British troops setup up a base camp surrounding. The climatic and the weather conditions favored the breeding of horse which were raised by the British army. The then Stud farm created by the british has been converted to Asia's largest cattle farm (Harshitha, 2013).

Sustainable tourism is defined as "Tourism that meets the needs of the present tourists and host regions while protecting and enhancing opportunity for the future" (UNWTO, 2004) One of the main objectives of following sustainable development model is to keep hold of the socio-economic advantage of tourism growth while also considering on the mitigation of any undesirable impacts on the natural, historic, cultural or socio- economic environment. Developing sustainable tourism destinations in an identified geographical destination would be successful only with the acceptance of the locals in the destination.

There are challenges pertaining to the accelerating recognition in today's society of the need to address various challenges vis-à-vis positive and negative impacts on the socio-Cultural, Economic and the environmental change .With a perspective of the global economic domain, Tourism in the recent years is growing with forecasts which is at par when it is looked on to concerns over its developments and its impacts (Ali & Frew, 2014). Eco- Tourism is a subset of Sustainable tourism which focuses primarily on ecology. Eco-Tourism inclines towards destinations which include Flora and fauna and also cultural heritage (Economic & Labour Market Review, 2011). Linking Tourism towards a sustainability model has been one of the top priorities of the UNWTO (IRTS, 2008).

Sustainable tourism practices are applicable to other forms of tourism as well, but it is necessary to follow and promote the below mentioned points in order to curate a sustainable tourism destination. A sustainable tourism destination should:

1. "Make optimal use of environmental resources : Maintaining ecological process and assist in conserving natural heritage and biodiversity"
2. "Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance".
3. "Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation".

The International Ecotourism Society states that ecotourism is the responsibility to travel to ecological sites that conserve the environment and factors on the sustainability and the welfare of the local people (Honey, 2008). Eco tourism is a part of sustainable tourism where the main importance is given to the ecological conservation of the destination. The global governance institutions play a significant role in mainstreaming sustainability as they are involved in production vis a vis important enforcement which are of a global ideological framework (Hartwick & Peet, 2003).

Methodology

The population of the study was from Thally and the total samples collected were 284 with an error of 5.81%. The questionnaire was designed and validated using Cronbach alpha and the questionnaire was found to be reliable. Simple random sampling was followed to collect the data. One way Anova was calculated for individual items of the Parameters of Sustainable tourism (Social , Cultural, Economical and Environmental). SPSS and Excel was used as a statistical tool.

Findings and Interpretations

1. (Eco and Sustainable)Tourism might improve the image of Thally.

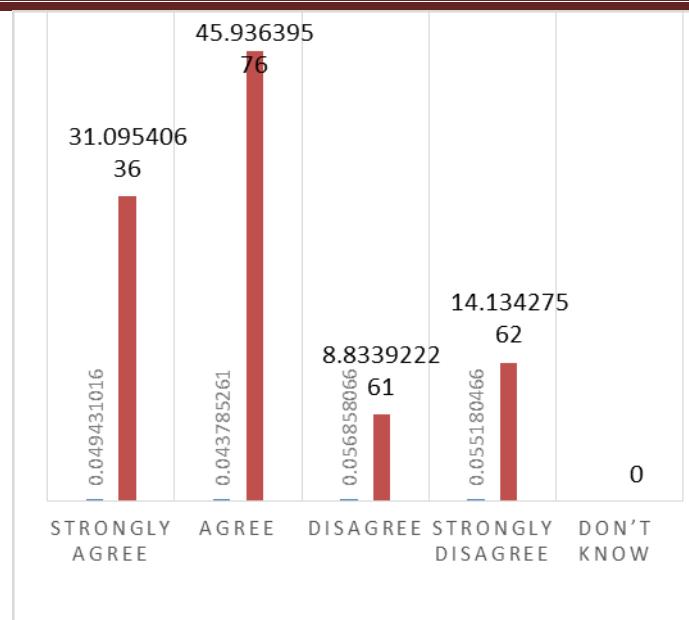
H₀: (Eco and Sustainable) Tourism might improve the image of Thally.

H_a: (Eco and Sustainable) Tourism will not improve the image of Thally

Table 1

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|-------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 88 | 0.310954 | 0.215021 | 0.002443 | 31.09540636 |
| Agree | 283 | 130 | 0.459364 | 0.249229 | 0.001917 | 45.93639576 |
| Disagree | 283 | 25 | 0.088339 | 0.080821 | 0.003233 | 8.833922261 |
| Strongly Disagree | 283 | 40 | 0.141343 | 0.121795 | 0.003045 | 14.13427562 |
| Don't Know | 283 | 0 | 0 | 0 | | 0 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|-------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 38.34346 | 4 | 9.585866 | 71.87238 | 0.00 | 2.378239592 |
| Within Groups | 188.0565 | 1410 | 0.133373 | | | |
| Total | 226.4 | 1414 | | | | |

**Chart 1****Interpretation**

According to Table 1, 31 % of the locals strongly agree and 46% of the locals who agree to the fact that developing sustainable and eco tourism site in Thally will increase the image of the destination. Increasing the destination of the image of a particular geographical destination, the inflow of tourist and the tourists pull factor is created with a probable motivation to travel to Thally. With the tourist being motivated to travel to thally, there are multiplier effects which benefit the locals economically.

2. Tourism in Thally would improve the availability of various amenities to local residents.

H₀: Tourism would improve the availability of various amenities to local residents

H_a: Tourism will not improve the availability of various amenities to local residents

Table 1

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 89 | 0.314488 | 0.21635 | 0.049304 | 31.4487633 |
| Agree | 283 | 81 | 0.286219 | 0.205022 | 0.05031 | 28.6219081 |
| Disagree | 283 | 26 | 0.091873 | 0.083728 | 0.056748 | 9.18727915 |
| Strongly Disagree | 283 | 68 | 0.240283 | 0.183194 | 0.051904 | 24.0282686 |
| Don't Know | 283 | 19 | 0.067138 | 0.062852 | 0.057515 | 6.71378092 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 14.57668 | 4 | 3.64417 | 24.25738 | 0.00 | 2.37823959 |
| Within Groups | 211.8233 | 1410 | 0.150229 | | | |
| Total | 226.4 | 1414 | | | | |

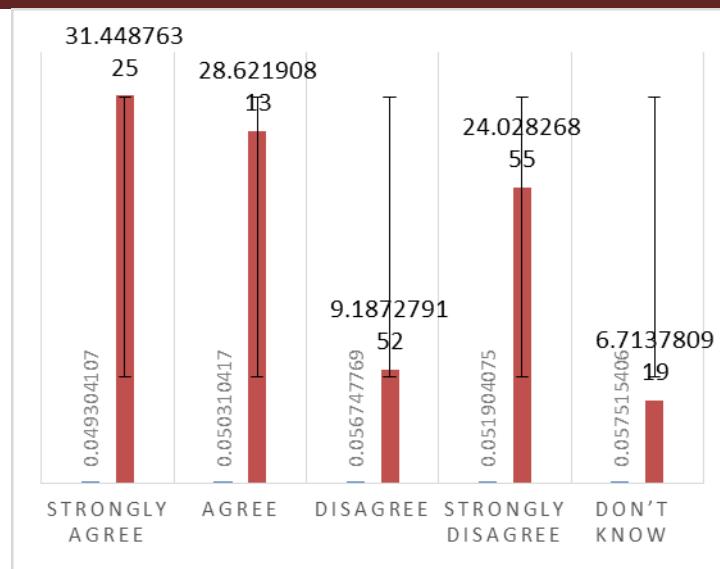


Chart 2

Interpretation

A major concern with respect to the development of sustainable tourism is the exhaustive utilization of amenities of the locals by the tourists in the destination. With a perception of 31.44% strongly agreeing and 29% of the locals agreeing to the fact that tourism would improvise the availability of amenities to the local residents.

Locals believing that tourism would benefit them pertaining to the development of amenities, It helps in Destination Management Organisations to establish sustainable tourism in the destination.

3. Community recreational resource might be overused by tourists

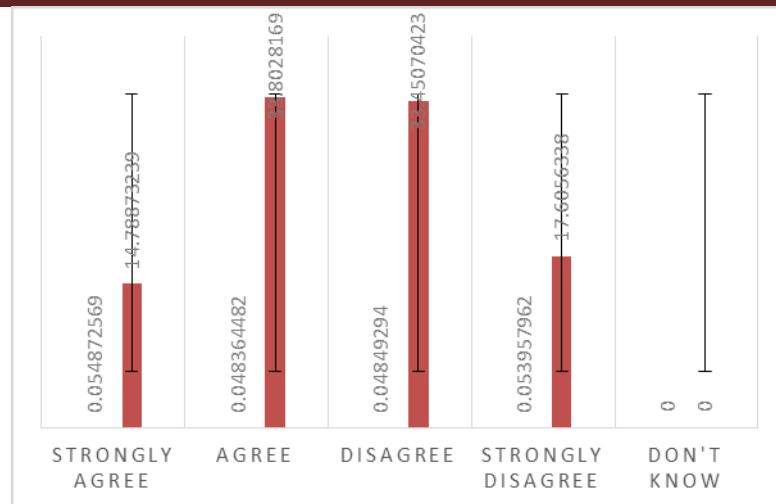
H_0 : Community recreational resources might be overused by tourists

H_a : Community recreational resources would not be overused by the tourists.

Table 3

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 284 | 42 | 0.147887 | 0.126462 | 0.054873 | 14.7887324 |
| Agree | 284 | 96 | 0.338028 | 0.224556 | 0.048364 | 33.8028169 |
| Disagree | 284 | 95 | 0.334507 | 0.223399 | 0.048493 | 33.4507042 |
| Strongly Disagree | 284 | 50 | 0.176056 | 0.145573 | 0.053958 | 17.6056338 |
| Don't know | 284 | 0 | 0 | 0 | 0 | 0 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 22.84225 | 4 | 5.710563 | 39.65727 | 0.00 | 2.37821727 |
| Within Groups | 203.757 | 1415 | 0.143998 | | | |
| Total | 226.5993 | 1419 | | | | |

**Chart 3****Interpretation**

There is a similar distribution of respondents having a perception of locals on tourists consuming the local recreational resources. The distribution among respondents who agree and disagree towards the fact that tourists would use the local recreational resources varies minutely. It could be inferred with the tabulation mentioned about the distribution of responds.

4. Tourism Would encourage various cultural activities of the local population

H_0 : Tourism would encourage various cultural activities of the local population

H_a : Tourism would not encourage various cultural activities of the local population

Table 2

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|-------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 284 | 113 | 0.397887 | 0.24042 | 0.046126 | 39.78873239 |
| Agree | 284 | 39 | 0.137324 | 0.118885 | 0.055212 | 13.73239437 |
| Disagree | 284 | 54 | 0.190141 | 0.154531 | 0.053495 | 19.01408451 |
| Strongly Disagree | 284 | 77 | 0.271127 | 0.198315 | 0.05075 | 27.11267606 |
| Don't know | 284 | 0 | 0 | 0 | 0 | 0 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|-------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 25.06056 | 4 | 6.265141 | 43.98745 | 0.00 | 2.378217271 |
| Within Groups | 201.5387 | 1415 | 0.14243 | | | |
| Total | 226.5993 | 1419 | | | | |

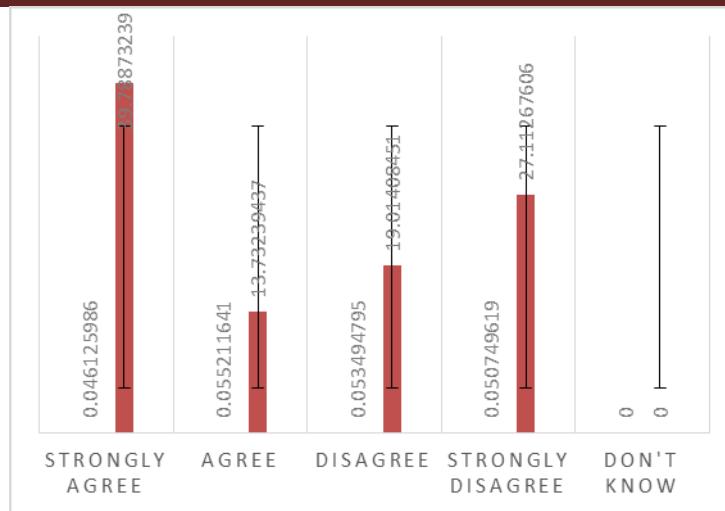


Chart 4

Interpretation:

Table 4 signifies that there are 40% of the respondents who feel that tourism would encourage cultural activities pertaining to Thally. With the cultural component being a major parameter in order to create a sustainable tourism, It is important that the locals to perceive that tourism could uplift the cultural – equity component of Thally.

5. Tourism Create Employment opportunities

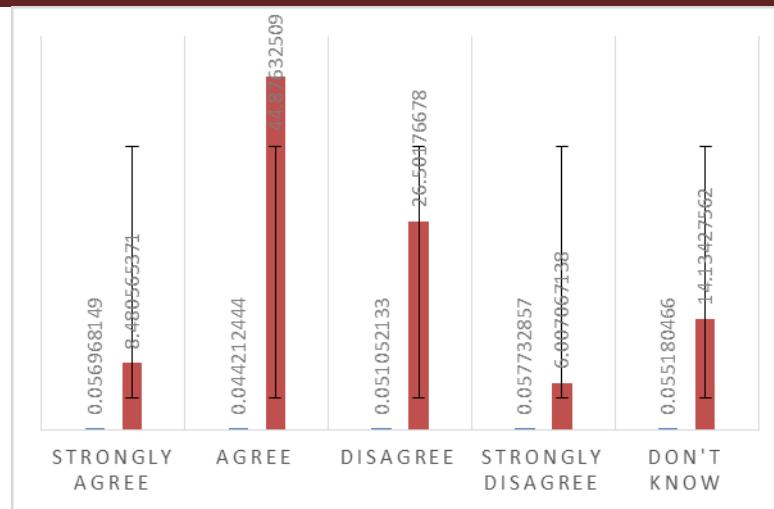
H_0 : Tourism Creates Employment Opportunities

H_a : Tourism does not create Employment Opportunities

Table 3

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|-------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Precentage |
| Strongly Agree | 283 | 24 | 0.084806 | 0.077889 | 0.056968 | 8.480565371 |
| Agree | 283 | 127 | 0.448763 | 0.248252 | 0.044212 | 44.87632509 |
| Disagree | 283 | 75 | 0.265018 | 0.195474 | 0.051052 | 26.50176678 |
| Strongly Disagree | 283 | 17 | 0.060071 | 0.056662 | 0.057733 | 6.007067138 |
| Don't know | 283 | 40 | 0.141343 | 0.121795 | 0.05518 | 14.13427562 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|-------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 28.97951 | 4 | 7.244876 | 51.74374 | 0.00 | 2.378239592 |
| Within Groups | 197.4205 | 1410 | 0.140015 | | | |
| Total | 226.4 | 1414 | | | | |

**Chart 5****Interpretation**

A significant number of respondents with 45% of them agreeing and 8% strongly agreeing to the fact that tourism in Thally would give an opportunity to employment to the locals. Employment being one of the key issues in the state, the locals depending on tourism for employment is high.

6. Tourism Creates Pollution

H_0 : Tourism Creates Pollution.

H_a : Tourism does not create pollution.

Table 4

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 35 | 0.123675 | 0.108764 | 0.055745 | 12.367491 |
| Agree | 283 | 105 | 0.371025 | 0.234193 | 0.047227 | 37.102473 |
| Disagree | 283 | 51 | 0.180212 | 0.14826 | 0.053917 | 18.021201 |
| Strongly Disagree | 283 | 55 | 0.194346 | 0.157131 | 0.05345 | 19.434629 |
| Don't know | 283 | 37 | 0.130742 | 0.114052 | 0.05552 | 13.074205 |

| Anova | | | | | | |
|---------------------|----------|------|----------|---------|---------|-----------|
| Source of Variation | SS | Df | MS | F | P-value | F crit |
| Between Groups | 11.40353 | 4 | 2.850883 | 18.6968 | 0.00 | 2.3782396 |
| Within Groups | 214.9965 | 1410 | 0.15248 | | | |
| Total | 226.4 | 1414 | | | | |

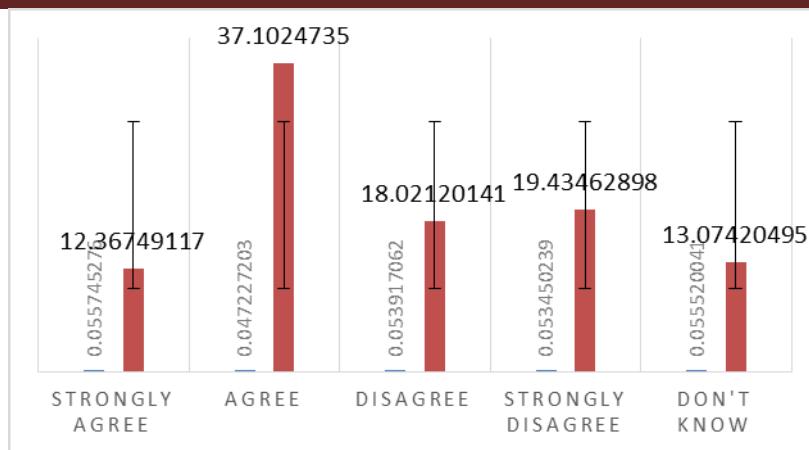


Chart 6

Interpretation

One of the major byproducts of tourism would be pollution if not handled or regulated efficiently. 37% of the respondents agree and 12 % of the respondents strongly that tourism creates pollution, whereas there are 18% of the respondents disagree and 19% strongly disagree that tourism creates pollution.

7. Tourism may help in restoration and conservation of local heritage sites and monument

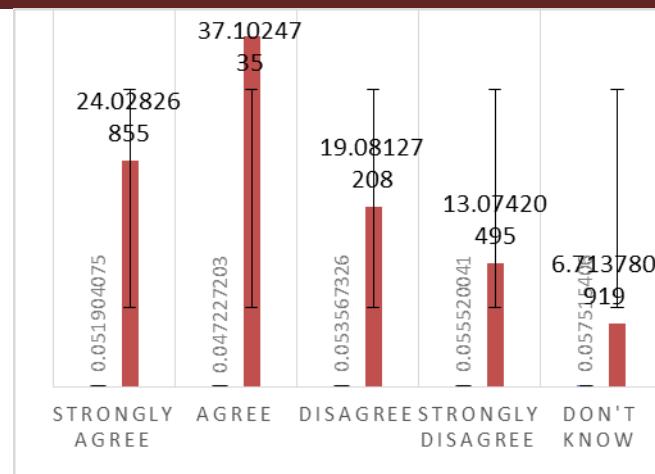
H₀: Tourism may help in restoration and conservation of local heritage sites and monument

H_a: Tourism may not help in restoration and conservation of local heritage sites and monument

Table 5

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 68 | 0.240283 | 0.183194 | 0.051904 | 24.0282686 |
| Agree | 283 | 105 | 0.371025 | 0.234193 | 0.047227 | 37.1024735 |
| Disagree | 283 | 54 | 0.190813 | 0.154951 | 0.053567 | 19.0812721 |
| Strongly Disagree | 283 | 37 | 0.130742 | 0.114052 | 0.05552 | 13.0742049 |
| Don't know | 283 | 19 | 0.067138 | 0.062852 | 0.057515 | 6.71378092 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 15.11378 | 4 | 3.778445 | 25.21512 | 0.00 | 2.37823959 |
| Within Groups | 211.2862 | 1410 | 0.149848 | | | |
| Total | 226.4 | 1414 | | | | |

**Chart 7****Interpretation**

One of the major parameters of culture is local heritage sites and monuments. 37% of the locals agree and 24% of them strongly that with the impact of tourism there would be a developmental progress in terms of restoring cultural heritage site and monuments. Thally is home to a number of temples and monuments such as Rayakottai fort which was occupied by the then rulers Hyder Ali and Tippu Sultan which was later captured by the British (Singh, 2018).

8. Tourism may diminish the traditions of Thally.

H_0 : Tourism may diminish the traditions of Thally.

H_a : Tourism does not diminish the traditions of Thally

Table 6

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 39 | 0.137809 | 0.119239 | 0.055294 | 13.7809187 |
| Agree | 283 | 87 | 0.30742 | 0.213668 | 0.049558 | 30.7420495 |
| Disagree | 283 | 79 | 0.279152 | 0.20194 | 0.050559 | 27.9151943 |
| Strongly Disagree | 283 | 34 | 0.120141 | 0.106082 | 0.055858 | 12.0141343 |
| Don't know | 283 | 44 | 0.155477 | 0.13177 | 0.054724 | 15.5477032 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 8.49894 | 4 | 2.124735 | 13.74879 | 0.00 | 2.37823959 |
| Within Groups | 217.9011 | 1410 | 0.15454 | | | |
| Total | 226.4 | 1414 | | | | |

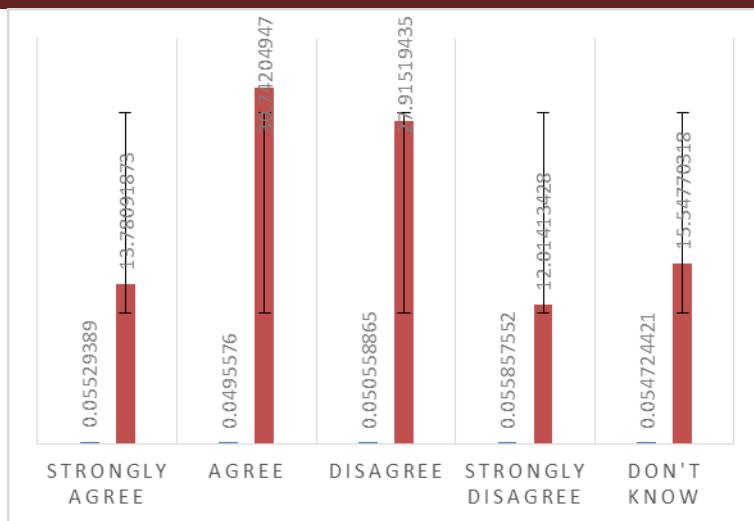


Chart 8

Interpretation

Tamil Nadu is known for Traditions, with various impacts such as Acculturation and demonstration effect by the tourist on the locals in Thally. 30% of the respondents agree and 14% of the respondents strongly agree to the fact that tourism may diminish the traditions of Thally. With a considerable number of respondents who disagree that tourism would not diminish the traditions of Thally. One of the Respondants, Mr.Kariyapa Mutthuswamy says "Tradition and values were inculcated by their ancestors, if they would let go of their values and traditions, there would be a break in the inheritance of the same for the further generations.

9. Tourism increases price of goods, services, land and housing in the area.

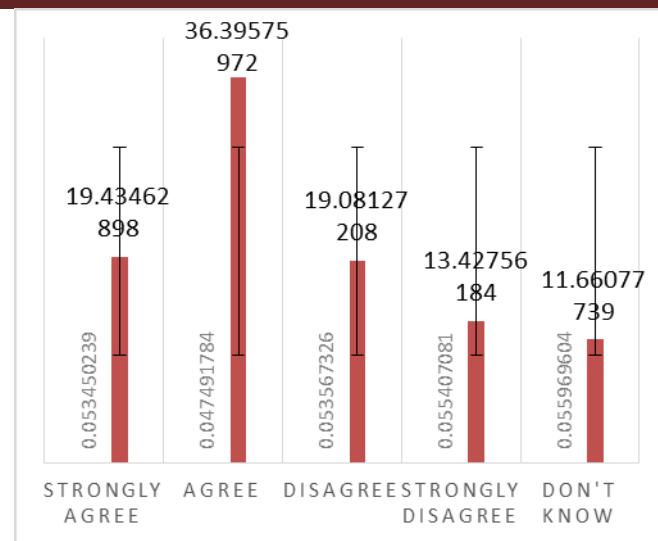
H_0 : Tourism increases price of goods, services, land and housing in the area.

H_a : Tourism does not increase price of goods, services, land and housing in the area.

Table 7

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|-----------|-------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 55 | 0.194346 | 0.157131 | 0.0534502 | 19.43462898 |
| Agree | 283 | 103 | 0.363958 | 0.232313 | 0.0474918 | 36.39575972 |
| Disagree | 283 | 54 | 0.190813 | 0.154951 | 0.0535673 | 19.08127208 |
| Strongly Disagree | 283 | 38 | 0.134276 | 0.116658 | 0.0554071 | 13.42756184 |
| Don't know | 283 | 33 | 0.116608 | 0.103376 | 0.0559696 | 11.66077739 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|-------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 10.8311 | 4 | 2.707774 | 17.71109 | 0.00 | 2.378239592 |
| Within Groups | 215.5689 | 1410 | 0.152886 | | | |
| Total | 226.4 | 1414 | | | | |

**Chart 9****Interpretation**

Micro economics states that with the increase in demand and decrease in supply there is an increase in the price. With more tourist inflow and tourists consuming the local services and products, the propensity of the price increase varies. 36% of the respondents agree and 19% of the respondents strongly agree to the fact that tourism would impact on the affordability ratio in terms of a fluctuation with respect to the increase in prices.

10. Tourism has the probability of improving the standard of living of local people.

H_0 : Tourism has the probability of improving the standard of living of local people.

H_a : Tourism might not improve the standard of living of local people.

Table 8

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 58 | 0.204947 | 0.163522 | 0.053097 | 20.4946996 |
| Agree | 283 | 138 | 0.487633 | 0.250733 | 0.042625 | 48.7632509 |
| Disagree | 283 | 53 | 0.187279 | 0.152745 | 0.053684 | 18.7279152 |
| Strongly Disagree | 283 | 16 | 0.056537 | 0.05353 | 0.057841 | 5.65371025 |
| Don't know | 283 | 18 | 0.063604 | 0.05977 | 0.057624 | 6.36042403 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 34.55548 | 4 | 8.638869 | 63.49311 | 0.00 | 2.37823959 |
| Within Groups | 191.8445 | 1410 | 0.13606 | | | |
| Total | 226.4 | 1414 | | | | |

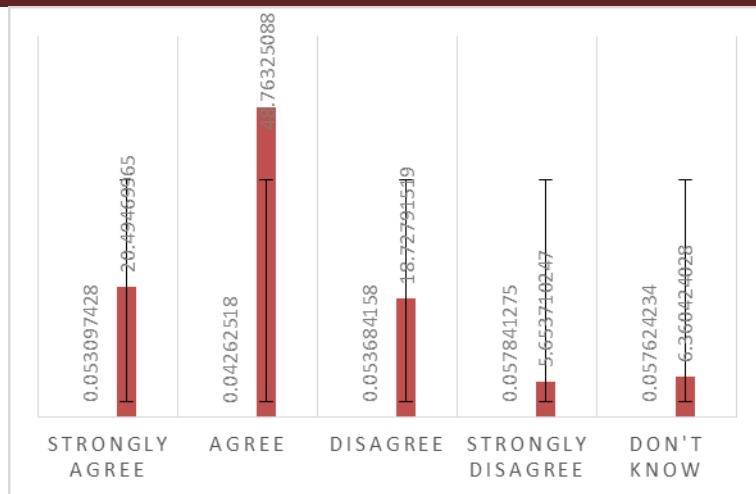


Chart 10

Interpretation

Increasing in the wealth and the level of comfort ability is one of the under liners of augmenting the standard of living. With the growth of tourism in Thally, Locals: 49% who agree and 20% who strongly agree perceive that tourism might impact their life on a positive note by uplifting the standard of living.

11. Tourism might be a major cause to destroy vegetation and destruction of agricultural fields.

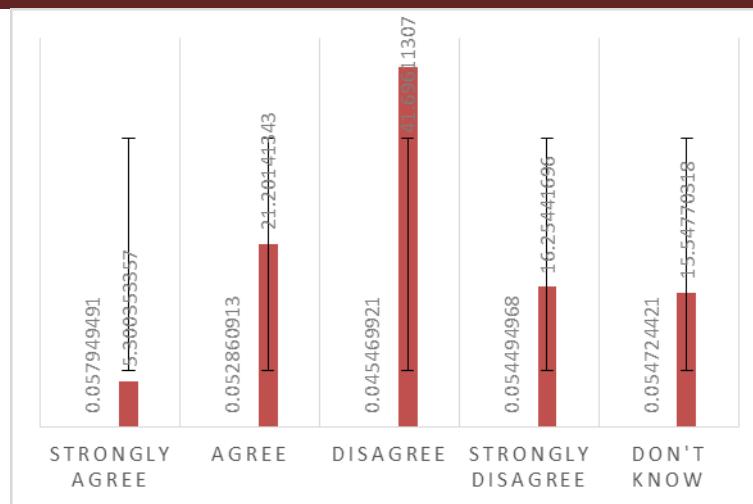
H₀: Tourism might be a major cause to destroy vegetation and destruction of agricultural fields.

H_a: Tourism might not be a major cause to destroy vegetation and destruction of agricultural fields.

Table 9

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 15 | 0.053004 | 0.050372 | 0.057949 | 5.30035336 |
| Agree | 283 | 60 | 0.212014 | 0.167657 | 0.052861 | 21.2014134 |
| Disagree | 283 | 118 | 0.416961 | 0.243967 | 0.04547 | 41.6961131 |
| Strongly Disagree | 283 | 46 | 0.162544 | 0.136606 | 0.054495 | 16.254417 |
| Don't know | 283 | 44 | 0.155477 | 0.13177 | 0.054724 | 15.5477032 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|------------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 20.43534 | 4 | 5.108834 | 34.97423 | 0.00 | 2.37823959 |
| Within Groups | 205.9647 | 1410 | 0.146074 | | | |
| Total | 226.4 | 1414 | | | | |

**Chart 11****Interpretation**

Sustainable tourism focuses on the conservation of local resources as well as the development of the destination in all aspects in terms of socio-cultural, economic and environmental aspects. With a perception of locals believing that tourism would destroy the vegetation and agricultural land, it would be difficult to implement sustainable tourism in Thally. The respondents in Thally have disagreed (42%) to the fact that tourism would harm their vegetation and agricultural lands.

12. Tourism creates lot of waste and garbage across the tourism sites.

H_0 : Tourism Creates lot of waste and garbage across the tourism sites.

H_a : Tourism does not create waste and garbage across the tourism sites.

Table 10

| Anova: Single Factor | | | | | | |
|----------------------|-------|-----|----------|----------|----------|------------|
| Summary | | | | | | |
| Groups | Count | Sum | Average | Variance | S.D | Percentage |
| Strongly Agree | 283 | 38 | 0.134276 | 0.116658 | 0.055407 | 13.427562 |
| Agree | 283 | 121 | 0.427562 | 0.245621 | 0.045055 | 42.756184 |
| Disagree | 283 | 58 | 0.204947 | 0.163522 | 0.053097 | 20.4947 |
| Strongly Disagree | 283 | 29 | 0.102473 | 0.092299 | 0.056416 | 10.24735 |
| Don't know | 283 | 37 | 0.130742 | 0.114052 | 0.05552 | 13.074205 |

| Anova | | | | | | |
|---------------------|----------|------|----------|----------|---------|-----------|
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 19.93357 | 4 | 4.983392 | 34.03257 | 0.00 | 2.3782396 |
| Within Groups | 206.4664 | 1410 | 0.14643 | | | |
| Total | 226.4 | 1414 | | | | |

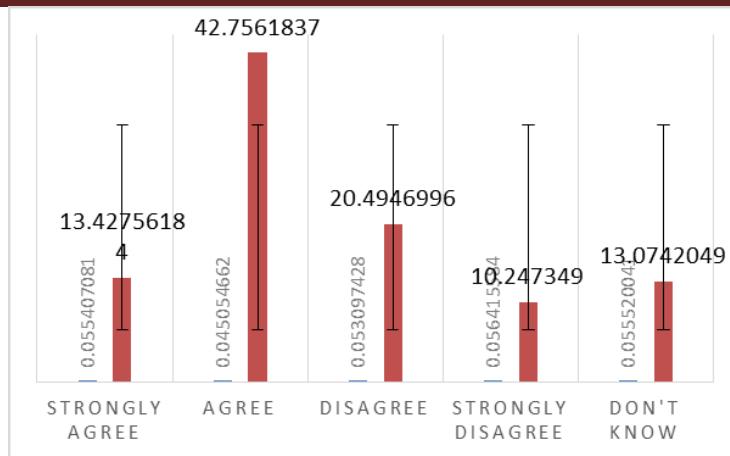


Chart 12

Interpretation

Tourism Waste and garbage leftovers at a tourist destination are a common site on land and water. 42% of the respondents agree and 15% strongly agree that tourism promotes the distribution of garbage and waste across tourism sites.

Suggestions

The Ministry of tourism or the local tourism body should regularly update their website and campaign on their progress in terms of providing various types of amenities to the tourists, which would also provide ancillary or multiplier benefits to the locals. There could be additional recreational facilities built for the tourist who would visit the destination for recreational purpose. Facilities which exist currently could be magnified and alternate type of tourist recreation facilities could be created.

Employment bureaus could be created to source and channel the employment details of the locals. The benefit of employment bureaus could be availed both by the local residents and employer as it helps the employer to source out the right type of employee and this would help the locals in seeking the right type of job as per their requirements.

Cultural components mentioned would benefit the locals to exhibit their culture and promote their components of culture to the tourists which would give the residents monetary benefits and a sense of satisfaction of uplifting their culture and provide more visibility. Thally being home to a number of forts with cultural importance, it is vital that the Archeological Survey of India and DMO of the state work hand in hand to rejuvenate and develop any cultural and heritage sites with utmost importance in order to create a pull factor for tourists who are interested in heritage, cultural, etc types of tourism. A PPP (Public, Private, Partnership) could also be created in order to involve the locals and inculcate a sense of responsibility towards the sites which are of cultural and heritage importance. Tourism forecast has to be done efficiently with respect to the inflow of tourist and their consumption patterns, post which there could be an increase in supply of the same product and services in order to keep the parameter in a balanced state. The local government could subsidize on sectors which have the probability of inflating and assist the locals in terms of local goods, land, services, Etc . There could be an alternate form of tourism such as Farm or Agro tourism, Rural tourism, Adventure tourism, Etc., which goes hand in hand with the local ecology. Thally being home to large number of cultivated lands and forests, gives numerous opportunities for the locals to curate various types of tours.

Signboards regarding the impacts of thermal and water pollution caused by discarding garbage and waste must be put up in evident places across the site for tourists to be nudged upon protection and conservation of the environment. Implementing garbage segregation will further augment the recycling process which will impact the waste and garbage content in the destination.

Conclusion

For the success of establishment of a sustainable tourism, It is necessary that the locals are satisfied with the four parameters of sustainable tourism namely Social, Cultural, Economical and Environmental. With the

above interpretations and suggestions it can be concluded that implementing a sustainable tourism in Thally would improvise the image and increase the standard of living by providing business opportunity and employment to the locals. The locals also perceive that tourism activity would benefit them in terms of increasing of the availability of local amenities. Tourism promotion would also uplift the local culture and traditions which would further give them a sense of recognition. Tourism is bound to create pollution, the main purpose of eco-sustainability is to promote the Eco-Sustainability of the tourism sites which can be achieved by efficient garbage disposal techniques.

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Consequence of Mega Kitchen & Street Food on Gastronomic Tourism in Amritsar

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ABSTRACT: Street food or traditional food of Amritsar represents the Punjabi cuisine and Amritsar in the world. Street food of Amritsar is a vital component of the gastronomic tourism. In Amritsar high percentage of tourists dines outside of their hotel or accommodation, it is not only with the tourist but also with the residents of the city. Local food has a potential to enhance sustainability in tourism and promotes gastronomic tourism in the state. Food and tourism has a very deep connection with each other. Local ingredients and traditional utensils also make the food different and attract the tourists. Amritsar has street food outlets with their specific specialty and the specific specialty of the outlet attracts the tourists. A gastronomic tourism includes different activities like visiting specialty restaurants, street food stalls, and food festivals. Street food has a vast impact of culture, religion, cast, local ingredients and traditional utensil.

Gastronomic tourism is not restricted by food customs. Whereas most cities, regions or countries are recognized for their food. Every tourists eats at least thrice in a day, making food one of the deep-seated financial drivers of tourism. Significant investment in gastronomic tourism enlargement are being made in countries like Ireland, Philippines, and Canada and seeing results with visitor spending and overnight stays growing as a result of food tourism promotion and product development.

Keywords: Amritsar, Food, Gastronomic Tourism, Tourist

1. Introduction

Gastronomic tourism defines to destinations which are the core attractions for the travelers with the local street food and beverages. Gastronomic tourism tends to be predominantly a domestic tourism activity, with consumers travelling to places to eat and drink specific (usually local) produces. During a domestic analysis of leisure travelers in America it was found that 17% travelers engaged in culinary related activities. This will speedily grow up in the upcoming years as The International Culinary Tourism Association predicts. The European region steered the market in 2018, followed by North America, APAC (Asia-Pacific), South America, and MEA (Middle East Africa) respectively. However, during the forecast period, the APAC region is expected to register the peak incremental growth due to the growing economies of APAC countries.

International gastronomic tourism is less considerable than its domestic counterpart. While consumers do reflect on food when deciding where to take a holiday, it is not usually the main consideration. The enlargement in popularity of ethnic cuisines like Thai, Indian, North African, Mexican and Chinese throughout the industrialized countries is attributable to a major amount to tourism where visitors sample local foods and develop a taste for them. Food and drink festivals comprise the sole instance where the choice to travel is taken exclusively on the grounds of the gastronomic experiences offered. These are attractive more established in particular in Europe. Whilst this division is growing, at present there are expected to be no more than one million international gastronomic tourists travelling each year.

About Amritsar

Historically, Amritsar also recognized as Ramdaspur, Amritsar is a city located in north-western part of [India](#) and the administrative headquarters of the [Amritsar district](#) in the state of [Punjab](#).

As per the 2011 census, the population of Amritsar was 1,132,761. The city is located 217 km northwest of state capital [Chandigarh](#). It is near [Pakistan](#) Border, ([Wagah Border](#)) being only 28 km from Amritsar city. The nearest city is [Lahore](#), the second largest city in Pakistan, located 50 km to the west.

Amritsar is a recognized for [Harmandir Sahib](#) (commonly known as Golden Temple), which is the religious and cultural center for the [Sikh](#) religion. Golden Temple a significant Sikh shrine attracts more visitors than [Taj Mahal](#) with more than 1, 50,000 visitors on weekdays alone and is the most popular destination for [non-resident Indians](#) (NRI) in the whole of India. The city also accommodates the [Akal Takht](#), the highest seat of earthly authority of the [Khalsa](#), and the [committee](#) responsible for the upkeep of [Gurudwaras](#).

Tourism, Carpets and Fabrics, Farm produce, Handicrafts, Service trades, and light engineering industry are the main commercial activities of Amritsar. The city is also known for its rich cuisine, culture and for

the [Jallian wala Bagh massacre](#) in 1919 under British Rule. Amritsar has been chosen as one of the heritage cities for [HRIDAY \(Heritage City Development and Augmentation Yojana\)](#) scheme of Government of India)

Growth of Gastronomic Tourism in India

Gastronomic tourism according the World Food Travel Association (WFTA) is "the pursuit and enjoyment of exclusive and tremendous food and drink experiences, both far and near which shows. How important the cuisine of a destination is, as represented by." A global report on Food Tourism issued by the UN World Tourism Organization states that "over a third of tourist spending is devoted to food".

It's just not the breath taking landscapes but also the finger licking flavors that gets them salivating why Besides the Indian charm, tourists are stepping in to discover the food culture of the country.

Tourists are now looking to marry two of the most exciting things - travel and food. Various culinary tours are being organized throughout the country that leaves the travelers with fond food memories.

These tours include a lot of food adventure like eating in the most popular restaurants, exploring fresh food markets, trying local ingredients, traveling with a chef. In the present, tourists prefer to experience and live the culture of the city instead of being mere sight seeing visitors.

Tourism industry of India is economically vital and rising speedily. The calculations by The World Travel & Tourism Council showed that tourism generated INR 7.4 trillion or 7.6% of the nation's GDP in 2016. And supported 40.5 million jobs, 7.9% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third position among countries with the highest growing tourism industries over the next decade (WTTC, 2012). In 2011 six million foreign tourists visited India, and the country was named 'the world's leading destination' at World Travel Awards 2012. The 'Incredible India' campaign and the efforts taken by individual state tourism boards have given a boost to Foreign Tourist Arrivals (FTAs) in the country. India has emerged as a strong player in the world tourism market, attracting travelers from new destinations along with the traditional source markets. Travel Biz Monitor presents the growth story of FTAs in India and the revenue earned from the same in the past few years.

Embryonic Influence of Amritsari Food on Gastronomic Tourism

Amritsar district of Punjab state is renowned for its cuisine, culture and history. Amritsar has a vast network of public transportation and communication. Some of the main towns of the district are Ajnala, Baba Bakala, and Majitha etc.

In Amritsar Tourism is mainly suited for the tourists interested in culture, ancient civilization, spirituality and epic history. Harmandir Sahib is one of the world's best spiritual sites where over 1, 00,000 pilgrims and tourists visiting on a daily basis (Lonely Planet, 2008). Punjab has recorded a growth of 18% in domestic tourist arrivals over the period of 2016-2017 (India tourism statistics, 2017). And international tourist arrivals 1108635 in 2017

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2017

| Rank | State/UT | Foreign Tourist Visits in 2017 | |
|------|-----------------|--------------------------------|----------------------|
| | | Number | Percentage (%) Share |
| 1 | Maharashtra* | 5078514 | 18.9 |
| 2 | Tamil Nadu | 4860455 | 18.1 |
| 3 | Uttar Pradesh | 3556204 | 13.2 |
| 4 | Delhi* | 2740502 | 10.2 |
| 5 | Rajasthan | 1609963 | 6.0 |
| 6 | West Bengal | 1574915 | 5.9 |
| 7 | Punjab | 1108635 | 4.1 |
| 8 | Kerala | 1091870 | 4.1 |
| 9 | Bihar | 1082705 | 4.0 |
| 10 | Goa | 842220 | 3.1 |
| | Total of Top 10 | 23545983 | 87.6 |
| | Others | 3340655 | 12.4 |
| | G. Total | 26886638 | 100.0 |

Source: State/ UT Tourism Departments

*Provisional

In Punjab a rapid increase in tourists is noticed from 3, 93, 63, 061 in 2016 (Punjab tourism statistics, 2019)

Year-wise Tourist Visits in Punjab

| Sr. No | Year | Amritsar | Punjab |
|--------|------|-------------|-------------|
| 1 | 2009 | 22,58,402 | 54,80,399 |
| 2 | 2010 | 48,85,865 | 1,07,20,631 |
| 3 | 2011 | 1,10,96,952 | 1,65,67,596 |
| 4 | 2012 | 1,00,72,719 | 1,91,19,943 |
| 5 | 2013 | 1,20,58,034 | 2,15,44,962 |
| 6 | 2014 | 1,53,68,340 | 2,45,26,751 |
| 7 | 2015 | 1,69,24,412 | 2,60,38,728 |
| 8 | 2016 | 2,54,62,627 | 3,93,63,061 |
| 9 | 2017 | 2,59,78,495 | 4,14,01,987 |

Source- <http://punjabtourism.gov.in/Punjab.html#/StatisticsSurveys>

The popularity of Amritsar Food is growing leaps and bounds especially because of the rising number of Punjabi immigrants. Canada & United Kingdom are now known as an extension of Punjab and there is growing influence of Punjabi Culture in these regions whether it's relating to music or food. Punjabi food is relished not only by NRI's but even the foreigners.

Mega kitchen- Golden Temple

The [Golden Temple](#) (Harmandir Sahib), located in the city of Amritsar, It is the most well-known Gurdwara and is considered a sacred place by Sikhs. It was first constructed in 1604 and was later rebuilt in 1764. Anyone can eat for free here and on an average Two lac Rotis (Indian flat bread), 17 quintals of dal and free food served to 150,000 people every day, on weekends the number increases to 250,000 and on major festivals like Bhasaki, Diwali, Gurpurab the number goes up to 100, 0000 are what makes the free kitchen run at the Golden Temple in the western Indian city of Amritsar stand apart. The langar never stops and on an average 150 quintals of wheat flour 16 quintals of rice, 17 to 30 quintals of lentils, and 800 kg of ghee (clarified butter) is used in preparing the meal every day. Mega kitchen also serve free meals to hospitals and orphanage homes in District Amritsar on daily basis

Consumption of raw material at golden temple kitchen

| Sr. No. | Material | Quantity |
|---------|------------|--|
| 1 | Dal | 17 quintal on week days 30 quintal on week ends |
| 2 | Onion | 25 kg / quintal |
| 3 | Atta | 150 quintal- 2lac rotis |
| 4 | Rice | 16 quintal |
| 5 | Vegetables | 20 quintal |
| 6 | Milk | 1500 ltr |
| 7 | Tea | 2500 to 3000 ltr |
| 8 | Masala | 5 kg / quintal |
| 9 | Ghee | 800 kg |

Source- Field survey

The free kitchen uses firewood, LPG gas and electronic bread makers for the cooking and we use around 100 LPG cylinders and 7,000 kilograms of firewood every day. The kitchen is run by 550 staff, helped by hundreds of other volunteers. Volunteers also wash the 300,000 plates, spoons and bowls used in feeding the people. The food is vegetarian and the expenses are managed through donations from all over the world.

Popular Street Food Outlets in Amritsar

| Name of Outlet | Specialty |
|--------------------------|------------------------------------|
| Giani tea stall | Tea |
| Makhan da dhaba | Fish amritsari |
| Sunder meat shop | Mutton |
| Ahuja's Kesar Wali Lassi | Lassi |
| Beera Chicken | Chicken |
| Adarsh Meat Shop | Mutton Chaap |
| Kanha Sweets | Pinni |
| Pick n move | Mutton tikka with gravy and kulcha |

Source- Field survey

Popular Amritsari Dishes

| Street Food | Beverages & Cold Desserts | Non Vegetarian | Vegetarian | Sweets |
|-------------------------|---------------------------|------------------|--------------------------|------------------|
| Tawa puri | | Butter chicken | | |
| Nutri kulcha | | Fish Amritsar | | |
| Alloo kulcha | | Chamber chicken | Dal Amritsari | |
| Bhija kulcha | | Chicken tikka | Amritsari Aloo-wadi | Motichoors Ladoo |
| Pokare kulche | Lassi | Fish tikka | Dal Fry | Khjoor |
| Bhutere choole | Phirni | Sari Khorare | Makki Di Roti-Sarsonsaag | Mung dal halwa |
| Button tikka with gravy | Kheer | Poot kalaji | Kadipakoda | Gajjar halwa |
| Satpura | Kulfifalooda | Tawa chicken | Chana Masala | Patisa |
| Matti cholle | Fruit cream | Tandoori chicken | | |
| Lucchi | | | | |

Source- Field survey

Research Methodology

The fact finding research design used for this is analytical in character. The study approach is mainly based on qualitative methods. Primary data is collected through questionnaire and personal interview with the tourists and staff of selected food outlets to get detailed information about their special dishes and tourist prospects from the food being served at their outlet.

Secondary data is collected through various websites, gastronomic journals, magazines & newspapers. Marketing strategy of different food outlets is studied through their regular and promotional menus, brochures, websites, banners & advertisement in print and electronic Medias. A well-structured questionnaire is scheduled as one of the data collection instrument for this study. The interview questions are structured in such a manner that they reveal appropriate answers on what and how far the tourists have been influenced by food of Amritsar during their stay in Amritsar.

Conclusion

Street food is an activity of gastronomic tourism, where tourists travel to different places to eat and drink, exclusively the local produce of that area. Amritsar being famous all over the world for its street food has a bright future in gastronomic tourism. A high level of general satisfaction is experienced among tourists regarding the local street foods, and in particular satisfaction with the famous local dishes like tawa puri, alloo kulcha, nutri kulcha, amritsari machhi, kulche-chhole, chole-bhature, lassi and several sweet dish items.

Amritsar still has to prepare itself for future prospects of gastronomic tourism to accommodate the needs of more tourists, providing superior infrastructure in terms of public transport, accommodation, medical facilities, eating options like restaurants, food stalls, dhabas, public convenience facilities like Sulabh Shauchalya, effective and efficient drainage systems, better hygienic environment and food handling practices which should match with the International standards.

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Challenges and Current Scenario of the Hospitality Industry: The Indian Scenario

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ABSTRACT: Hospitality industry is one of the most flourishing industries in India today, which mostly depends on the availability of leisure time and disposable income. It covers a wide range of organizations offering food service and accommodation. India faces a huge challenge of being "under roomed" while the economy is growing rapidly every year. This provides for a huge potential opportunity for the hospitality industry to cash in the supply shortage and grow at an unprecedented rate. Under the current demand supply scenario of hotels, there is an acute shortage of rooms in India. In order to uphold demand of tourists, both local and foreign, there is no other option for the industry but to grow and fill up the gap of demand-supply of hotels. Industry faces number of challenges to fill up this gap like to build up hotel it requires number of clearances from multiple government bodies, land requirement, cost issues, human resource and management contract which is tedious and a time-consuming process. With the infusion of global travel brands, increased number of internet savvy people and large number of new hotel openings by various national and international brands at different domestic locations, online hotel bookings has emerged as a prospective opportunity for both online travel companies and hoteliers. Social media on other side, promote tourism sites throughout the country.

Keywords: Hospitality, Social media, Challenge

1. Introduction

The hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders etc.), management, marketing and human resources. The industry is divided into sectors according to the skill-sets required for the work involved. Sectors include accommodation, food and beverage, meeting and events, gaming, entertainment and recreation, tourism services, and visitor information. Hospitality, in simple terms, is the service given to people. The travel and tourism sectors, hotel industries etc are in constant need of human workforce. The hospitality industry mainly focuses on the services that are provided to the customers. However, candidates opting for the Career in Hospitality Sector have to go through a rigorous training program to be able to sustain the ever growing demand of this industry. Lack of adequate training among the hotel staff has been counterproductive (Koch 1996). Many colleges and universities across the country offer courses in the hospitality sector. In 1980, Nadler' defined the scope of HRD as," the entire range of educational, training, and development facilities available in an organization that enhance the learning processes essential to an organization's capacity to change. In India, hospitality is about serving the guests to provide them with the "feel good effect". "atithi devo bhava" which means the Guest is God, has been one of the central tenets of Indian culture since times immemorial. In India, the guest is treated with utmost warmth and respect and is provided the best services. Hospitality sector in India, is one of the fastest growing industry which is expected to grow at the rate of 8% between 2007 and 2016. The rising BPO industry is also contributing to growth of the Hospitality Industry Nasscom (2013) . The hospitality segment, just like any other segment in India is booming at an unprecedented pace. Hotels in India have a supply of 110,000 rooms. According to the tourism ministry of India, 4.4 million tourists visits India every year and at current growth trend, demand will soar 39 to 12-14 million in 2014 to accommodate 350 million domestic travellers. India faces a huge challenge of being "under roomed" while the economy is growing rapidly every year. This provides for a huge potential opportunity for the hospitality industry to cash in the supply shortage and grow at an unprecedented rate. It is estimated that under the current demand supply scenario of hotels, there is an acute shortage of 150,000 rooms in our country. So, the indication is quite clear that in order to uphold such an impressive demand of tourists, both local and foreign, there is no other option for the industry but to

grow and fill up the gap of demand-supply of hotels. A lot of real estate developers are also investing into this business.

THE INDIAN SCENERIO

The upscale segment of the hotel industry in India is highly organized and concentrated in few key cities. The total number of 'keys' (rooms) in the top 11 key cities covered by CARE Ratings is estimated at 92,537 as at the end of FY18. Of this, about 53% of the room inventory is concentrated in Mumbai, NCR and Bengaluru.

Table 1: Room Inventory

Table 1: Existing inventory (Major cities and across categories – Only branded)

| Sr no. | City | Existing inventory at the end of | | | Y-o-y Growth | CAGR |
|-------------------|------------|----------------------------------|---------|---------|--------------|-------|
| | | 2012-13 | 2016-17 | 2017-18 | | |
| 1 | New Delhi* | 16,738 | 20,981 | 22,159 | 5.6% | 5.8% |
| 2 | Mumbai | 12,807 | 13,494 | 13,726 | 1.7% | 1.4% |
| 3 | Bengaluru | 8,536 | 11,995 | 12,659 | 5.5% | 8.2% |
| 4 | Chennai | 6,330 | 8,332 | 9,211 | 10.5% | 7.8% |
| 5 | Hyderabad | 5,411 | 6,254 | 6,772 | 8.3% | 4.6% |
| 6 | Goa | 4,406 | 6,400 | 6,741 | 5.3% | 8.9% |
| 7 | Pune | 5,317 | 6,445 | 6,330 | -1.8% | 3.5% |
| 8 | Jaipur | 4,129 | 5,058 | 5,426 | 7.3% | 5.6% |
| 9 | Kolkata | 2,163 | 3,199 | 3,860 | 20.7% | 12.3% |
| 10 | Ahmedabad | 2,477 | 3,117 | 3,393 | 8.9% | 6.5% |
| 11 | Agra | 1,299 | 2,092 | 2,260 | 8.0% | 11.7% |
| Total | | 69,613 | 87,367 | 92,537 | 5.9% | 5.9% |
| 12 Other Cities** | | 24,642 | 31,852 | 35,626 | 11.8% | 7.7% |
| Total | | 94,255 | 119,219 | 128,163 | 7.5% | 6.3% |

Note: *NCR includes New Delhi, Noida and Gurugram

** Other cities includes all other hotel markets across India

Source: Hotelivate

The existing room supply for the country grew by 7.5% y-o-y in FY18 total to 128,163 rooms (as of 31 March 2018). This considers the 8,944 new rooms that entered various markets during the year, as well an expansion of the existing properties.

Upcoming supply

The future supply landscape is ever-changing and subject to several external forces that may often delay project openings. It is noteworthy that the pipeline for proposed supply totaled 114,466 rooms back in FY08 – the highest in a decade, whereas in FY18 it contracted significantly to just 49,380 room

Table 2: Proposed Supply

Table 3: Proposed Branded Hotel Rooms across Major Cities and Categories (FY18 – FY23)

| | Existing Supply (FY18) | Proposed Supply* | Increase in Future Supply | Luxury | Upscale | Upper-Midmarket | Mid-market | Budget |
|--------------|------------------------|------------------|---------------------------|--------|---------|-----------------|------------|--------|
| Agra | 2,260 | 428 | 19% | 0.0% | 0.0% | 7.5% | 65.0% | 27.5% |
| Ahmedabad | 3,393 | 1,343 | 40% | 22.9% | 27.4% | 37.7% | 4.3% | 7.7% |
| Bengaluru | 12,659 | 5,698 | 45% | 17.3% | 28.0% | 22.8% | 13.3% | 18.6% |
| Chennai | 9,211 | 978 | 11% | 11.2% | 12.0% | 50.0% | 26.8% | 0.0% |
| New Delhi | 14,724 | 1,492 | 10% | 14.3% | 26.3% | 28.6% | 5.6% | 25.2% |
| Gurgaon | 5,920 | 1,727 | 29% | 0.0% | 34.9% | 9.7% | 19.3% | 36.1% |
| Noida | 1,515 | 1,174 | 77% | 0.0% | 0.0% | 51.6% | 26.6% | 21.8% |
| Goa | 6,741 | 3,028 | 45% | 0.0% | 24.4% | 28.1% | 30.0% | 17.5% |
| Hyderabad | 6,772 | 1,149 | 17% | 25.2% | 0.0% | 41.7% | 10.4% | 22.7% |
| Jaipur | 5,426 | 1,086 | 20% | 4.3% | 23.0% | 38.6% | 30.5% | 3.6% |
| Kolkata | 3,860 | 1,768 | 46% | 27.7% | 8.9% | 35.4% | 10.3% | 17.7% |
| Mumbai | 13,726 | 4,039 | 29% | 16.4% | 13.4% | 39.7% | 11.4% | 19.1% |
| Pune | 6,330 | 894 | 14% | 28.0% | 15.5% | 30.1% | 11.2% | 15.2% |
| Other cities | 35,626 | 24,576 | 69% | 4.7% | 16.1% | 31.3% | 28.8% | 19.1% |
| Total | 128,163 | 49,380 | 39% | 9.1% | 17.9% | 31.3% | 22.8% | 18.9% |

Note: *Proposed Supply includes 7,210 rooms which have been open for less than six months, and therefore, not included in the existing supply

Source: Industry, Hotelivate

Performance of major markets in India (11 cities)

The Overall average Occupancy rates (ORs) increased by about 180 basis points y-o-y during FY18 in 11 major cities in India. ORs increased from 64.8 per cent in FY17 to 66.6 per cent in FY18 on back of increased demand from domestic and foreign travellers for business and leisure activities. However, the average room rates (ARRs) increased by only about 1.6 per cent during the same period to Rs 5,759 per day due to stiff competition faced by players in the market. This increase in ORs and ARRs led to the all India RevPAR performance of major markets to record a growth of about 4.4 per cent over the preceding fiscal and reach Rs 3,837 per day in FY18. This rate was last achieved in the year FY11.

Occupancy rates (OR)

ORs for five-star hotels witnessed the sharpest growth of about 240 basis points y-o-y during FY18. This was followed by 3 star hotels that registered a growth of about 200 basis points and 4 star hotels that registered a growth of 180 basis points during FY18 while the five star D hotels witnessed lower growth of only 110 basis points y-o-y. two star hotels however, witnessed a decline of about 10 basis points in their occupancy rates during the year.

Average Room Rates (ARR)

Despite registering a decline in occupancy rates, two-star hotels witnessed the maximum growth in the group in average room rates increasing by about 8.5 per cent y-o-y during FY18. This was followed by three-star hotels that registered a growth of about five per cent y-o-y in FY18. Four star and five-star D hotels recorded a growth of three per cent y-o-y each in average room rates. Five star hotels, however, registered the lowest growth about 1.8 per cent y-o-y in the group during the year. This may be attributed to the gradual escalation of commercial activity in Tier II and Tier III cities as well as increased domestic travel.

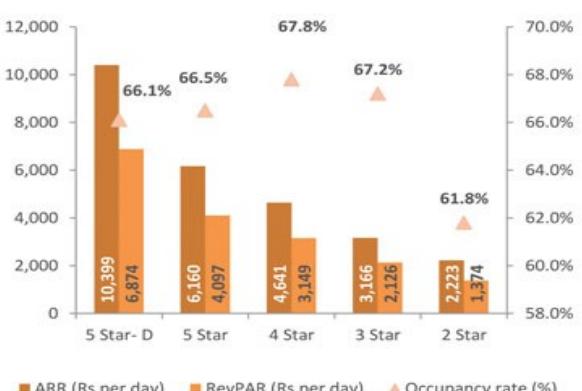
RevPAR

Each star category witnessed a y-o-y increase in RevPAR in FY18, with the three-star category leading the pack, recording 8.2 per cent growth during the year. The improvement in RevPAR across all star categories can be attributed to both occupancy and average rate, with the exception of two-star hotels.

Chart 6: ARR, RevPAR and OR (FY17)



Chart 7: ARR, RevPAR and OR (FY18)



Source: Hotelivate

Fig 1: Improvement in RevPar

The expected future inventory in 11 major markets (across categories – only branded) is lower at around 49,380 rooms for the next five years (FY18 to FY23). Therefore, with increasing demand on back of improvement in economic activities and lower room additions, we expect the industry to sustain the average room rates (ARRs) going forward and grow at an average of 3.5-4.5 per cent per annum. Also, we expect the occupancy to inch up to an average of about 68-70 per cent by the end of FY23 compared with 66.6 per cent in FY18.

City-wise performance (Premium hotels)

Mumbai

- ✓ Business travellers account for about 80 per cent of the total room demand in the city.
- ✓ Mumbai's hotel market achieved the highest occupancy recorded over the past few years amongst all major markets across the country and also recorded the second highest average room rate (Rs 7,740). This was primarily backed by BFSI, pharmaceuticals, FMCG, etc In terms of future supply, Mumbai is expecting an addition of about 4,000 rooms by FY23.

Bengaluru

- ✓ Business travellers constitute about 85-90 per cent of the premium segment room demand in Bengaluru. BFSI and PSU companies mainly account for room demand in CBD area while Whitefield and Electronic city areas have demand from IT/ITeS companies.
- ✓ Hotels in Bengaluru witnessed a surge of 9.4 per cent in marketwide RevPAR in FY18, surpassing the other major hotel markets in the country. Driven mainly by robust growth in occupancies, the city's hotels also exhibited an increase of about 3.7 per cent y-o-y in average rates

NCR

- ✓ Business travellers account for about 70 per cent of the demand while the balance comes from the leisure travel demand. Demand mainly comes from the BFSI and PSU segments in Delhi while in Gurugram, IT/ITeS, BPO and telecom sector drive demand. Hotels in Noida region majorly cater to demand from IT, BPO and consumer durables companies. Aerocity district caters to demand from corporates, MICE activities and transient clients. Social events- marriages also contribute to the room demand in NCR.
- ✓ New Delhi continues to record a y-o-y growth in RevPAR during the year, while Gurugram and Noida being under supply pressure, recorded marginal decline in RevPARs during the year on account of marginally lower room rates.
- ✓ NCR is expected to witness an addition of about 4,400 rooms in the next five years, with maximum rooms (1,800) expected in Gurugram alone.

Chennai

- ✓ 85 per cent of the room demand in Chennai comes from business travellers.
- ✓ Demand in CBD area comes mainly from BFSI and PSU companies, IT/ITeS companies drive demand in the OMR region.
- ✓ It also enjoys demand from other major business sectors including manufacturing, port and port-related activities, the government and embassies, etc along with a growing MICE demand base owing to the recent expansion of room inventories including large-scale meeting facilities in the city.
- ✓ Despite an increase of about 10.6 per cent in supply in FY18, the market continued on its path to recovery with room rates registering a y-o-y growth of about 2.2 per cent during the year.

Pune

- ✓ Demand from business travellers account for about 90-95 per cent of overall demand in the city for premium hotels.
- ✓ City has developed into an important IT/ITeS centre. Availability of large commercial floor plates along with a young and educated workforce has driven the rapid development of the city.
- ✓ Occupancy rates registered a sharp expansion of about 500 basis points during FY18. Also, room rates have witnessed an increase of about 5 per cent y-o-y leading to a sharp growth of 13.5 per cent y-o-y in RevPAR during the year.

Ahmedabad

- ✓ Despite an 8.9 per cent increase in room supply, Ahmedabad market witnessed healthy occupancy with over 300 basis points expansion during FY18. Also, room rates increased by over 6 per cent y-o-y
- ✓ Around 1,350 rooms are expected to be added to the Ahmedabad market by FY23.

Hyderabad

- ✓ About 85-90 per cent of premium segment hotel demand comes from business travellers.

- ✓ Hyderabad hotel market witnessed an expansion of about 270 basis points in occupancy rates while the average rates increased only marginally by about 1 per cent y-o-y in FY18.
- ✓ 1,150 rooms are expected to be added to the existing supply between FY18 and FY23.

Kolkata

- ✓ About 75 per cent of room demand for premium segment comes from business travellers.
- ✓ Kolkata is driven primarily by commercial activity emanating from PSUs, PSBs, manufacturing, IT/ITEs, engineering, medical activity and the telecom industry.
- ✓ In FY18, Kolkata witnessed the highest increase of about 20.7 per cent in room supply. However, despite the increase in supply, the city ORs reached 71.9 per cent (y-o-y 100 bps expansion) and the average room rates witnessed about 4 per cent y-o-y increase to reach Rs 6,050 per night.
- ✓ Kolkata market is expected to add about 1,800 rooms between FY18 and FY23.

Jaipur

- ✓ Popularly known as the 'Pink City' and an integral part of the Golden triangle itinerary, Jaipur's rich culture and its spectacular forts, palaces, and havelis continue to attract tourists from all over the world, making it one of the top leisure destinations in the country.
- ✓ Also, the city has become a major MICE destination, primarily known for its destination weddings and large scale conventions.
- ✓ In FY18, the city witnessed about 7.3 per cent growth in room supply. Despite the increase in supply, the city ORs reached 67.3 per cent (an expansion of close to 300 bps) and witnessed about 6 per cent growth in average room rates. In line with the ORs and ARR, RevPARs registered about 10.8 per cent y-o-y growth during the year.
- ✓ Going forward, about 1,100 rooms are expected to be added to Jaipur hotel market.

Goa

- ✓ Goa continued to exhibit growth witnessing the highest average room rates of Rs 7,844 per night during FY18, 4.1 per cent higher than the previous fiscal, surpassing the rate leader of India for the past 5 years – Mumbai. Occupancy rates reached 72.1 per cent during the year leading the RevPARs to witness an increase of about 5.1 per cent y-o-y.
- ✓ The up-tick in the occupancy can be attributed to the increased domestic travel and the booming MICE and wedding business. Also, room demand was further supported by large-scale annual events such as the International Film Festival of India (IFFI) and the Serendipity Arts Festival.
- ✓ Going forward, about 3,000 rooms are expected to be added to Goa market by FY23.

Kerala

- ✓ Room demand in Kerala is driven by both leisure and business travellers, each accounting for 50 per cent share.
- ✓ Kochi is known as the commercial capital of Kerala comprising of shipbuilding and port operations, chemicals, spices, construction, fertilizers and IT industries. Also, large oil corporations such as Indian Oil Corporation, Bharat Petroleum and Hindustan Petroleum have plants located at Irumpamam, a suburb of Kochi.
- ✓ Trivandrum comprises of industries such as IT and medical.
- ✓ Apart from this, leisure travellers also drive room demand in Kerala.
- ✓ In H1 FY19, demand in the state was affected on account of floods (August 2018) that impacted the tourism industry. Also, the ripple effects were felt for a few months post that and demand moved to neighbouring destinations such as Sri Lanka, Thailand, etc.

Agra

- ✓ Room demand is usually driven by leisure travellers.
- ✓ Any macroeconomic conditions have an impact on demand in tourist destinations such as Agra where FTAs constitute majority.
- ✓ In FY18, OR registered an expansion of over 600 bps to reach 65.8 per cent, city's highest in over 20 years. However, on account of intense competition from the branded mid-market segment, the room rates remained under pressure and declined by about 3 per cent to average at Rs 5,340 per night. This higher occupancy/demand translated into a growth of over 7 per cent in RevPARs during the year.

- ✓ Introduction of the Gatimaan Expressway, Yamuna Expressway and the recently opened Agra-Lucknow Expressway has increased the demand from MICE segment and individual domestic leisure travellers.

Challenges faced by Hotels in India

Government approvals and licenses

- ✓ A company requires approximately 100 clearances for setting up an upscale category hotel in India. The clearances have to be taken from multiple government bodies. It is tedious and a time-consuming process.

Land availability and cost issues

- ✓ The process of identifying new land parcels as per the requirement for hotels is a tedious task in India. Compared to international standards, where land costs accounts for 15-20 per cent of the total project cost, in India this is often in the range of 40-50 per cent.

Human capital

- ✓ Indian hotels face the continued challenge of shortage of trained employees, especially at the manager and supervisor levels. Most of the companies are falling short of skilled employees for their hotels. Major reason for this shortage is absence of organized training and educational institutes for development of skilled employees like in aviation and other service sectors. Training is learning that is provided in order to improve performance of an individual to improve performance in the present job. Megginson et al, (1993)
- ✓ Retaining the workforce even through training and development in the hotel industry is a tedious task as attrition levels are too high. According to Baum (1995), HR progress through education, training, and development of employees at all levels is a vital component in sustaining the industry's competitiveness in the international arena.

Management contract related issues

- ✓ Performance clause in management contracts is one of the most debated clauses between owners and operators of the hotel.

Emerging market trends

Indian Online Travel Market

The Indian Hotel chains are using latest marketing tools like on line marketing, social media marketing, Emails, direct marketing, travel agencies etc to compete in market (Sufi 2012). India's total internet subscribers' base as of June 2018 stood at about 512 million. India had 1,147 million wireless subscribers. Online Travel Market has always been predominantly known for Air Ticketing followed by Rail Ticketing. In addition to online air ticketing, online hotel bookings has become a major revenue contributor to the online travel company in the recent past.

Going digital

In tourism industry, digital technology has made a lot of travel bureau fold down as its function replaced by online travel agencies and other online booking systems in a way that has never been imagined before (Romina 2013). The Indian ministry of tourism has started using social media to promote tourism sites throughout the country. 70 per cent of all four and five-star hotels in first tier cities in India had established their presence in social media by August 2013. A considerable increase has been seen across all star categories in reservations using online reservation systems and other websites, with the all-India average increasing from meagre 10.3 per cent in FY13 to 24.5 per cent in FY17. Hotels are now using their Hotel Website to reach customers where marketing media measures such as Pay per Click increased to 27 per cent in FY17 from 15 per cent in FY13 and Promotions have gone up to 74.9 per cent in FY17 vis-à-vis 67.3 per cent in FY13.

Financial performance

CARE has analysed the basic revenue and cost structure of the organised hotel industry in India. After increasing marginally by about 0.8 per cent in H1 FY18, net sales of the industry witnessed 5.5 per cent increase during H1 FY19. Revenue registered a CAGR growth of about 3.1 per cent for the 3 year period between FY17 and FY19. The demand slow down for hospitality industry in FY18 could be the outcome of

the general slowdown in the economy. Also, GST implementation in the country and various rate revisions further had a significant impact on the travellers' sentiment.

Table 3: Pre GST Regime

Table 4: GST rates for Hotels and Restaurants (Applicable as of July 1, 2017)

| Services | Pre GST Regime | | Post GST Regime |
|---|--|---|-----------------|
| | Central Taxes | State Taxes | |
| A/c restaurant in 5 star or above rated hotel | 15% on service component ^{^^} | 12.5% for food bill 20.0% for alcohol bill | 18.0%^ |
| Accommodation in hotels, guest houses, etc. where room tariff is less than Rs 1,000 per day | - | - | - |
| Accommodation in hotels, guest houses, etc. room tariff Rs 1,000/- and Rs 2,500/- per day | | | 12%^ |
| Accommodation in hotels, guest houses, etc. room tariff Rs 2,500/- and Rs 7,500/- per day | 9% | 10% | 18.0%^ |
| Accommodation in hotels, guest houses, etc. where room tariff is above Rs 7,500/- per day | 9% | 10% | 28.0%^ |

Note: ^ With full input tax credit

^^ Considered to be 40% of the bill amount + service charges.

Source: CBEC

Industry to register a growth of about 7-9 per cent in revenues for FY19.

Revenue and cost structure of hotels

Revenues in hotels can be classified under three broad headers – room revenue (revenues received as room tariffs), food & beverages (F&B) revenue and other revenue. While the room revenues are a direct function of room rates and occupancy rates, the F&B revenues comprise revenues from restaurants and banquets/convention centres. Other revenues mainly consist of income from auxiliary services provided by the hotel such as laundry, spa services, telephone services and transport. In terms of expenses, employee cost is the largest cost component for hotels.

Room revenue

The total room revenue for a property can be calculated as: Room revenue = Room nights sold * Average room rate, Where, Room nights sold = No. of rooms * Occupancy rate *No. of days (Time period) Generally, the revenues from rooms constitute about 50 – 55 per cent of total hotel revenues.

F&B Revenues

It includes revenues from restaurants and banquets. Usually the revenues from F&B division are about 35-40 per cent of the total hotel revenues. It depends on various factors such as occupancy rates of the property, size of banquets and conferences, connectivity and technology in the banquet area, hotel location, etc.

Other revenues

Other revenues include revenues from telecom services, spa services, dry cleaning and laundry services and transport facilities offered by the hotel. These revenues usually constitute about 10-15 per cent of the total hotel revenues. In FY17, the Rooms Revenue witnessed an increased contribution of 53.6 per cent y-o-y to the total revenue. On the other hand, contribution from Food & Beverage and Banquets declined to 39.5 per cent from 41.5 per cent recorded in FY16.

Employee costs are one of the largest cost components of the hotels accounting for about 25-30 per cent of the total expenditure

Selling & distribution costs account for about 15-20 per cent of the operating costs which includes advertising expenses and marketing costs. Power & fuel account for 8-10 per cent. Also, the F&B consumes about 10-15 per cent of the costs on an average. Other operating costs account for the remaining 35-40 per cent of the costs that include the repairs and maintenance, travelling expenses, etc. among others.

Investments

The tourism and hospitality sector is among the top 10 sectors in India to attract the highest Foreign Direct Investment (FDI). During the period April 2000-June 2018, the hotel and tourism sector attracted around US\$ 11.39 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP).

GST implications on hotel industry

The GST Council decided that the 28 per cent tax would be imposed on hotel rooms with a tariff of Rs 7,500 above against the previous proposal of Rs 5,000 and above. Rooms with tariffs between Rs 2,500 and Rs 7,500 will attract 18 per cent tax rate. The GST on restaurants in five-star and luxury hotels has been brought down from 28 to 18 per cent, bringing it at par with standalone air-conditioned restaurants. Food & beverages form 30-40 per cent revenue for five-star hotels.

Accordingly, the hotels industry is expected to see an increase in room revenue at the rate of about 10-12 per cent CAGR over the next five years.

- ✓ The sector also faces several challenges in terms of complex regulatory environment and inadequate tourism infrastructure.
- ✓ Goods and Services Tax (GST) has been implemented from July 1, 2017, with the aim of replacing the indirect taxes on all goods and services. Initially, room tariff above Rs 5,000 was to attract the higher tax rate of 28 per cent, however, this has been revised now and only tariff above Rs 7,500 would fall in the highest tax slab under the GST regime.

Source: CARE Ratings

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ROLE OF ICT IN ENHANCING TOURIST'S EXPERIENCES AT SMART DESTINATIONS: A CASE OF DELHI

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ABSTRACT: The purpose of this paper is to accentuate the growing importance of information and communication technologies (ICTs) in smart tourism destinations, in their integration in the activity of the tourism companies, and in their interaction with tourists/visitors. This study is intended to evaluate how the use of technology before, during and after the visit influences the tourist experience in New Delhi. This study will categorize the strengths and weaknesses of the technological strategies, providing valuable evidence for destination management, deliberating innovation in tourism, and suggesting a framework that empirically appraises how technological components used in smart tourism destinations can improve tourists' experiences. The paper will have the following sub-sections: (i) Introduction, (ii) Importance of technology for tourism, (iii) Choice of smart tourism destination in New Delhi, (iv) Effect of tourist's socio-demographic profile on smart application usage and overall destination experience, (v) Conclusion.

Keywords: Smart tourism, ICT, Tourist experiences, New Delhi.

Introduction

Bringing smartness into tourism destinations prompts the destinations to connect multiple stakeholders through a dynamic platform arbitrated by ICT in order to support important information exchange regarding tourism activities through machine-to-machine learning algorithm which could enhance their decision-making process (Buhalis and Amaranggana 2014). We frequently say that we live in a world that is in eternal change and is subjugated by the evolution of information and communication technologies (ICTs). ICT advances have influenced how we live in a society (Dieck and Jung, 2018). Technology includes information about the means, the actions taken, and modifications induced. These changes are caressed in specific ways in cities that are home to a growing number of individuals looking for not only a job, but also a quality life. There is apprehension to improve, not only these elements, but also to make the services provided by these cities more competent (Vicini et al., 2012). Thus, cities have become multifaceted, very competitive, requiring the harmonization of activities and services that use ICTs.

ICTs can help make cities more attractive and accessible, both for inhabitants and guests, as they contribute to the growth of interactive services that intersect local organizations, enabling the users to swiftly access data and services. Tourism industry can be highlighted as one of the most significant and essential segment for the population in cities, considering it can benefit from the use of technologies (Buonincontri and Micera, 2016). In this background, a new category of destination emerged, characterized by being a smart destination. This notion is pertinent to a destination in which the technology effects the tourism experience, upsurges the competitiveness of the destination, and promotes tourism expansion projects (Boes et al., 2015; Presenza et al., 2014).

For this reason, technology plays a progressively vital role in endorsing tourist destinations, marketing and distributing tourism products, and enhancing their overall destination experience before and during their stay and making it an unforgettable one. To make this happen at a destination, it is crucial to modernize and transform the tourist destination, to make it appealing and attractive for the tourists. A tourist does not choose a travel destination only because of the beautiful landscapes, beaches, mountains, monuments, etc. or the rich culture or the gastronomy it has but today's tourist wants to be surprised by the mysterious and strange aspects and perspectives of a destination and wants information about what to visit, what to do and

how to get to a place by using ICT available at a destination. In this sense, technology integrates the global experience into the destination. Therefore, a tourist destination needs to be converted intoSmart destination offering the favourable and joyful blends of holistic experiences and emotions for the tourists. Incorporating smartness into a tourist destination requires vigorouslyinterrelating stakeholders through a high-tech platform on which information related to tourism activities could be exchanged and processed instantaneously. Based on this approach, tourists need to actively engage themselves with service providers and collaborate in co-creating their own experiences, which on numerous occasions can directly contribute in providing innovation (Buhalis and Amaranggana, 2014). The studies on tourist experiences suggest that the attractiveness of a destination increases when there is aninterface between the tourist and what it offers through technology (Neuhofer et al., 2012).

Considering these differences and given the fact that there have been profound fluctuations in the preferences of tourist consumers and their demography, it is considered stimulating and pertinent to see if destinations have been able to adapt to the everchanging demands and needs of the tourists. It is also recognised from the previous literature (Buonincontri and Micera, 2016) that only a few studies have addressed the influence of the strategy of a smart destination on the tourism experiences. To date, these studies have shown a basically qualitative approach, utilisingdata from public documentation, websites, or in-depth interviews with destination managers. However, in this study, it becomes necessary to know the depth in the opinion and behaviour of tourists. Therefore, this study aims to contribute to the innovation in tourism, recommending a framework that appraises how the technological machineries used in a smart tourism destination can enhance the tourism experience. Additionally, this study aims to examine how the use of technology before, during, and after the visit of the touristsimpacts the tourism experience.

This study will elucidate some relevant relationships between the approach of a smart destination and the enhancement of the overall tourism experience. This study will be divided into three parts. The literature review will emphasize on the need for the use of technology in tourist destinations by assessing the tourism experience based on the use of mobile technology, in diverse moments and circumstances resulting from the trip, closing with defining the hypotheses based on the earlier studies. In research methodology, the choice of Delhi as a destination and the justification related to data collection and sampling adequacy is presented. The results and conclusion section will discuss the innovative standpoint introduced in the analysis of the question investigated and the results attained, regarding the assessment of the tourism experience and the management of the destination. The limitations of the study are also presented, proposing new areas of research.

Literature Review

Importance of technology for tourism

Technology has emerged as a powerful and vital force for all tourist destinations (Buhalis, 2003). Therefore, the tourism sector is subjected to technological alterationsand advancements so as toenable easier and quicker ways of doing business, endorsing competition and globalization. In Akehurst's (2009) outlook, the progress of the tourism segment is linked with the use of ICT and prospectsassociated with other establishments promoted by the use of the internet. Similarly, Costa (2002) also designated tourism sector as one of the top drivers of today's economy and a principal user of ICTs, and particularly of the internet. It is a well-established fact nowadays, that purchasing holiday packages and other tourism products has become extremely common online. In this respect, it becomesindispensable to comprehend how tourists have adapted to technological fluctuations and changes, because they not only simplify the access and use of information, but also createessentials that are explicated by tourists'requirements and desires (Xian et al., 2015).

According to the reports published by Future Traveller Tribes 2030, Understanding Tomorrow Traveller (2015), travelling trends in the approaching years will be determined primarily by the exhaustive use of technologies. Therefore, the accessibility of information appears as one of the main competitiveness aspects of tourism organizations (Buhalis, 2003). Unambiguously, tourism information systems (SIT), by the extensive use of suitableIT tools, have provided a technological basis and had subsequentlyamplified the competitiveness of organizations and their survival (Ramos, 2010), thus warranting a healthierassociation with the activities integrated in the tourism. The use of SIT at a tourism destination simplifiesand facilitates the relationship between the destination,tourist organization, and the consumer, contributing to the specialization and promotion of the tourist product (Bénédicte et al., 2011; Buhalis and Law, 2008).

In this setting, the destination is understood as anassortment of discreteopportunities and products of inter-related experiences that gives an appeal to the entire experience of the destination zone visited (Murphy et

al., 2000). Moreover, a smart tourism destination is considered a destination built on a technological structure that warrants sustainable development of tourist zones, approachability to the entire world, and simplifies communication with the visitor, enhancing the quality of the involvement in the destination and refining the residents' quality of life (Lopez de Avila, 2015). A smart tourism destination should be able to develop innovation practices, embrace technological expansion, incorporate capacities, information processing, digital spaces and tools to these activities, which allow the transmission of technology and knowledge sharing. ICT set-ups such as the Internet of Things and Cloud Computing can provide the substructure essential for the expansion of a smart tourism destination.

A study conducted by Boes et al. (2015) demonstrates that the smart tourism destination should, on the one hand, exploit the competitive advantages to deliver value creation and experiences for tourists/ visitors by using the set-ups of information technology and technological applications and, on the other hand, offer affordability and benefits for the destination. He deliberated that the smart tourism destination should establish four essential concepts: human capital (meeting the requirements of the inhabitants residing in the development strategy, creating new business opportunities, involving educational strategies); leadership, which should aim at bringing intelligence to regions; social capital (with the alliance and support between different actors of public, society-citizens, and private sector agents); and innovation (can be used for the partnership of citizens, scholars, businesspersons in the growth of ground-breaking projects, tourism, attracting companies to urban central areas).

Therefore, prime consideration should be given to the variations that take place in market requirements, generated by technological innovations (Buhalis and Law, 2008) and, particularly to a novel market resource, the mobility and ubiquity allowed by the propagation of smartphones and by the advent of QR codes that contextualize mobile applications and services, and accentuate the need of the destination strategy. In this sense, technology has not only become an essential fragment of tourism, but it has also transformed the way traveling is planned (Buhalis, 2003), business and destinations are managed (Buhalis and Licata, 2002), and how tourist services are fashioned and consumed (Stamboulis and Skayannis, 2003). These variations create prospects and challenges that must be addressed (Gretzel et al., 2006). In this respect, we hypothesize:

H1. Internet access at the destination is important for making its choice.

The separation of the tourism experience and ICT is increasingly complex. ICT has been converted into an essential part of the experience because tourists use different ICT devices as primary tools to plan their trip, relish the destination experience, and share it on their return (Wang et al., 2013). Similarly, destinations should develop bigger use of technology to deliver tourists with the essential services at every phase of the tourism experience, as well as achieve effective harmonization among all the stakeholders contributing in it. The growing need of ICTs has allowed tourism organisations to upgrade their association with the customer by offering distinctive service arbitrated by ICTs (Tussyadiah and Fesenmaier 2007). Through their engagement with ICTs, tourists could advantage better-off experience within their real physical setting (Neuhofer et al. 2013). Moreover, new areas of tourist activities are evolving through new technologies that can alter the conventional experiences and result in the advent of new types of experiences (Darmer and Sundbo, 2008). Therefore, it will be essential to deliberate the present variations in experiences (Huang and Hsu, 2010).

Considering these experiences, ICT can work as a mediator or as the core of the experience itself (McCarthy and Wright, 2004). The development of mass communication and technology has augmented the logic of mediation in the tourism setting (Gretzel et al., 2011). Some studies have begun to inspect the degree to which internet-based systems arbitrate or moderate the tourism experience (Wang et al., 2012; Gretzel et al., 2006). However, by using mobile technology (particularly applications on smartphones and tablets), tourists can access all the information wherever and whenever they want. They can also personalize their experiences and share them with others while they are still at the destination (Neuhofer et al., 2012). Saari et al. (2008) concluded that mobile devices can mediate the psychological and behavioural dimensions of the tourism experience by enabling the tourists search for information, its processing and sharing, allowing them to absorb regarding the new travel opportunities and knowing a destination well. Tourists shape their tourism experience by learning about the existing culture, understanding and sensing the places they visit (Jennings and Weiler, 2006). Based on the review of literature we further hypotheses:

H2. The information available on the internet positively influence the tourism experience.

H3. The use of information available on the internet is important during the tourism experience.

For numerous tourists, ICT characterizes a chance to enthusiastically participate in the activities and to take part personally in building their own destination experiences (Prebensen et al., 2013). Similarly, they place

their prime focus on sharing their experience with other tourists and inhabitants and are consequently more willing to trigger the conversations through social media using electronic devices (Buonincontri and Micera, 2016), with their family, friends or anonymous users (Neuhofer et al., 2012; Brejla and Gilbert, 2014). From the studies conducted by Tussyadiah and Fesenmaier, 2009, it was found that the most appreciated experiences are those co-created with tourists and reinforced by technology. Neuhofer et al. (2012) argued that ICTs are very beneficial because they simplify the happenstances between tourists and the destination and enhance the experiential process in time and space. Therefore, the destinations must contemplate that all the facets related to the e-service are vital for the customer experience (Küster et al., 2016). Therefore, the following can be hypothesized:

H4. The technological possessions of a destination influence the tourist satisfaction level.

Although the previous studies reviewed confirms the impact of ICTs on tourism, most studies scarcely highlight the influence of technologies, and empirical research is even more scarce. Further, the inadequate studies on the subject have till date stressed only on the role of some specific technologies and their impact on the tourism experience, such as social networks (Gretzel et al., 2011), videos (Tussyadiah and Fesenmaier, 2009), or smartphones (Wang et al., 2012). Only a few studies have intended at debating tourism experiences and the impact of technology on a more wide-ranging viewpoint (Neuhofer et al., 2014). There is a need to better comprehend the relations between information needs, tools (internet, smartphones and their applications), and the tourism experience in the destination (Wang et al., 2012).

Choice of New Delhi as a Smart tourism destination

Smart tourism destinations are essentially urban clusters with smooth transportation, e-governance, and better social infrastructure, including health care and safety & security for the tourists. Smart is not just about technology-enabled, but also about power, water, transportation and solid waste management (Kandpal, 2016). A smart tourism destination is usually an urban development vision to integrate multiple information and communication technology (ICT) and Internet of Things (IoT) solutions in a secure fashion to manage a city's assets for an enhanced destination experience for the tourists.

Delhi, the third largest city of India is a remarkable city consisting of two parts – Old Delhi, which was once the capital of India between 17th and 19th centuries is a labyrinth of narrow lanes lined with crumbling havelis and formidable mosques and another New Delhi, created as capital of India by the British is composed of spacious, tree-lined avenues and imposing government buildings. Delhi as a smart tourist destination has been growing steadily due to the initiatives taken by the local and central government. Ministry of Tourism, Govt. of India and State Tourism Board, Delhi are the regulatory bodies responsible for the promotion and management of tourism in the area. According to the statistics of Ministry of Tourism, Govt. of India, tourists visiting Delhi have an above average cultural level, being demanding when evaluating the experience.

They are also categorized by having a medium-high and higher educational level; they are subtle to local cultures and search for reliable and authentic experiences; they have a medium-high buying capacity; they are anxious about conserving the destination atmosphere and environment; they assess tourist products in advance; they are users of new and innovative ICT processes and applications; they travel with their family as well as alone; and they choose flexible itineraries and justify their product consumption. Based on the information provided by the National Statistical Institute and the Department of Tourism, Delhi, the significant and strategic markets for the city of New Delhi are Thailand, Singapore, Malaysia, Indonesia, Sri Lanka, Hong Kong and other South East Asian countries.

The Tourism Department of Delhi has been monitoring and keeping a strict vigil on a set of indicators related to tourist activities annually i.e. the movement of passengers at the Indira Gandhi International Airport, the accommodation units endorsed and sold, the overnight tourist stays in Delhi, tourists at various points of Interest, access to the Official Tourism Portal (potential search), visitors of city Museums, and visitors of Tourist Offices, with monthly updation of the tourist enquiries and requests. As per the data provided by the Delhi Tourism department, many tourists are through the recommendation of family and friends, despite an increase in the use of the internet, which has gained a more significant role in the knowledge about the destination in recent years, reinforced by the internationalization strategy of events held in the city. This aspect is even more significant when we consider that about 80 percent of the tourists who visit Delhi do so for the first time. The challenges that arise for Delhi as a tourist destination are the information on the features of the tourist who devices his own trip, and who search for information and opinion in the most differentiated sources.

It is a fact that cities that aim to become a leader must accomplish their tactics through ICTs (Agüero, 2009). In this sense, Big Data and Open Data technologies are already being used in Delhi along with other

technologies. Delhi Tourism department had devised a mobile phone application for the easy accessibility of the tourists, which has enabled the travellers to find their path around the city, book clubs and bicycles, and take share in cultural activities and events. It also offers the information on the most useful apps for the tourists, free Wi-Fi hotspots in the area without additional roaming charges and places of interest in Delhi. It also showcases the availability of more than 6,000 bicycles to travellers in over 400 locations around Delhi. Travelers can check on the availability of bikes through the smartphone app. For those who need to travel by car, another app shows the real-time availability of parking spaces. Delhi Tourism Board also provides the tourists with the HOHO (Hop on- Hop off) bus services around the famous tourist destinations which saves time as well as energy. Interactive bus shelters also provide travellers with information on when their bus will arrive and give them USB ports to charge their mobile devices.

Research Methodology

This research aims to assess the importance of the use of ICTs in the satisfaction and experience of the tourist in the tourist destination. To prove the objective and hypotheses formulated, a quantitative analysis was chosen. First, Delhi was chosen as a smart tourism destination grounded on the information collected in the preceding segment. The purpose for using a case study was based on its appropriateness as an ideal methodology in tourism.

The questionnaire survey method was used for the data collection process. It was grounded on studies conducted by Brakus (2001) and Jennings and Weiler (2006). The assembly of the questionnaire permitted the collection of the variables for research and obtainable in the hypotheses. The questionnaires were used in five different places of Delhi: Indira Gandhi International Airport (New Delhi); Qutab Minar; India Gate; New Delhi Railway station, and Connaught Place which epitomize the areas with the highest concentration of tourists. A directed non-probability sampling method was applied, in which the choice of sampling elements was based on some criterion. The results obtained from the sample cannot be generalized to the whole population, but it is an appropriate method when it is not easily usable in a random sampling. For a sample of 438 elements, considering a population of over one million tourists, the maximum error was found to be $B \frac{1}{4} 4.6$ percent.

Data Analysis and Results

With respect to the socio-demographic characteristics of the respondents, the data collected in Table I. shows that the age group with the largest representation in the sample is 44-53 years old, mostly from outside India (89 percent). The level of gross monthly income is medium/high, given that 47 percent have a value between INR 1,00,000 and INR 1,50,000 per month, and 30 percent said they earn a higher income than this. Regarding their level of education, 69 percent said they had a university or equivalent degree, which specifies a high educational level in relation to the tourist demand in the region.

Table I: Socio-demographic variables of respondents

| Socio-demographic Variables | | % |
|------------------------------------|--|-------------------------------|
| Age (Years) | Upto 22 23-32 33-43 44-53 54-63 64 + | 7 19 25 32 9 8 |
| Gender | Male Female | 53 47 |
| Monthly Income | Less than INR 50,000 Between INR 50,000-1,00,000 Between INR 1,00,000-1,50,000 More than INR 1,50,000 | 23 47 19 11 |
| Country of Origin | India Outside India | 11 89 |
| Qualifications | High school or less Graduate Post graduate and above | 8 69 23 |

Source: Author

Table II: Tourists variables related to travel

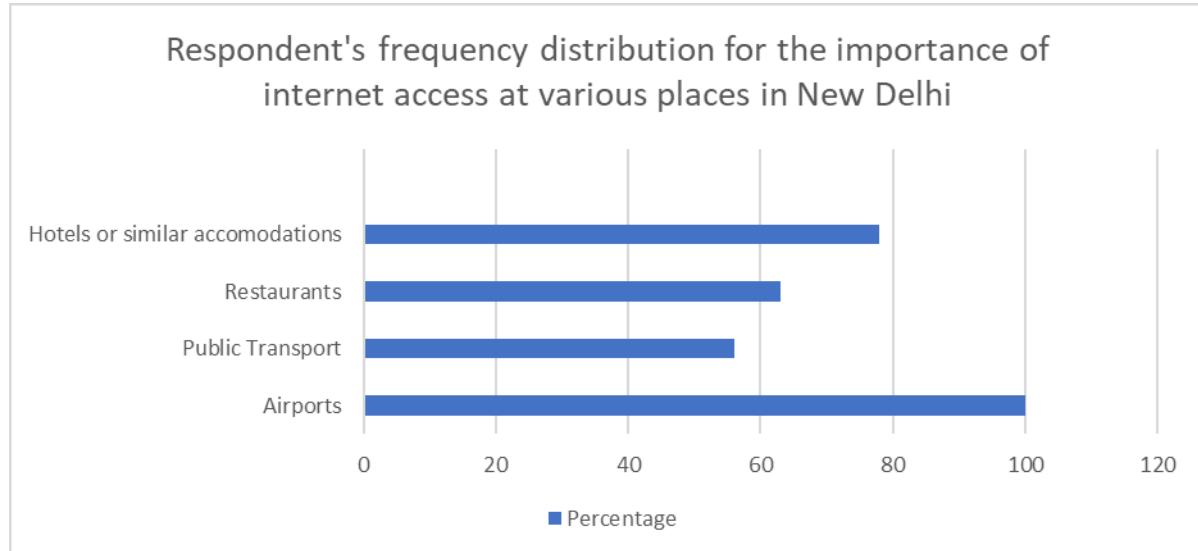
| Trip Variables | | Percentage |
|---------------------------------------|-------------|------------|
| Travel Pattern | Alone | 17 |
| | Accompanied | 83 |
| Reason to travel | Leisure | 44 |
| | VFR | 32 |
| | Business | 16 |
| | Others | 08 |
| Is this the first visit to New Delhi? | Yes | 78 |
| | No | 22 |

Source: Author

In the analysis of the variables related to the trip (Table II), it is highlighted that the majority of visitors/tourist travel were accompanied (83 percent) and it was their first time in India (78 percent), and the major reason for the visit was found to be Leisure (44 percent), followed by visits to family/relatives (32 percent).

H1. Internet access at the destination is important for making its choice.

With respect to the importance of internet access/availability in New Delhi, 92 percent of travellers surveyed found it important and only 08 percent do not consider it important/worthy. With respect to the Figure 1, almost all the respondents considered internet access/availability in New Delhi important (438), 100 percent indicated internet availability in airports, around 78% indicated it in the hotels or similar accommodations, 56 percent indicated internet availability in public transport, and 63 percent indicated internet availability in restaurants and similar eating joints across New Delhi.

Figure 1: Frequency distribution of respondents

Continuing with the previous questions, 79 percent of respondents access the internet from mobile/computer devices. It was also found that 82 percent of respondents use internet applications and/or information related to their tourism experience in New Delhi before the visit and 86 percent use the applications/information available on the internet during the visit.

According to the frequency Table III, concerning the evaluation of the impact of some applications and/or information available on the internet during their tourism experience in New Delhi, it is essential to highlight the high scores obtained – very important, with a frequency of 438, by the typologies: tourist support/tourist guides and Wi-Fi access (free, paid), followed by the items cultural agenda (concerts, shows, prices, museums, exhibitions, cinemas, ticket reservation), and weather forecast.

Table III: Evaluation of the impact of following types of applications and information available on internet during their tourism experience in New Delhi

| Description | 1(%) | 2(%) | 3(%) | 4(%) | \bar{x} |
|--|------|------|------|------|-----------|
| Tourist support/tourist guides (POI's, maps, itineraries, circuits, etc.) | 11.4 | | | 88.6 | 3.65 |
| Wi-Fi access (free, paid) | 11.4 | | | 88.6 | 3.65 |
| Cultural agenda (museums, exhibitions, cinemas, concerts, shows, prices, ticket reservation) | 11.4 | | 4.6 | 84 | 3.61 |
| Weather forecast | 11.4 | 4.6 | | 84 | 3.56 |
| Accommodation, catering and similar (prices, availability, contacts, reservations, etc.) | 11.4 | | 84 | 4.6 | 2.82 |
| Transport management (air, land, schedules, check-in, prices, reservations, etc.) | 11.4 | | 84 | 4.6 | 2.82 |
| Car rental (companies, prices, deals, reservations, etc.) | 11.4 | 84 | 4.6 | | 1.931 |
| Travel agencies (programs, promotions, package tours, etc.) | 11.4 | 84 | 4.6 | | 93 |
| Language translators | | | | | 1.93 |
| Webcams (locations, city points, car traffic, beaches, tourist sites) | | | | | |
| Note: The values shown refer to the measurement scale where 1 – not used; 2 – little importance; 3 – important; 4 – very important | | | | | |

Source: Author

On an average, the standing is higher for "Tourist support/tourist guides," "Wi-Fi access," "cultural agenda" and "weather forecast," followed by other determinants i.e. "accommodation, catering and similar," "transport management," and "car rental," all with an average value higher than the midpoint of the measurement scale. With respect to the questions: "Is the information available on the internet about the New Delhi destination a decisive factor to come?" and "Is the information available on the internet about the New Delhi destination a decisive factor to return?" 84 percent of the tourists surveyed answered yes, while 16 percent stated that there is no effect on the visit and intention to return. This distribution of the evaluation of the applications and/or information available on the internet may specify, for example, an upsurge in the level of individuality both in the process of organizing the trip and in the progression of the experience in the destination, which makes the New Delhi local body in the area of tourism accountable, and contests it to bring up-to-date interactive digital platforms and instruments, providing an integral system of information organization and destination management,

creating permanent relationships of interactivity among all the role-players in the sector in the outlook of tourism supply and demand.

There was found to be a visible positive impact of the information available on the behavioural intention related to the destination, as highlighted in the studies by Bieger and Laesser (2004) or Gursoy and McCleary (2004). The studies show how the data available has a noteworthy impact on diverse facets of the decision-making process, predominantly when deciding which destination to visit. Recent literatures suggests that this request in relation to a specific destination is approved mostly during the stay and not before the visit, where the search aims mainly to recognize potential destinations to visit (Xian et al., 2015).

The percentage that considers internet access or availability in the New Delhi destination important, and that accesses the internet from mobile devices/computers is higher (100 percent) for those who consider that the information available on the internet about the New Delhi destination was a decisive factor to come, being the observed differences statistically significant, according to the χ^2 test ($w_{\delta}^2 1/4 282:3; p<0.001$). The percentage that also considers internet access/availability at the New Delhi destination to be important, and that accesses the internet from mobile devices/computers, is higher(100 percent) for those who consider that the data available on the internet about the New Delhi destination will be a pivotal factor to return, being the differences observed statistically significant, according to the χ^2 test performed in this study ($w^2 1/4 282:3; p<0.001$).

First, the Pearson R correlation coefficient was cast-off to detect the association between the variables collected "Impact of the applications and/or information available on the internet during the tourism experience in New Delhi," "Overall satisfaction regarding the destination," all the items in "Evaluate the impact of the following types of applications and/or information available on the internet during your New Delhi tourism experience," and all the items of "Evaluate your overall satisfaction regarding the destination." Thus, it is particularly important to note the very strong correlations between those who intend to visit the destination in the next three years and the applications/ information available on "Tourist support/tourist guides," "Wi-Fi access," between those who intend to recommend the destination and who consulted the cultural agenda (Table IV).

Table IV: Pearson correlation showing the relationship between the variables and their Impact of the applications and/or information available on the internet during the tourism experience in New Delhi

| Impact of application s and/ or informatio n | Build positive Opinions regarding the the | Recommen d The destinati on | Encourage friends and family to visit the destination | Visit the Destinat ion in the next 3 years | Consider New Delhi a cultural destination in the following trips |
|--|---|-----------------------------|---|--|--|
| during ... Tourist support/ tourist guides | R 0.903** | 0.765** | 0.915** | 0.914** | 0.993** |
| Travel agencies | R 0.935** | 0.822** | 0.944** | 0.949** | 1.002** |
| Accommodation, catering and | R 0.607** | 0.390** | 0.633** | 0.632** | 0.846** |
| Similar Language | R 0.783** | 0.604** | 0.802** | 0.804** | 0.953** |

| | | | | | | | |
|-----------------------------|---|---------|---------|---------|---------|---------|---------|
| Translators | R | 0.608** | 0.391** | 0.632** | 0.633** | 0.846** | 0.550** |
| Webcams | R | 0.608** | 0.392** | 0.632** | 0.633** | 0.846** | 0.550** |
| Transport Management | R | 0.787** | 0.605** | 0.804** | 0.804** | 0.953** | 0.738** |
| Car rental | R | 0.787** | 0.607** | 0.804** | 0.804** | 0.953** | 0.738** |
| Cultural agenda | R | 0.993** | 0.923** | 0.993** | 0.993** | 0.977** | 0.979** |
| Weather forecast | R | 0.995** | 0.982** | 0.995** | 0.994** | 0.912** | 1.002** |
| Wi-Fi access | R | 0.935** | 0.822** | 0.947** | 0.946** | 1.002** | 0.912** |

Notes: n ¼ 421. **Significant at 0.01 level

Source: Author

Then, to test H2(Hypothesis 2) and H4(Hypothesis H4), a multiple linear regression model was applied. These models have two or more independent variables, which will be used to estimate the values for the dependent variable (Maroco, 2011, pp. 671-689; Neter et al., 2004). To find out the regression parameter estimates, the least squares method is applied. In addition, for the implication of each of the parameters, it is necessary to determine if the model is globally significant, through a test of significance of the coefficient of determination (F-test). The determination coefficient (R^2) seems as a measure of the consequence of the explanatory variables on the decrease of the variation of Y_i , that is, on the reduction of the ambiguity associated with the prediction of Y_i . In other words, r^2 measures the percentage or proportion of the total variation of Y_i explained by the model. The Levene test for the homogeneity of the residual variances, in two randomly constituted groups, permits to conclude that the homogeneity of variances (Levene_{1,423} ¼ 2.991, p ¼ 0.084) is confirmed. The analysis of the assumption that the residues should follow a normal distribution, studied with Kolmogorov-Smirnov with Lilliefors correction, allows to achieve that the residues do not follow a normal distribution (KS₄₂₃ ¼ 0.446, po0.001). Since there is only one noteworthy independent variable for the model, it is not justified to analyse the assumptions of the lack of self-correlation between independent variables and the absence of multicollinearity.

In this scenario, the dependent variable is the complete satisfaction concerning the destination, while the independent variable evaluates the influence of applications and/or information accessible on the internet during the tourism experience in New Delhi. The results collected shows the increase of one unit in the importance scale. Impact of the applications and/or information available on the internet during the tourism experience in New Delhi" causes a mean increase in the measurement scale of the dependent variable. Overall satisfaction regarding the destination" ofb ¼ 0.963 (p 0.001). The coefficient of determination indicates that 81.5 percent of the variation occurring in the dependent variable. The F-test ($F_{1,421}$ ¼ 1813.0, po0.001) of the global significance of the model is validated. Therefore, H2 is proved.

In the case of the fourth hypothesis, the dependent variable is satisfaction level with the attributes of the destination, while the independent variable is established by the influence of the applications and/or information accessible on the internet during the tourism experience in New Delhi.

It was found that the impact of the applications and/or information available on the internet during the tourism experience in New Delhi causes a mean increase in the measurement scale of the dependent variable. Level of satisfaction regarding the attributes of the destination" ofb ¼ 0.824 (po0.001).

The coefficient of determination indicates that 53.5 percent of the variation that occurs in the dependent variable "Level of satisfaction regarding the attributes of the destination" is explained by the Impact of the applications and/or information available on the internet during the tourism experience in New Delhi." The F-test ($F_{1,424}$ ¼ 525.3, po0.001) of the global significance of the model is validated. Therefore, H4 is verified.

An evaluation of the effects between satisfaction and the different attributes of the destination can be observed through Pearson's correlation coefficient analysis. Thus, it was proven that in relation to the "Global Evaluation," the strong correlation with the items "tourist support/tourist guides," "cultural agenda", "weather forecast," and "Wi-Fi access" must be highlighted, which allows us to accomplish that the level of satisfaction, both in respect to the tourist destination and the tourism experience, is linked to the diversity of the information provided in the destination, on the one hand, and with access to

information, updated in real time and provided by the managers, on the other, which should be associated with permanent interactivity with visitors/tourists (Table V).

Table V: Evaluation of satisfaction level with the destination attributes

| Impact of applications and/or information | the attributes of the destination | Satisfaction level regarding the attributes of the destination | | Climatic features | Reception hospital | Gastronomy and wines | Cultural heritage | Cultural entertainment | Safety | Infrastructure and transport |
|---|-----------------------------------|--|-----------|-------------------|--------------------|----------------------|-------------------|------------------------|---------|------------------------------|
| | | Destination | featuring | city | and | wines | heritage | Entertainment | Safety | transport |
| during ... Tourist support/tour | R | 0.743** | 0.765** | 0.765** | 0.765** | 0.765** | 0.765** | 0.765** | 0.482** | 0.763** |
| Guides | R | 0.802** | 0.822** | 0.822** | 0.822** | 0.822** | 0.822** | 0.822** | 0.563** | 0.820** |
| Travel agencies | R | 0.363** | 0.392** | 0.392** | 0.392** | 0.392** | 0.392** | 0.392** | 0.032 | 0.390** |
| Accommodation, catering and similar | R | 0.585** | 0.603** | 0.603** | 0.603** | 0.603** | 0.603** | 0.603** | 0.277** | 0.605** |
| Language translators | R | 0.363** | 0.393** | 0.392** | 0.392** | 0.392** | 0.392** | 0.392** | 0.032 | 0.390** |
| Webcams | R | 0.363** | 0.393** | 0.392** | 0.392** | 0.392** | 0.392** | 0.392** | 0.032 | 0.392** |
| Transportation | | | | | | | | | | |
| Management | R | 0.581** | 0.603** | 0.605** | 0.605** | 0.605** | 0.605** | 0.605** | 0.277** | 0.603** |
| Car Rental | R | 0.585** | 0.603** | 0.605** | 0.605** | 0.605** | 0.605** | 0.603** | 0.277** | 0.603** |
| Cultural agenda | R | 0.917** | 0.923** | 0.925** | 0.925** | 0.925** | 0.923** | 0.923** | 0.727** | 0.923** |
| Weather forecast | R | 0.978** | 0.984** | 0.984** | 0.984** | 0.984** | 0.982** | 0.982** | 0.852** | 0.985** |
| Wi-Fi access | R | 0.802** | 0.822** | 0.822** | 0.822** | 0.822** | 0.822** | 0.822** | 0.565** | 0.82** |

Notes: n ¼ 425. ***Significant at 0.01 levels

Source: Author

H3.The use of the applications and/or information available on the internet is important during the tourism experience in New Delhi.

The importance is greater for: weather forecasttourism support/tourist guides, cultural agenda, and Wi-Fi access, trailed by transport management, accommodation, catering and similar, and car rental, all with a greater importance than the midpoint of the measurement scale, the importance being lesser for language translators,travel agencies, and webcams, with the importance below the midpoint of the measurement scale.

Conclusion

In a progressively competitive tourism industry, the destinations must uninterruptedly acclimatize, grow, and manage their product offers to guarantee aeminence experience for their travellers. However, technology is changing the tourism experience significantly. Therefore, the objective of this research is to understand the relationship between the need for information, the information tools, and the tourism experience in the destination. From a theoretical viewpoint, the major role is to excavate the knowledge of the effects of the use of technology on tourists' behaviour and experiences, in addition to the planning stages of the trip and the exploration for information in the setting of a smart tourism destination.

In this regard, the outcomes accomplished signifies the importance of internet access in the destination,

particularly in places such as airports and hotels, since tourists primarily use mobile devices and laptops while traveling. In this study, the utmost influence was recognized when planning the trip as a choice criterion and during the stay in the destination, as a determinant of satisfaction.

From a managerial point of view, the results can be used in a set of insinuations that can be useful for smart destinations. Those responsible for managing tourism activities are responsible for growing the development of smart destinations, evolving destinations that are based on accessibility, innovation, technology and sustainability. Knowledge and the efficient use of resources should form the basis of the definition of a destination strategy based on different pillars, such as competition (comparative, competitive advantage and positioning), the business model (sustainability and orientation), the consumer (satisfaction, improvement and trends), technology (provision and distribution), and supply (innovation, differentiation, qualification, and certification).

The perpetual and attentive relationship between the destination, the tourists/visitors and the service providers establish a decisive factor for the evaluation of the experience, for a greater level of satisfaction with the destination, that is, the acceptance of behavioural attitudes, which favour it. In this sense and considering the form of organization of the visitor/tourist's trip in New Delhi, its appraisal regarding the use of the applications available and their crucial role in the access to information and movement in the destination, New Delhi has measured the analysis and growth of technology integration in tourism experiences: a planned vision for providing interactive data updated in actual time.

This assessment leads to the outcomes obtained in this study. Moreover, this research displays some limitations and shortcomings that must be considered. Firstly, the sampling technique and the results obtained cannot be generalised with the entire population. Secondly, the questionnaire was applied in a single smart destination, which might lead to effects resulting from the case used in the research. Thus, the extrapolation of the results attained should take this aspect also into account.

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