

Volume 6, Issue 1 (XXXVI)

January - March 2019

ISSN 2394 - 7780



International Journal of

# Advance and Innovative Research

(Special Issue)

Indian Academicians and Researchers Association  
[www.iaraedu.com](http://www.iaraedu.com)

# International Journal of Advance and Innovative Research

Volume 6, Issue 1 (XXXVI): January - March 2019

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**Journal - 63571**

## UGC Journal Details

**Name of the Journal :** International Journal of Advance & Innovative Research

**ISSN Number :**

**e-ISSN Number :** 23947780

**Source:** UNIV

**Subject:** Multidisciplinary

**Publisher:** Indian Academicians and Researchers Association

**Country of Publication:** India

**Broad Subject Category:** Multidisciplinary

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**TOURISM INDUSTRY IN MAHARASHTRA – AN UNTAPPED AREA****Dr. Amita Koli Patkar<sup>1</sup> and Amrita Jadhav<sup>2</sup>**Assistant Professor<sup>1</sup>, Varde College, Goregaon (west)Assistant Professor<sup>2</sup>, Annabhau Vartak College, Vasai**ABSTRACT**

*The soil of India has been always lucky to have witnessed and helped several cultures to develop and cherish. India has been a cradle for various civilizations to mature and develop in various ways. It is a true sense of “Unity in Diversity”. The Indian culture teaches its followers to worship tourist as god as in the words “Atithi Devo Bhava”. In India one of the eminent states that is gaining momentum is Maharashtra. It is a state considered to be part of western, central, southern and south-central India. It is the second-most populous state and third-largest state by area in India. The terms Maharashtra, Maharashtri, Marathi, and Maratha may have derived from the Maharashtri Prakrit, and the word Marhatta (later used for the Marathas) is found in the Jain Maharashtri literature. Maharashtra is culturally and historically rich state. Maharashtra is a state in India which also is growing as a tourist destination for various reasons like agro tourism, rural tourism, education tourism, culinary tourism and Historical tourism. The need of the hour is the state governments’ will power to uplift it by some favorable policies. The tourism industry still is at nascent stage it has to go a long way. With the advent of “Digital India movement” and “Swachh Bharat abhiyan” it may touch new high. The positive aspect of growth of tourism is that it absorbs all kind of labour whether skilled or unskilled. The young India can witness a boost in employment if the right button is hit at the right time.*

*Keywords: Tourism, Challenges and Skilled labour*

**OBJECTIVE**

1. To understand the Ancient places renowned in India for tourism
2. To analyse the present significance of tourism in Maharashtra
3. To cogitate the Challenges regarding the tourism in Maharashtra

**INTRODUCTION**

India has remained an epicenter of education in the entire South-Asian region since the ancient period. This had given major boost to education tourism at that point in time. Taxila University, Nalanda University and Vikramshila University were epitome of knowledge and most sought after destinations for not only indigenous scholars, but also foreign travellers for knowledge sharing and learning purposes. Also the historical and cultural tourism of India has been always the talk of the town. In spite of inheriting such glorious and noteworthy past of being a prominent center of educational tourism, today India is striving to project itself as an important educational destination. However, with tremendous growth potential of both tourism and education sector in India, it has a strong scope to become a crucial educational destination for the world in general and for the neighbouring countries in particular.

Maharashtra is a state in India which also is growing as a tourist destination for various reasons like agro tourism, Rural tourism, education tourism, culinary tourism and Historical tourism (Sula In Nasik, for its vineyard cultivation). Tourism industry in Maharashtra has a great potential for growth, given the availability of basic infrastructure and the variety of tourist ideas/adventures offered by various destinations. Maharashtra has a bright historical and cultural heritage, which has been untapped by the tourism industry and the government agencies. The supportive basic infrastructure availability throughout the state would provide an ideal platform for fresh investments in the development of tourism and in the process of creating many direct and indirect employment opportunities to locals in tourist destinations.

The term education tourism or edu-tourism refers to any “program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location” (Bodger, 1998, p.28)

#### The favorable factors for India are

1. India is one of the fastest growing economies of the world.
2. It is emerging as a major sought after tourist destination among the residents of neighbouring countries and across globe.
3. Staying here is inexpensive than many developed countries of the world.
4. There are many good academic institutions in India with all kinds of resources and facilities.
5. It is one of the major suppliers of skilled manpower to the developed nations.

#### PROFILE OF MAHARASHTRA

Maharashtra with a geographical area of 3,07,713 Sq. Km is the 3rd largest state in India in terms of area, with a coastal line spreading more than 720 kms and 2nd in terms of population (96.75 million). It occupies a broad portion of the Deccan Plateau. The state has a large untapped tourism potential, with attractive and heart capturing tourist destinations which comprises of beaches, forts, hill stations, heritage and sanctuaries. The famous attractions include Mahabaleshwar, Matheran, Ajanta, Ellora, Elephanta and Murud-Janjira, among others.

#### MAP OF MAHARASHTRA



Source: MDTC

Maharashtra is the second most populous state in the country (96.75 million according to population census 2001). The population density is 314 per sq km. & the literacy rate is 77.27%. Marathi is the main language of the masses and is also the official language

#### TOURISM RESOURCES OF MAHARASHTRA

The industries account for around 20-22% of the gross state domestic product and 3.5% of the employment in the state. There is non-availability of specific estimates on the employment in the travel and tourism industry. The economic census 1998 showed an employment of 4, 61,000 persons (urban and rural) employed in restaurant and hotels and 3, 87,000 persons working in the transportation industry. There is humongous scope for tourism development in Maharashtra.

It is one of the very few divinely blessed states in India bestowed by nature with a unique combination of hills, plateau, sea beaches, historical forts and caves. It is reported that over 80% of the people of Maharashtra live in

villages. Their prime occupation is agriculture. Tourism leads to employment generation as well as the generation of economic activities. It is suggested that visit of each foreign tourist provides employment to one person and 6.5 domestic tourists generate one job. Temples, beaches, heritage and culture richly adorn the cities of Maharashtra. Mumbai is a vital and vibrant arrival point for overseas visitors.

#### **TYPES OF TOURISM ATTRACTIONS IN MAHARASHTRA**

- **Eco Tourism** - it refers to exploring the natural resources of a place like Rivers, forest areas and hills, boating in natural areas, nature trails, and educational camps. It is responsible tourism in a sense
- **Beach Tourism** - there are n numbers of water sports like that attract the all age groups' tourists scuba diving, snorkeling, Marine Park, sea based water sports
- **Adventure Tourism** - Today tourism is associated with fun element so to get such experiences tourists go for Safaris, trekking, hiking, mountain climbing, river rafting, water surfing, parasailing, sailing/ yachting, motor boating, water skiing, fun-rides
- **Village Tourism** - Cultural understanding, experience the tribal / rural way of life, local food products and traditional cuisine local folk dance and music
- **Leisure Tourism** - Spot based entertainment facilities, tourist wants to get respite from hectic work life.
- **Culture & Heritage Tourism** - Maharashtra's rich history gives it edge over exploring its heritage , monuments, museums, fairs and festivals, handicrafts and archaeological sites
- **Corporate Tourism** - Intra Company brainstorming, corporate planning, marketing, training, dealer interaction and special project work
- **Medical tourism**- Especially Mumbai develops as an advanced medical hub for tourists to get inexpensive medical treatment from specialized doctors

#### **MAHARASHTRA TOURISM DEVELOPMENT CORPORATION**

Maharashtra Tourism Development Corporation (MTDC) has been formed under the Companies Act, 1956, for systematic development of tourism on commercial lines, with an authorized share capital of Rs.2500.00 lakhs. The paid up share capital of the Corporation as on 31st March 2001 is Rs. 1462.38 lakhs. The Corporation receives from the State Government financial assistance in the form of share capital contribution. The State Government has assigned all commercial and promotional tourism activities to this Corporation. The Corporation gets financial aid from the state government in the form of share capital and periodical financial contribution. The state government has entrusted all commercial and promotional tourism activities to this corporation. MTDC supplements its resources through institutional finance. Government gives grant in aid to the Directorate of tourism. Eco tourism drives and initiatives are being planned. In an effort to tap the tourism potential, Government of India had spotted certain thrust areas, restoration and balanced development of National Heritage projects of cultural, historical and tourist importance. Attracting tourists both domestic as well as International and development of selected tourist sports popular with the tourists

#### **Hurdles in the path of tourism to develop in Maharashtra**

1. **Policy paralysis**- there has been no noteworthy policy framed off late also poor co-ordination among the different agencies—Maharashtra Tourism Development Corporation (MTDC), Mumbai Port Trust (MPT), State Maritime Board (SMB), Ministry of Defence (MoD), Ministry of Environment and Forest (MoEF), etc.
2. **More importance to develop industry**: Maharashtra has got a status as a self-sustained industrialised state that is why it never focused on the tourism sector. It is only in the last few years that the tourism department has realised the state's potential but it has not made any commendable effort so far to uplift the tourism industry in Maharashtra
3. **Less fund allocation**: The poor performance of the department can be attributed to the paltry amount allocated to it for promoting its activities. As per the data available with MTDC, it barely received Rs 15 crore a year till the last few years; the amount went up to Rs 25 crore in 2012, and was hiked further to Rs 50 crore later, but was again reduced to Rs 40 crore.
4. **Red tapism and “under the table” culture**: another reason hindering the growth of the industry is corruption. The newspaper DNA has carried a series of reports highlighting the issue. There have been 23 meetings taken by state tourism corporation official to decide on how to light up the iconic Gateway of India by a private company. It somewhere dampens the spirit of initiative takers.

5. Moreover, the state does not have a 'tourism bhavan' like in other states, from where the department can conduct its operations. "Many states and even countries like Japan have approached us seeking space to house their tourism offices. But the problem is we ourselves don't have space for constructing a 'tourism bhavan',

### **CONCLUSION**

Tourism industry gets step motherly treatment because of lethargy from government's side. The fund allocation to specifically this industry must be raised as without infusion of fund it will not grow as per the expectation of the foreign tourists specially those who come from the developed world. Poor connectivity, bad upkeep of hotels and slow growth of aviation sector are some of the roadblocks of today. To keep pace with other countries like Sri Lanka, Thailand and Singapore, India will have to work on Infrastructural bottlenecks. Even China has gone far in the tourism industry India is still taking baby steps. We should not get awakened in the stage when the competition gets cut throat.

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**TRANSPORT INFRASTRUCTURE IN KANYAKUMARI DISTRICT AND ITS IMPACT ON  
TOURISM DEVELOPMENT**

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**Dr. A. Mahesh Kumar**Assistant Professor, HOD Economics, Gurukul College of Commerce

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**ABSTRACT**

*Transport contributes significantly to our socio-economic needs. Transport industry has acquired a fundamental place in the global network system by facilitating mobility of persons and goods from one place to another through various modes of transportation. The main aim of the study is to evaluate the level of satisfaction of the tourists towards transport facilities in Kanyakumari district. The present study is based on both primary and secondary data. Tourists have been visiting tourist centers in Kanyakumari District. The researcher collected the primary data from tourists visiting tourist centers in Kanyakumari District. For the collection of primary data, 150 tourists were selected through convenient sampling method. Transport and tourism are interrelated. Without a temporary change of residence there is no tourism. Well organised and arranged traffic makes an additional guarantee of tourist attractions and only a balanced development can provide quality and efficient logistic support for tourism. Transport at tourist destinations is a part of the tourist experience, so it can have a positive or negative effect on the impact of tourist's stay at the destination, because it depends on the tourists and their experience. If tourists are not satisfied with the quality of their transport, the impact on the whole journey will be surely ruined as well. Therefore, speaking of transport, there is no hope for any progress without good infrastructure or modern technologies.*

*Keywords: Transport, Tourism, tourist destinations and infrastructural facilities*

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**INTRODUCTION**

Transport contributes significantly to our socio-economic needs. Transport industry has acquired a fundamental place in the global network system by facilitating mobility of persons and goods from one place to another through various modes of transportation. The development of tourism depends on the transport industry. A tourist always thinks of safe, comfortable and convenient mode of transport. And of course, costs and time are also important considerations while deciding on the mode of travel. Here lies the challenge before the transport industry to attract the tourist by offering suitable means of travel as per their requirements.

India is one of the fastest growing economies in the world, Even though there are some struggles in recent years growth rate, Indian economy is considerable in past two decades. Many sectors contribute to growth of the economy namely agricultural, manufacturing and service sectors. Among them the rate of contribution of service sectors to National Gross Domestic Products (GDP) is higher than other sectors. There are many industries constituting service sector, of which tourism is one of the major contributors. Tourism industry helps the economy in many ways by providing both direct and indirect employments, contribution to national GDP, bringing foreign currencies, aid to other related industries such as transport, hotel and so on.

Transportation is one of the most obvious direct economic benefits of tourism industry. Every popular tourist destination has to have good transportation mediums to reach with relax. Transportation development is directly related to the arrival rate of foreign as well as domestic tourist arrival rate. If a tourist visits a local destination, he will have to use the transportation services which immediately benefits the local community and economy. It is seen that destination spots with poor transportation services don't attract sufficient customers but destination having excellent transportation services are easy to reach and sustain tourism activities.

**STATEMENT OF THE PROBLEM**

Tourism is a significant sector in Indian economy and contributes significantly to the country's gross domestic product and foreign exchange earnings. Further Indian tourism sector is linked with several important sectors such as transportation, infrastructure, communication, banking, and handicraft, which further helps in the growth and development of the country. In the development of tourism, the role of transport infrastructure is an important.

The development of tourism depends upon the development of an integrated infrastructure of transport services. Inadequacies of such transport infrastructural facilities adversely affect tourism. The sluggish growth of tourism arises from inability to sell effectively rich tourist potential. Satisfaction of the tourist should be the top priority of the tourist industry.

This study pertains to the erstwhile Kanyakumari district as far as the coverage is concerned and this revenue segment has been excellent and enthralling as far as travelers are concerned. The tourism desiderata of this area can ordinarily equal some of the internationally renowned attractions and often excel them in ways more than one.

This is a fitting topic for research pursuit in these days of drive to maturity of India's economy in many areas. An in-depth study of the prospects and potentials of not only places of tourist attractions and facilities relating to them but also the commercial approaches towards them also shall be conducted. Hence this researcher has undertaken this area pregnant with possibilities and profitabilities.

Towards achieving this aim, relevant research in the area of transport infrastructure and impact on tourism development is reviewed to answer the following questions:

- (1) How do tourists travel within a destination? (Transport modes used)
- (2) Which dimensions of transport system used at destinations affect tourist satisfaction?
- (3) Whether the transport infrastructure made any impact on tourism development in the study area?.

### **SCOPE OF THE STUDY**

The main aim of the study is to evaluate the level of satisfaction of the tourists towards transport facilities in Kanyakumari district. The study intends to find answers to the problems and shortcomings in transport infrastructure development in the study area and tourism support services such as quantity and quality of public transport. The opinion of and suggestions from the tourist respondents incorporated herein would provide guidelines for future course of action to be followed in Kanyakumari district.

### **NEED FOR THE STUDY**

Transport facilities plays a vital role in tourism, Kanyakumari District is famous tourists spots. As the district is flourished with various attractive tourist centres, transportation plays a major role here. But in Kanyakumari District, it makes some critical comment in the side of tourists, so that without transport facilities, it is difficult in the development of tourism. Thus as it is a major factor in the development of the district the topic transport infrastructure facility in Kanyakumari District and its impact on tourism development is selected for the research work.

### **OBJECTIVES OF THE STUDY**

The study has the following objectives.

- (i) To identify the level of satisfaction towards transport facility in Kanyakumari district
- (ii) To know the impact of transport infrastructure on tourism development in Kanyakumari district.

### **METHODOLOGY**

Primary and secondary data have been collected from different sources and used for analysis. Secondary data required for the study have been collected from various books, journals, reports and websites were collected through a well structured interview schedule.

### **SAMPLING**

The present study is based on both primary and secondary data. Tourists have been visiting tourist centers in Kanyakumari District. The researcher collected the primary data from tourists visiting tourist centers in Kanyakumari District. For the collection of primary data, 150 tourists were selected through convenient sampling method. They were met at their hotels or guest houses where they were residing. A well structured interview schedule was adopted to collect the primary data.

### **ANALYSIS AND INTERPRETATION**

#### **Level of Satisfaction towards Transport Facility among different age group of sample respondents**

Sample respondents of different age groups have different level of satisfaction towards transport facility. The mean score of different age groups of sample respondents on each statement obtained was calculated separately. In order to find out the significant difference in level of satisfaction among the different age groups of sample respondents, ANOVA was attempted with the null hypothesis as, **there is no significant difference in level of satisfaction among the different age groups of sample respondents in Kanyakumari district.** The resulted mean score of the level of satisfaction towards transport facility of different age group of sample respondents and the respective 'F' statistics are presented in Table 1.

**Table-1: Level of Satisfaction towards Transport Facility among different age group of sample respondents - ANOVA**

Sl. No	Level of Satisfaction towards Transport Facility	Age group (Mean Score)			F Statistics
		Below 35 years	35 to 45 years	Above 45 years	
1.	24 hours transport service	3.7778	3.4175	3.3321	3.386*
2.	Cost of transportation service	3.9833	4.1569	4.3717	2.628*
3.	Availability of different vehicles	3.6167	3.7736	3.5316	1.211
4.	Pick up and drop facility	3.4386	3.6698	3.6938	1.168
5.	Availability of Tourist guides	3.6111	3.8066	3.8852	1.579

Source: Primary data

Table 1 shows the mean score of level of satisfaction towards transport facility among different age group of sample respondents along with its respective 'F' statistics. The important level of satisfaction towards transport facility among the sample respondents who are in the age group below 35 years are cost of transportation service and 24 hours transport service and their respective mean scores are 3.9833 and 3.7778. The important level of satisfaction towards transport facility among the sample respondents who are in the age group of 35 to 45 years are cost of transportation service and availability of tourist guides and their respective mean scores are 4.1569 and 3.8066. The important level of satisfaction towards transport facility among the sample respondents who are in the age group of above 45 years are cost of transportation service and availability of tourist guides and their respective mean scores are 4.3717 and 3.8852. Regarding the level of satisfaction towards transport facility, the significant difference among the different age group of sample respondents, are identified in the case of 24 hours transport service and cost of transport service, since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.

#### Impact of transport infrastructure on tourism development

In order to find out the significant difference in impact of transport infrastructure on tourism development among different age group of sample respondents in Kanyakumari district, 'ANOVA' is attempted with the null hypothesis, "there is no significant difference in impact of transport infrastructure on tourism development among different age group of sample respondents in Kanyakumari district". The result of 'ANOVA' is presented in the Table 2.

**Table-2: Impact of transport infrastructure on tourism development among different age group of sample respondents**

Sl. No	Impact of transport infrastructure on tourism development	Age Groups (in years)			F Statistics
		Below 35	35-45	Above 45	
1.	Good quality of the road	3.8300	3.6533	3.3133	3.181*
2.	Highway connection	3.8233	3.5933	3.2733	3.072*
3.	Easy to drive to the mountains	4.1733	4.3900	3.8667	3.499*
4.	The air connection of the district with different destinations through the airport in district is satisfactory	3.7467	3.8967	3.2933	3.053*
5.	Transport infrastructure in the district has good quality	3.9700	4.0633	3.6733	2.732*
6.	Bus transport is in very good condition	3.9000	3.7567	3.4733	2.716*
7.	Transport makes the tourist spots located in and around Kanyakumari district easily accessible and its contribution for tourism development	4.0700	4.1267	4.2667	1.418
8.	Improvements in transportation facilities that the Kanyakumari district has grown as important center of tourism development	4.1959	3.7589	3.8059	1.759
9.	Government are providing efficient transportation service	3.2489	3.3597	3.4235	1.025
10.	Introduction of modern transport and installation of its infrastructure in the area played a vital role in opening up tourist resources and for the development and steady expansion of Tourism	4.2589	4.1256	4.3591	1.259

Source: Primary Data

\*-Significant at 5 per cent level

Table 2 shows the mean score of impact of transport infrastructure on tourism development among different age group of sample respondents along with its respective 'F' statistics. The important impact of transport infrastructure on tourism development among the sample respondents who are in the age group of below 35 years are introduction of modern transport and installation of its infrastructure in the area played a vital role in opening up tourist resources and for the development and steady expansion of Tourism and improvements in transportation facilities that the Kanyakumari district has grown as important center of tourism development and their respective mean scores are 4.2589 and 4.1959. The important impact of transport infrastructure on tourism development among the sample respondents who are in the age group of 35 to 45 years are improvements in transportation facilities that the Kanyakumari district has grown as important center of tourism development and introduction of modern transport and installation of its infrastructure in the area played a vital role in opening up tourist resources and for the development and steady expansion of Tourism and their respective mean scores are 4.1267 and 4.1256. The important impact of transport infrastructure on tourism development among the sample respondents who are in the age group of above 45 years are introduction of modern transport and installation of its infrastructure in the area played a vital role in opening up tourist resources and for the development and steady expansion of Tourism and improvements in transportation facilities that the Kanyakumari district has grown as important center of tourism development and their respective mean scores are 4.3591 and 4.2667. Regarding the impact of transport infrastructure on tourism development, the significant difference among different age group of sample respondents, are identified in the case of good quality of the road, highway connection, easy to drive to the mountains, the air connection of the district with different destinations through the airport in district is satisfactory, transport infrastructure in the district has good quality and bus transport is in very good condition, since the respective 'F' statistics are significant at 5 per cent level, the null hypothesis is rejected.

### **SUGGESTIONS**

- The tourism development should assess the existing infrastructure levels at identified destinations / centres in terms of quality of roads / transportation facilities, civic amenities, en route transit facilities, boarding and lodging facilities etc., The authorities should be able to broadly assess traffic flow to the identified destinations and centres of assessment of infrastructure requirements taking into account past growth trends, suggested linkages and integration, expected developments in the future including likely investments by the state and investment climate / incentive for the private sector etc.
- If India is to realise its enormous potential in tourism it must provide exclusive world-class tourism product and destinations to compete successfully for a larger share of the Asian tourism market. Today, outbound tourism from India far exceeds visitors traffic to the country partly because there is a lack of world-class destinations within the country and partly because the domestic tourism lack international standards in terms of price and quality and also satisfy the international traveller. India's international arrival figures have not been able to keep pace with neighbouring countries and have been exceeded by Thailand, Malaysia, Indonesia, Dubai and the Maldives.

### **CONCLUSION**

Transport and tourism are interrelated. Without a temporary change of residence there is no tourism. Well organised and arranged traffic makes an additional guarantee of tourist attractions and only a balanced development can provide quality and efficient logistic support for tourism. Transport at tourist destinations is a part of the tourist experience, so it can have a positive or negative effect on the impact of tourist's stay at the destination, because it depends on the tourists and their experience. Therefore, traffic gets enormous importance in total attractiveness of individual destinations. The connection of tourism and transport does not end on the route between the residence and the tourist destination, because this relationship is much more complex and extends to transport within the tourist destination. If tourists are not satisfied with the quality of their transport, the impact on the whole journey will be surely ruined as well. Therefore, speaking of transport, there is no hope for any progress without good infrastructure or modern technologies.

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**SUSTAINABLE TOURISM**

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**ABSTRACT**

*21st century is the age of information technology and tourism. Tourism is one of the largest and fastest growing industries in the world. The article presents the main ideas of sustainable tourism - new form of tourism promoted by authorities, environmental and social institutions and international organizations. It implies taking into account economic, environmental and socio-cultural aspect by planning and management of tourism. The article presents historical background of the idea of sustainability and main international events concerning this topic. The article highlights positive and negative effects of tourism that can be prevented by applying the principles of sustainable development.*

*Keywords: Enviroment, Tourism, Sustainable tourism, Sustainable development.*

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**INTRODUCTION**

In the recent years the concept of sustainable tourism has taken centre stage in the tourism world. Sustainability is a popular trend in nowadays life, concerning development and operation, also in tourism sector. However, there is a confusion about the different meanings of sustainability and whether it can be achieved in tourism. Therefore a problem arises: does sustainable development apply to tourism? The purpose of this paper is to reveal the necessity of sustainable development in tourism due to limited resources and significant concern about environment that are to be used by future generations. The object of this article is to present sustainable tourism: concept, definition and historical background. The tasks arising from the purpose are as following: to present economic aspect, environmental aspect and socio-cultural aspect influencing sustainable tourism. Descriptive method is applied in the paper. Sustainable tourism is a term often explained, described and used in tourism handbooks, sometimes even as a separate publication. The other reason may be little interest in the issue of sustainability among touristic facility management.

**OBJECTIVES**

- To understand the concept of tourism.
- To understand the concept of sustainable tourism
- To understand the aspects of sustainable tourism.
- To understand the impact of tourism
- To create awareness among the people.

**1. Historical Background**

The main role in building awareness about environmental degradation and the depletion of its resources have played in the report "The Limits to Growth" by D.L. Meadows and "Man and His Environment" by U'Thant that were published in the late 60s. These became the foundation for international discussions. In the early 1970s the first United Nations (UNEP) Conference on the Human Environment chaired by U'Thant than UN Secretary-General took place in Stockholm. It produced an action plan for the environment based on:

1. The global environmental assessment programme – Earthwatch;
2. Environmental management activities;
3. International measures to support the national and international actions of assessment and management. (Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2008).

The Stockholm Conference resulted in commissioning of the World Conservation Strategy which can be seen as implementation measure of the human environmental action plan.

The next landmark in the pathway to sustainability was the Brundtland Report "Our Common Future" in 1987 provided by World Commission on Environment and Development(WCED), The document adopts a definition of sustainable development as following: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The Brundtland Report has been criticized on the grounds that many of its plans did not materialize but it provided a valuable platform for the debate.

**2. Tourism Concern guidelines**

1. Using resources sustainably; 2. Reducing overconsumption and waste; 3. Maintaining diversity; 4. Integrating tourism into planning; 5. Supporting local economies;
6. Involving local economies; 7. Consulting stakeholders and the public; 8. Training staff;
9. Marketing tourism responsibly; 10. Undertaking research.

These principles appear to achieve more balance between sociocultural and environmental elements (Holloway, 2009).

**3. Concept of sustainability**

To explore the principles and objectives of sustainable development in tourism first it is necessary to define the term “sustainable development”. Despite the widespread acceptance of sustainable development, there remains a lack of consensus over the actual meaning of this term. It means different things to different people and can be applied to many context, including tourism. Nonetheless, the most general but accurate is the definition provided by the Brundtland Report: “sustainable development is one that meets the needs of the present generation without comprising the ability for future generations to meet their own needs”. This definition identifies basic principles of sustainability, such as:

1. takes a holistic approach to planning and strategy;
2. protects the environment (biodiversity) and man-made heritage;
3. preserves the essential ecological processes;
4. facilitates and engages public participation;
5. ensures that productivity can be sustained into the long-term future.

- provides for a better level of fairness and opportunity between different countries. (Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2008).

Sustainable development is based on three pillars: economic development, environmental protection and social development. Recently the term “social development” is being replaced as the “socio-cultural development”. This concept assumes properly and consciously shaped relationship between the pillars, which are intended to ensure intra- and inter-generational economic, environmental and social balance (Meyer, Milewski, 2009, p. 84).

Sustainable tourism is defined as all forms of activities, management and development of tourism that preserve natural, economic and social integrity and guarantee maintenance of natural and cultural resources.

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.

**4. Aims of sustainable tourism**

The main aim of creating strategy of sustainable tourism for a given region is defined as an increase of the number of tourists with the principles of sustainable development. This aim can be achieved by a number of specific objectives, such as: coordination of all parties interested in developing of tourism in the region; inventory of area tourism product; consideration of the interests of local communities and the environment in shaping the tourism product and marketing activities; assessment of marketing and product perception by potential buyers; developing a vision, mission and framework marketing plan activities for the duration of the strategy; developing a common brand of region; developing tools to evaluate progress in implementing the strategy (Meyer, Milewski, 2009).

As sustainability is considered in 3 contexts: economical, environmental and socio-cultural it is necessary to divide aims of sustainable tourism also in those 3 aspects.

**4.1 Economical aspects of sustainable tourism**

- a) Economic profitability- Ensuring the viability and competitiveness of regions and businesses to achieve long-term viability;
- b) Local prosperity- Maximizing the economic benefits of tourism to the local community, including the expenditure of tourists in the area;
- c) Quality of employment-Increasing the quantity and quality of jobs related to tourism in the local community, including wages, work environment and employment opportunities without discrimination;

d) Social equity-Ensuring fair and equal distribution of social and economic benefits coming from tourism (Panasiuk, 2011, p.110).

#### **4.2 Environmental aspects of sustainable tourism**

a) Physical integrity- Maintaining and building quality of the landscape, in both urban and rural areas and preventing form ecological and visual pollution;

b) Biological diversity- Promoting and protecting environment, natural habitats and wildlife, as well as minimizing the impact of tourism on the environment;

c) Effective waste management- Minimizing of the use of rare and non-renewable resources in the development of tourism;

d) Clean environment- Minimizing of water, air, soil pollution and reduction of generating waste by tourists and tourist operators (Panasiuk, 2011).

#### **4.3 Socio-cultural aspects of sustainable tourism**

a) Welfare of the community -Building welfare of the community including social infrastructure, access to resources, environmental quality and avoidance of social corruption and the exploitation of the resources;

b) Cultural wealth -Maintaining and developing cultural heritage, local culture, customs, and the exceptional nature of the host community;

c) Meeting expectations of visitors- Providing safe and enjoyable tourist experience, which will meet the needs of tourists.

d) Local control- Authority for planning and decision-making in the management of tourism by local communities (Panasiuk, 2011).

### **5. The impacts of tourism**

The need to apply the principles of sustainable development in tourism sector is very important from the point of functioning of this sector, as it is directly and indirectly dependent on natural resources and their quality. Meanwhile tourism activities contribute to both positive and negative effects in all three aspects of sustainability.

#### **5.1 Economic impact**

The development of tourism in a country or region is recognized as a huge economic opportunity to reduce poverty by generated income and employment. However, if tourism is not developed and managed responsibly, taking into account local needs and concerns, the actual economic benefits may be substantially less than expected.

The main three economic benefits of tourism are: reduction of unemployment, development of infrastructure and financial and non-financial income to the region.

The increased spending power of employees and their families that results from more tourism jobs. Moreover, economic benefits can sometimes be induced in a place a long way from the tourism destination or holiday: for instance, cruise ship workers often send their wages back to their home countries.

Tourism as every other industry need a well-developed infrastructure network. This means not only roads and rail tracks, but also social and cultural infrastructure, such as restaurants, pubs, hospitals, theaters, cinemas, entertainment centers etc.

Direct benefits are all money that come to the region in a form of expenditure by tourists at the destination for food, souvenirs, excursions, tips, etc. They also include money paid by tour operators to local suppliers, including hotels and local transport companies. Indirect benefits include income generated by goods and services provided to the tourists. For example, food purchased by the hotels can provide jobs and revenues for local farmers or factories. Maximizing the use of local products can increase these indirect impacts, meaning that a destination needs fewer tourists to generate the same economic benefit.

The key manner in which local populations fail to benefit from tourism is through revenue 'leakages' – when the goods and services used in tourism are produced and purchased outside the country or region. In addition, government expenditure on tourism infrastructure, such as sanitation, roads, airports or health facilities, may mean that less funds are available for basic services for the local population. Other potential costs include the expense of addressing air and water pollution generated by tourist activities, losses to the economy caused by illness related to pollution, and an increased cost of living for local people, as tourist.



Moreover, an inflation of prices of goods and services in high-season can be noticed. Labor barrier occurs in the absence of an adequate number of workers willing and have the relevant qualifications to work in tourism. (Iwona Florek.,2014)

### **5.2 Environmental impact**

Tourism can have wide-ranging and sometimes irreversible negative impacts on the environment. In some of the most extreme cases, long-term environmental degradation has destroyed the very features that once attracted tourists to a place, leading tour operators and their clients to abandon the older destination in favour of new, undamaged ones. Not properly planned tourism can lead to landscape degradation and biodiversity loss through the conversion of natural habitats and damage to coastal areas, forests, coral reefs and other ecosystems (Sitek, 2007). Most vulnerable to degradation are considered particularly vulnerable areas with high natural values, including coastal areas, alpine areas, freshwater ecosystems and Antarctic and Arctic coasts (Panasiuk, 2011).

Tourism contributes to the disorder of water balance, generates the waste produced by tourism enterprises and tourists themselves. Transportation to tourism destinations has global impact through the carbon dioxide emissions of aeroplanes and other forms of transportation that contribute to human-induced climate change.

Although tourism can lead to environmental costs, it can also be a source of benefits for the environment. The revenues generated thanks to tourism sector can contribute significantly to preservation of protected areas, such as: coral reefs or forests. Moreover, ecotourism can help promoting eco-friendly way leisure. Corporate social responsibility introduces standards that will conserve water and energy and reduce waste generation etc. (UNEP/WTO, 2005).

At this point it should be noticed that tourism will always have negative influence on environment like every other industry. Nevertheless it should be a priority to lower the negative effects as much as possible, even if they cannot be all eliminated. (Iwona Florek.,2014)

### **5.3 Socio-cultural impact**

Negative consequences of tourism development are associated with changes in the local social environment. Foreign guests often disturb in local way of life and social structures and practices. Local culture is commercialized, authenticity of the regional culture disappears. There is an increasing number of social conflicts and pathology of the local population.

Tour operators can help encourage positive cultural changes and prevent negative impacts by supporting local enterprises and encouraging appropriate behavior by tourists. Disseminating information on appropriate behavior to clients and reducing the opportunities for them to display inappropriate behavior may help to reduce the chances of conflict and cultural disruption (UNEP 2005).

## **SUSTAINABLE TOURISM IN INDIA**

Sustainable tourism practices in India are not new, bound together by the twin travel dicta of Bharat Darshan and Atithi Devo Bhavah, now known the world over through the medium of the Incredible India campaign. When undertaking a journey away from home, indeed that of life itself, we ought to be guided by the quality of life's offering and taking from our environment what is needed, while responsibly leaving behind that which would sustain the destination and future travellers. Today, that balance has been eroded by global shifts in population with resultant quantum leaps in the call on the earth's depleting finite resources, despite innovations in technology and access to information.

In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with safeguarding the economic interest and heritage of local communities. The importance of Sustainable Tourism worldwide has increased significantly due to the impact of increased human activity on climate. Nevertheless, it is necessary that the negative impact of the Tourism industry is not enlarged unrealistically. Full advantage can then be drawn from the potential of tourism for inclusive growth, with livelihood support to the poor, most disadvantaged, women and youth. (Ministry of Tourism, Govt. of India, Sustainable Tourism for India, 2010)

## **RECOMMENDATIONS**

Sustainable development principles are applied in tourism mostly when they are seen as profitable. Entrepreneurs in hospitality industry, introduce environmental friendly solutions mostly because of economical reason. It can also be seen as an advantage from marketing point of view. Eco-labels may attract customers – tourists to specific destinations.

Tourism may harm local communities by interference of outsiders to the society in destination place. From another point of view, however, tourism can help preserving cultural heritage. Historical sites are being renovated and protected to attract visitors, although they will last in origin destination for future generations.

It is recommended to put more emphasis on education of tourists, when it comes to their contact with local communities. More respect and understanding should be given to the hosts. Furthermore, accommodation entrepreneurs should consider more, not only current needs of their clients, but also future needs of local community. They ought to understand that without the cooperation with host society, consideration of the environment, they cannot survive as an attractive tourist destination.

## CONCLUSIONS

Application of sustainability principles is the best way to preserve tourism destinations from degradation in social, cultural and environmental way. Tourism, properly planned can also increase income and be source of wealth of local community. Tour operators are able to attract capital from banks and investors, therefore tourism may be seen as easy way to access to capital. Sustainable actions can help lower operating costs by reducing generation of waste and usage of water and energy. However, more qualified employees are needed, therefore human capital will also grow. A reputation for being sustainable adds value to touristic enterprises' brands and strengthens their market position, making them less vulnerable to short-term market and economic changes. In this way introducing principles of sustainable development, however is an expensive process, it can be profitable in long term perspective.

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**A STUDY ON ROLE OF TASTE TOURISM IN ATTRACTING TOURISTS IN SINDHUDURG DISTRICT**

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**ABSTRACT**

*Tourism is one of the largest industries with much of the growth potential. India has a wide opportunity to attract the tourists from all over the world through its natural and cultural environments. Different types of tourisms like leisure tourism, adventure tourism, medical tourism, tourism to visit different pilgrimage places influence the tourists from India in particular and Entire world in general.*

*Maharashtra is famous for its rich natural, cultural, educational, historical, adventurous tourism. There is a wide variety in temperature, scenic beauty, food or culinary and so on. Sindhudurg District has such unique attributes which has made the district a popular tourist destination. Varied of food dishes offering variety of tastes is an important contributor in the popularity of the district among the visitors. The present research paper studies the role of taste tourism to attract the tourists to Sindhudurg District.*

*Keywords: Taste Tourism, Culinary, Food dishes, Cuisine*

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**INTRODUCTION**

Tourism is one of the most rapidly developing industries of the economy. As certain types of tourism rural or nature-based tourism can provide a development alternative for currently under-developed or developing regions. At the same time, tourism seems to be an effective and efficient tool in creating new jobs and thus decreasing unemployment even in these areas. Tourism contributes to the economic and infrastructural development, and can attract investors. Creation of powerful images of the region is one of the important aspects of regional development.

Taste Tourism Culinary tourism or Gastronomic tourism or Food tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel to such places. Taste tourism tends to be a tourism which attracts tourists to specific places to taste variety of food items which are mainly popular as authentic dishes. Through taste tourism local people get an avenue of employment and income generation.

Each Indian state offers its own set of delectable cuisines and Maharashtra is no exception to this. The state offers several mouth watering cuisines that are in demand across the country and various parts of the world. Every districts of Maharashtra has various types of food styles and different cooking methods. All spicy as well as sweet food is different in taste.

Sindhudurg district is famous for its taste tourism. The cuisine of the district is popularly known as Malvani cuisine. coconut, rice and fish assume prime significance in the Malvani cuisine. Sindhudurg is well known for its natural beauty and is fast emerging as a favorite tourism destination for tourists. Konkan greenery, coconut trees, beautiful virgin beaches, waterfalls, mountains and lush green valley's are the other supplementary factors to give an entire package to the visitors..

**REVIEW OF LITERATURE**

**Amira (2009)** evaluated the role of local food in tourism promotion. He focused on the role of tourism towards economic development, as well as explored the potential of tourism in creating linkages between local food and tourism in the context of sustainable tourism practices. The research is based on a case study of the Republic of Maldives, a country which has gained success in the international tourism market by promoting the natural beauty of its tropical islands.

**Montanari & Staniscia (2009)** stressed that food is not merely a source of nourishment: depending on production methods, but it can also become a cultural reference point, an element of regional development and a tourist resource. This occurs with "local" food, representing a model of production and consumption. They suggested a strong link between development of tourism with the region in which the food is produced.

**Timothy & Ron (2013)** focused on the scientific principles that food is one of most important components to attract the visitors to a particular place. The study placed emphasis on empowerment through indigenous knowledge, promotion of a place from local to global level, the importance of healthy eating and authenticity in offering of culinary.

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**OBJECTIVES OF THE STUDY**

1. To study the relationship between taste tourism and tourist attraction in Sindhudurg district.
2. To identify different types of culinary from Sindhudurg district to develop taste tourism.
3. To identify different promotional schemes to attract tourists to Sindhudurg district to develop taste tourism.

**HYPOTHESIS OF STUDY**

Taste Tourism plays a vital role to attract tourists in Sindhudurg District.

**RESEARCH METHODOLOGY**

The study is based on secondary data which is collected through books, magazines, journals, research articles, newspapers, tourism related magazines, websites.

**Development of Taste Tourism through Sindhudurg District**

Food from the Malvan coast in Sindhudurg district flaunts a staggering variety of cuisines using fish, fowl and vegetables but seafood and chicken take pride of place in food. Cuisine from this district is different from elsewhere in the country, in terms of ingredients and cooking methods.

The cuisine in this district uses coconut liberally in various forms such as grated, dry-grated, fried, coconut paste and coconut milk. Many masalas have dried red chilies and other spices like coriander seeds, peppercorns, cumin, cardamom, ginger and garlic. Some dishes also use kokum, dried kokam (amsul), tamarind, and raw mango (kairi). The Malvani masala, a form of dried powder masala, is a combination of 15 to 16 dry spices. This masala is coarsely ground and stored in jars to be utilized when required.

**Main attributes of Taste Tourism in Sindhudurg District**

It includes three types of food items which can attract tourists and can contribute in development of taste tourism. The Sindhudurg culinary are famous for its mouth watering delicacies. It is predominantly non-vegetarian. The food items which can develop taste tourism are mainly divided into three parts:

**1. Non- vegetarian Food cuisine**

Seafood dishes dominate the Sindhudurg district cuisine. The seafood curries are hot and fiery, but are popular for their taste among the tourists. Mackerel, crabs and prawns are perennial favourites, fried or cooked with coconut *masala* pastes. Following are few examples:

- a. Kombdi vade (vade sagoti): Vada is a deep fried bread the dough is made of bhajani-milled lightly roasted rice, lentils and spices. The holes punched in the center prevent the bread from puffing up and the vada is fried thoroughly.
- b. Kurli (crab) masala: Cleaning and cooking the crab takes patience and skill. Medium sized mud crabs are popular for their taste. Spicy coconut based curry, needs both hands to enjoy it fully.
- c. Bangda (mackerel) curry: It is a favourite lunch dish among tourists. It includes grind fresh coconut, coriander seeds, turmeric powder, garlic, byadgi chillies and raw onion.
- d. *Jhinga Fry*: It is a common dish consisting of fried prawns rolled in flour. *Mori Masala* or shark curry is a highly popular dish along the Konkan coast.
- e. The *Bombil Fry* or Bombay Duck Fry: It is an equally popular dish among the non-vegetarian lovers.

**2. Vegetarian and Sweet Food Cuisine**

- a. Modak: The sweet filling on the inside of a modak consists of freshly grated coconut and jaggery while the outer soft shell is made from rice flour or wheat flour mixed with khava or maida flour. Modak is considered to be the favourite sweet of the Hindu deity, Ganesha.
- b. Aamras Puri: It is a sweet dish made from the pulp of the mango fruit. The pulp of a ripe mango is extracted, usually by hand, and is consumed together with pooris or chapati. Sometimes ghee and milk are added to the pulp to enhance its flavour.
- c. Ras Shirwale: Freshly made rice noodles dipped in coconut milk that has been sweetened with jaggery. Served as a snack as well as dessert.
- d. Kulith(horse gram) usal / Kulith pithle: An extremely nutritious and filling pulse, may be sprouted before being curried. It can be scooped with chapatis or bhakri (flatbread) made of rice or millets. The pulse can also be roasted, milled and made into a porridge called kulithache pithle, a comfort food eaten with steamed rice.

e. Kaakdichi tausoli or Dhondas: A sweet cake made with cucumber, grated coconut and broken rice (or semolina). The name tausoli comes from tausey, a large cucumber. Tausoli may be steamed or baked. When baked the brown crust tastes yummy.

f. Ukdyia tandlachi pej: This mid-morning rice gruel tastes best if made with the brown flecked parboiled rice over an earthen stove and wood fire. Eaten with leafy greens, some pickle and slivers of fresh coconut.

g. Godi daal: It is varan (mashed tur/pigeon pea lentils) to which a ground paste of fresh coconut and some jeera (cumin) has been added before simmering it once more. This is not spicy at all, hence suitable for young kids. It can be had with or without a tempering (phodni/ tadka), over steamed rice.

h. Patoli: Shravan special delicacy, a rice cake filled with grated coconut and jaggery before being steamed in a turmeric leaf.

i. Kalya vatanyachi aamti: Black peas are unique to Sindhudurg District. The curry is a vegan substitute for the chicken curry in a kombdi vade meal.

j. Phansachi bhaaji : Tender jackfruit is cubed, steamed and sauteed. Spring/summer time special. It is a seasonal vegetable.

k. Olya kajuchi usal: Tender cashewnuts in a spicy curry. A traditional favourite with vegetarians.

l. Khaproli: A thick pancake made from rice, lentils and spices eaten dipped in sweetened coconut milk. Traditionally made in a terracotta pan called khapar, hence the name.

m. Kolache pohe: A Kokanastha fixation. Pressed rice in sweet coconut milk into which tamarind pulp has been added.

### **3. Popular juices and Snacks items**

a. Kokam Juice: It is a popular summer coolant drink which is perfect to sip on warm summer days as it is very refreshing.

b. Sol kadhi: Sol kadhi is a popular and healthy drink which is usually consumed after meals. Belonging to the Konkan region, it uses coconut milk, cumin seeds and green chillies, which gives it a lovely taste.

c. Awala Sharbat: Awala juice is known to balance all the processes in the body and brings to equilibrium all three doshas - vata, kapha, pitta. It is a undeniably a powerhouse of nutrients.

d. Amba Poli- is an Indian fruit leather made out of mango pulp mixed with concentrated sugar solution and sun dried. Traditional Aam Papad is sweet, although it is available in different varieties. It can be preserved for months making it popular in the off season of mangoes.

e. Malwani Khaja- It is a popular sweet made up by dal flour and jiggery.

f. Kaju Laddu: Delicately sweet yet crunchy and delicious cashew nut laddu is packed with energy, antioxidants, minerals and vitamins that are essential for robust health. Cashew laddu with crunchy, buttery texture with a pleasant sweet fruity aroma, will not stop your mouth from watering.

### **Strengths and Weaknesses of Tourism in Sindhudurg District affecting the success of Taste Tourism**

#### **Strengths**

- Rich culture and heritage
- Variety of landscapes
- lifestyles and cuisines
- Rich tradition in handicrafts
- Colourful fairs and festivals •
- Pristine beaches

#### **Weaknesses**

- Poor accessibility to many tourist destinations due to basic Infrastructure bottlenecks
- Lack of tourist infrastructure facilities and basic amenities at many tourist destinations
- Lack of information about various tourist destinations

- Unfavourable brand image as a tourist Friendly destination.

**Opportunities**

- Global trend towards exotic destinations
- Tourism potential unexploited
- Generation of employment
- Migration can be reduced
- Develop training and education

**Threats**

- Aggressive marketing and promotion by competing destinations
- Exploiting natural landscape
- Disproportionate use of land
- Losses may be severe due to over dependence on tourism
- Low rate of return on investment compared to other industries
- Increase in crime and antisocial activities

**FINDINGS OF THE STUDY**

1. Sindhudurg District is famous for its sustainable tourism development.
2. With the varied natural features the district is successful to attract the tourists to taste variety of unique, authentic dishes from all over the world.
3. This district has established a remark of taste tourism and contribution towards culinary tourism.
4. There are different types of vegetarian, non-vegetarian, deserts, snacks dishes which influence the tourists and attract them to this region to satisfy their need of tasting of these food items.
5. It is necessary to tap this different angle of tourism of Sindhudurg district and develop at larger scale. It will lead to generate more employment opportunities, personal income and growth of the region.

**SUGGESTIONS OF THE STUDY**

1. Government authorities, different social groups should arrange Paryatan mahotsav and food festivals. This will help to boost the tourism industry in this district.
2. Different types of melas, exhibitions, fairs can be arranged through which the tourists can get an opportunity to taste the culinary available in this region.
3. Use of different tourism websites, tourism magazines can be made to spread the information about unique taste of the authentic food dishes of Sindhudurg District.
4. Distributors and dealers can be appointed to spread the taste of the food items in different parts of Maharashtra, India as well as in the world.

**CONCLUSION**

The cuisine of Sindhudurg District has its own distinctive flavours and tastes. These cuisines are combination of different kinds of community cuisines. Taste of these food items is a special image of a area, and plays a vital role in attracting tourists to various destinations. Whole Sindhudurg has its unique characteristics of food. The experience of tourism of this district is incomplete without tasting of food. It is necessary to promote tourism of this district by spreading information about the unique tastes of the food items of Sindhudurg District. Definitely, it would be an added feather in the success of the district.

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**FUNDAMENTALS OF TOURISM AND ITS BENEFITS**

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**ABSTRACT**

*Planning and implementing successful tourism programmes requires in depth predictions of tourist behavior. However, the actions of tourists are not always based upon conscious thinking and decision-making and therefore more realistic and practical management strategies are needed. Tourism Management provides an in depth coverage of sense making, planning, implementing the governments are actively conducting sustainable tourism research, and their contributions to the field have achieved global renown. Study focuses on fundamentals of tourism which are most important as to attract tourists.*

*Keywords: sustainable tourism research; longitudinal study; Journal of Sustainable Tourism*

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**INTRODUCTION**

The phenomenon of tourism is one particularly complex. It has, by virtue of its activity, implications in the social, political, cultural and economic areas of activity. The sheer volume and complexity of the offer of tourist services have led to the development of travel and tourism industries. The diversity of activities incorporated in the tourism industry as well as the overlapping character of some of them in the structure of other economic branches makes tourism an economic branch highly based on association and interconnectivity. This determines the magnitude and complexity of the links between tourism and other parts of the economy

In recent years, tourism has boomed into an eye-catching industry across the world because of the significant role it plays in stimulating consumption, promoting trade, and enhancing international communication. Many countries in Asia, Latin America, and Sub-Saharan Africa place a huge weight on the economic effects of tourism, The World Tourism Organization enriched the concept in 1998 through its explanation towards sustainable tourism, and sustainable tourism is defined as tourism development that can meet the demand of both tourists and host communities whilst preserving and improving the opportunity for future development. As a response to and reflection of the damage mass tourism brings to the ecological environment, sustainable tourism has aroused the attention of all tourism stakeholders

**BACKGROUND OF THE STUDY****Fundamentals of tourism**

Every process has some elements in its compositions, whether it is a tangible process or an intangible process. Similarly, tourism also has certain ingredients or elements they are its fundamental constituents and attract tourists. These elements are discussed as follows:

**1. Pleasing Weather:** This plays a vital role in making holiday or tours a pleasant or unpleasant experience. That is why fine weather with warm sunshine attracts tourists very much and tourists plan to enjoy holidays at such a pleasing destination. Such tourist destinations attract the people of countries of extreme weather conditions like Africa, Australia and Canada.

In Europe, countries like Italy, Spain and Greece have developed Beautiful beaches and resorts. Apart from these, many such resorts along the coast of Mediterranean Sea can be seen in Mexico, California, Florida and Hawaiian Islands in the United States. These offer a pleasing weather and sunshine to attract billions of people from around the world.

Asian countries like Thailand, Indonesia, Malaysia and Sri Lanka also attract the tourists through their beautiful beaches and pleasant weather. Goa in India can be the best example of such a tourist attraction. The kinds of resorts over there are also suitable for winter sports. In some countries, hill stations have been developed to cater to the needs of the tourists. For example, Shimla in Himachal Pradesh can be the best example in India which is a beautiful hill station.

**2. Scenic Attraction:** Sceneries consist of mountains, lakes, waterfalls, glaciers, forests, deserts etc. These scenic attractions are again a very important factor in tourism for influencing the tourists. Thousands of tourists are attracted by various tourist destinations like North slopes of Alps in Switzerland and Austria; Himalayan mountain slope in India and Nepal and southern slope of Italy. Besides these, other scenic tourist attractions are Grand Canyon in United States, the Giant Causeway of Northern Ireland and the Niagara Falls.



**3. Historical and Cultural Factors:** Historical and cultural inheritance plays a vital role in influencing the travelers. A large number of tourists are attracted towards the historical palaces and forts. Tourists are attracted to these sites for the purpose of knowing their history, architecture, civilization, and cultural heritage of the ancient prominent people.

People around the world visit the city of Agra in India because of its famous Taj Mahal; similarly, Pisa in Italy is famous for its Leaning Tower. Large number of tourists of America and Canada visit Europe because of its long historical heritage. Another example is the world-famous Ajanta and Ellora caves in India which are visited by tourists because of their architecture and painting.

**4. Accessibility:** Tourism phenomenon is incomplete without the proper accessibility to the tourist destinations. So it is also an important element of tourism and every tourist destination should be easily accessible by the tourist. It is utmost important to provide all kinds of transportation Or commutation facilities to all tourist destinations without which there would be little importance of that tourist place. Distance factor also plays an important role in determining a tourist's choice of a destination. Longer. Distance tourist places cost much more than shorter distance places. Time factor is also involved in long-distance destinations, but nowadays, with the immense use of technology and modern transportation or better accessibility facilities, it has a very little sense.

**5. Amenities/Facilities:** Tourist centres cannot work without basic amenities. As these are the elements which fulfill the basic needs of the tourists. For example, it is very important to have swimming, boating and surfing facilities at a sea-side resort and other facilities like dancing, recreation and amusement are also an important feature.

Basic amenities can be classified into two categories

- **Natural amenities:** Facilities like beaches, sea bathing, fishing, climbing, trekking and viewing.
- **Man-made amenities:** Various types of entertainment and amusement facilities provided to the tourists like dancing, cultural events, and camel safari.

### Other Elements

Besides the above-mentioned elements, the activity of tourism requires various other factors, hospitality being one of them. A hospitable country has always an advantage for the growth and promotion of the tourism. Another element in the category is establishment of information/reception bureaux. Guides and escorts help the tourists understand the tourism environment of the country, adding another important element for the purpose of tourism.

Time and occasions are also crucial elements of tourism as most of the tourists prefer to visit countries or places during the peak season of events, fairs and festivals.

### The Benefits of Tourism

- Economically speaking, the tourist is a goods consumer and a services beneficiary. From the expenditures which he performs, a part goes directly to economic units from the tourism industry (housing, food, transportation, etc), The other part goes into local budgets or into the State budget in the form of fees, taxes, etc., and the third part goes to other sectors of the economy for the payment of the products delivered and services rendered by these sectors in order to meet the needs of the tourism industry. Thus, tourism can support the economic development of both local community and the economy of a country,
- Through earnings from domestic or foreign visitors. A major benefit of tourism in stimulating economic growth is represented by the increase in the number of available jobs in that tourist destination, both directly and indirectly, within the companies which provide services necessary for tourists. The process of serving tourists appeals to a large and diversified workforce, with a varied skill profile. One of the most visible benefits of tourist activities within a destination is represented by the jobs involved in the direct administration of hotels, restaurants, stores and transportation. Support industries and professions are less visible but contribute substantially to the local economy because these trades are, more often than not, better paid than jobs from the visible category of employment, such as the staff of a restaurant. The creation of new employment opportunities generated by the development of a tourist destination results in an increase in the standard of living among the local population, which, in its turn, leads to an increase in consumer spending. Also,
- a tourist destination can bring important revenues to the State budget in the form of taxes and fees paid by companies who operate around such attractions. The structure of tourist expenditure reflects the impulse given through these expenditures to sectors engaged in the accomplishment of the tourism product.

- The process of increasing revenue occurs primarily in those sectors, and then gradually spreads to other sectors of the national economy. This is achieved through successive entries of money coming in from tourists, which represents income derived of these sectors. Such effects are mainly recorded in the following sectors of economic activity: sectors that provide investments in the technical-material base of tourism (construction industry, financial trusts etc.); sectors carrying out general and tourism based infrastructural facilities (road network, water supply, energy etc.); the commercial sector (development of the network of commercial and food establishments that are intended to meet tourist demand); light industry sector and related industries that produce the kinds of goods requested by tourists; food industry delivering foodstuffs, drinks, etc. for the needs of tourists; sectors providing services of a general nature that tourists benefit from (telephone, internet, laundry, hairdresser, etc.); the cultural and artistic sectors (cinemas, museums, exhibitions, etc) and sporting events frequented by tourists. Tourism also boosts the export of local products.
- It is estimated that 15-20% of the total tourist expenditure is spent for gifts, clothing, and souvenirs. The extent to which these products are made in the destination area directly affects the local economy. In many tourist destinations, there are markets that sell local crafts. This provides a source of income for local producers and also creates an interesting shopping experience for tourists. Can positively assert that the emergence of a new tourism landmark or destination exerts a positive influence on the local economy and, in a broader meaning, on the entire national economy. This process generates an increase in activity, in branches that are directly related to tourism, and also in others

### CONCLUSION

Tourism, encompassing a diversity of activities into its content, has a multiplicative character. This explains the complexity of the links between tourism and other parts of the economy. By the fact that it creates an increase in related branches, the tourism industry, an important part of the tertiary sector, becomes a means that leads to the stimulation and growth of the economic system. The amount of tourism contribution to a destination's economy is influenced by numerous factors, such as the degree of infrastructure development, the management abilities of local authorities and private investors, the economic development level of the destination's country and destination marketing abilities. When taking.

At a global level, tourism represents a crucial economic component. The extent and economic contribution of this activity differs from country to country. There are nations whose economy is substantially supported by the local tourism industry

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## AN OVERVIEW OF THE NEW TRENDS IN THE TOURISM INDUSTRY WITH RESPECT TO TOURIST EXPERIENCE

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### ABSTRACT

*This paper is a secondary research that aims to cover few of the emerging trends in the tourism industry with respect to enhancing the tourist experience and to satisfy the increasing urge of tourists in exploring and experiencing newer things and locations. The paper is an overview of the trends like the use of applications for example- Detour and Time traveller apps that offer better experiences by providing audio visual information about the place using your smartphones geo-location. The research also mentions about the emerging trend of female solo tours, which is a result of financially independent women population. Use of AI, 360 degree VR in tourism and travel which has further improved tourists experiences and also aids in decision making for the customers. The paper also covers culinary tourism which is a tourism experience in which a person learns about, appreciates, consumes or indulges in food and drink that reflects the local cuisine, heritage, or culture of the place.*

### 1.1 INTRODUCTION TO TOURISM INDUSTRY

The tourism industry in the past few decades has progressed leaps and bounds with respect to its contribution to the world economy and the development of local and regional economies. Tourism industry has become one of the largest service sector industry globally. It majorly contributes to various growth avenues of the economy, FOREX and also is one of the major contributors towards the generation of employment, which in turn has helped to curb the migration and brain drain issue in various economies.

The tourism industry has effectively managed to create a *niche* in the service industry with improved standards which are motivated by the human urge for new experiences, adventure, leisure, entertainment and even education. In general terms tourism is the travel from one place to another for the purpose of leisure, pleasure, recreational activities or business.

### 1.2 DEFINITION

There are various ways in which tourism can be defined or described, for this reason the *UNWTO (United Nations World Tourism Organisation)* embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defines tourism as follows:

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

### 1.3. IMPACT OF TOURISM INDUSTRY

#### Social and Cultural Impact

- Improved Infrastructure
- Conservation of Heritage
- Improved Lifestyle
- Over Crowding
- Increased Crime

#### Economic Impact

- Employment Opportunities
- Income Generation
- FOREX
- Better Infrastructure
- Balance of Payments

#### Environmental Impact

- Preservation of Natural Beauty
- Increased interest to conserve the Ecology
- Waste Disposal Problems
- Increase in Population
- Over Development

### 1.3.1. Social and Cultural Impact

Due to the increase in tourist's activities the infrastructure is improved so as to provide the visitors with better facilities which in turn aids the development of the region. Tourism also helps in conserving the age old heritage of a particular place. The increase in facilities results in improved lifestyle of the locals. Tourism also has a few negative impacts on the culture, for example Overcrowding and increased crimes.

### 1.3.2. Economic Impact

Tourism has its major impact on economy of many regions. Tourism creates job opportunities for the locals which in turn improves the income. "The maximization of foreign exchange earnings is a high priority for most countries and in developing countries it is often the primary objective of tourism policy. Tourism aids in better infrastructure and also helps in the Balance of Payments situation in most developing nations.

### 1.3.3. Environmental Impact

Tourism enables the authorities to strive to preserve the natural beauty of the region especially the attractions relating to nature and natural attractions. It also increases the interest to conserve ecology due to the monetary motivations related to it. The problems of waste generation and disposal become a huge issue as the footfall rises. Increase in population and overdevelopment often leads to the exploitation of natural resources in the region.

## 2.1 New Trends in Tourism industry with respect to tourism experience

Tourism Experience is a set of activities in which individuals engage on their personal terms, such as pleasant and memorable places, allowing each tourist to build his or her own travel experiences so that these satisfy a wide range of personal needs, from pleasure to a search for meaning. The following contents will discuss briefly about the new trends in the tourism industry with respect to tourism experience:

### 2.1.1. APP BASED TRAVEL ASSISTANCE

The applications that are to be discussed below will make websites and apps like *TRIVAGO*, *MAKE MY TRIP* etc. a thing or innovation of the past. Motivated by urge of adventure and the latent demand of exploring new things in better ways. It was the *GROUPON* founder Andrew Mason who brought up the idea of offering audio tours using the geo-location of the user. To be precise, the *detour app* uses the geo-location of the user's smart phone and it automatically activates an audio stating the general information about that particular location, this helps the explorer in getting to know everything about that area without the help of any guide, book or google for that matter. This app assist the user discover a city *via* narrated walking tours. Detour had launched a few years ago, and was entirely self-funded by Mason. Its goal was to offer tourists and locals alike a way to discover a city's hidden gems, like its off-the-beaten-track shops and alleys — things other tours would overlook. The service arrived to the public with tours in San Francisco starting in 2015, before later expanding to other markets, including international destinations, all available as in-app purchases. **BOSE** – The audio devices manufacturer has acquired the company now.

Another application that might change the traditional ways of travellers and explorers depending on tour guides etc. for obtaining information about any location is *TIME TRAVELLER*. This application is also activated by the geo-locations, the added benefit is that this application offers more than just audio. The application uses the smart phones camera which is activated when the user points out the phones camera to a particular object. It then shows archived videos, images and information. However the application for now is limited to only a few cities near *OTTAWA, CANADA*.

### 2.1.2. FEMALE SOLO TOURS

A search for "Solo female travel" returns more than 2.45 million search results on Google. Google Trends has recorded how interest in solo travel has grown steadily over the past ten years while interest in female solo travel has only gained traction since 2013.

Google's Keyword Planner Tool reflects this growing interest too. The average monthly search volume for the term "solo female travel" grew by 52% between 2016 and 2017, averaging 2,900 searches between the months of October 2016 to September 2017.

This shift in the trend is a result of growing independence of females with respect to finance and attitude as well. For 2018, Catalyst predict that women across the globe will control \$40 trillion in consumer spending.

In 2015, TripAdvisor reported that globally, 74% of women had travelled solo or were planning to travel solo. In 2016, VBT Bicycling & Walking Vacations and Country Walkers reported to Conde Nast Traveler that solo female travellers made up 40% and 58% of bookings respectively, with a 5% increase in female travellers each

year. However the challenge of *safety and security* might still hold back many women, especially in the developing and under developed countries. Irrespective of such hurdles this trend is here to stay.

There are many sites and apps like *GETAWAYGODDESS.COM* are offering immense sites opportunities for female solo tours.

### 2.1.3. CULINARY TOURISM

Culinary tourism has been defined as “the pursuit of unique and memorable eating and drinking experiences.” By combining travel with the edible experiences, culinary tourism offers both locals and tourists alike an authentic taste of place.

Culinary tourism has emerged as a central facet to any tourist experience. It encompasses cultural practices, the landscape, the sea, local history, values and cultural heritage. Food serves to connect the tourists with the land, the heritage and the people around that particular region. It is a diverse and dynamic channel for new experiences and the chance to explore the local culture.

Culinary tourism is not limited to food itself, it also relates to the social and cultural experiences. It is about what is unique, authentic and memorable about the food stories the regions have to tell. This includes the local farmers, the cheese mongers, the local fishermen, brewers, winemakers and everyone in between.

Culinary tourism has also found its ways in India, thanks to the various food and travel enthusiasts that explore the food scenes in India. Not only have the stereotypical food junctions liked Delhi’s Chandani chawk attracted tourists, chefs, food bloggers and presenters but the also the house of a farmer or a fisherman gains scope in culinary tourism because of its authenticity and diverse experience.

*SOURCE: UNWTO Second Report on Gastronomy Tourism*

### 2.1.4. 360 DEGREE VIRTUAL REALITY SAMPLE TOURS.

360-degree VR (360-degree virtual reality) is an audio visual simulation of an altered, augmented or substituted environment that surrounds the user, allowing them to look around them in all directions, just as they can in real life. This technology is now being used by many tour agencies like *Thomas Cook* to offer a sample of the location the customer’s desire to visit. By using 360 degree VR in viewing the location even before visiting has enhanced tourist experience and it also helps in deciding whether or not to buy that particular package. Viewing the location in 360 degree VR offers better view for the customers and affects the buying decision immensely. It is definitely better than viewing videos and pictures. Even *Luftansa Airlines* uses this technology to enhance the experience of the travellers that affect the decision making of the customers, as they get a full view of the flight and the experience without even boarding the flight.

### 2.1.5. USE OF ARTIFICIAL INTELLIGENCE.

The role of artificial intelligence within the business world has increased dramatically over the past decade, and the last few years, in particular, have seen much more widespread adoption in the travel industry. The use of AI in travel industry is majorly motivated by increasing use of the same in the day-to-day lives of the customers. One of the examples are the CHATBOTS which offer assistance to the customers online with the help of instant messages. Chatbots are able to assist the customers even when the customer service rep is not available. The key advantage of artificial intelligence in this particular field is its ability to sort through huge amounts of data quickly and accurately, where the equivalent for humans would take significantly more time and potentially contain more errors. The Dorchester Collection hotel, for instance, has used AI to sort through customer feedback from surveys, reviews and online polls, in order to build a clearer picture of current opinion, in real-time. Many hotels have upgraded their infrastructure to fit in the want of AI like voice command recognition, robots assisting the guests, windows and mirrors turning into entertainment units are only a few examples.

## 3.1. CONCLUSION

The tourism industry is considered to be one of the most rapidly growing industries of the world. Its contribution to the overall growth and development is immense and so is the scope of the development of the technologies, strategies and products that can be offered to the new age travellers, who are driven by the need to acquire new experiences and to explore new locations. The industry giants have also detected the latent demands of consumers and offered facilities like female solo tours etc. The tourism industry has come a long way but still has a long way to go.

The tourism industry of India is one of the country’s *Sunrise Sectors*, and these trends can be adopted to enhance tourist experience in India as well. There are other trends as well, like *Agri Tourism*, *Political tourism* etc. which will be a game changer in the years to come. With the development of economies around the world,

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the increase in the purchasing power of the customers and the increasing use of technology will pave the way to further development of the industry and aid in enhancing tourist experience.

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**TOURISM AS A COMMERCIALLY GROWING INDUSTRY**

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**ABSTRACT**

*As the standard of living of people is growing the concept of exploring the world is also increasing. This lead to the growth of tourism. Tourism helps to promote the beauty of one's country at the same time it helps to generate income as well. Now-a-days there are various websites and app which helps to book tickets for going on a tour or for travelling abroad. The travel agencies are earning a huge amount of money by providing various services right from ticket booking till returning back from the tour. And it is also considered as one of the career option who loves to travel. This research paper will help us to understand that how tourism can be considered as a commercially growing industry. After analyzing the survey Reponses this paper concludes that the tourism helps to showcase the beauty of our country along with generating revenue and it also overcomes the various challenges.*

*Keywords: Tourism, Commercial, Beauty and Exploring the world.*

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**RESEARCH OBJECTIVES**

- ❖ To know how tourism helps to generate income.
- ❖ To study the role of tourism in exploring the world.
- ❖ To examine the importance of tourism
- ❖ To understand the challenges that comes along with tourism.

**INTRODUCTION**

In today's generation tourism is treated as one of the most commercially growing industry as it creates revenue, brings in foreign exchange and creates employment opportunity. Tourism depends upon various factors such as- income, attraction, transport, accommodation, marketing and the most important government laws and regulation. Normally tourism consists of tourist industry which consists of- travel agencies, accommodation, manpower that will assist the people and government. Tourism helps to generate foreign exchange as foreigners come and visit our country which generates cash inflow into our country. It creates a sense of refreshment into the life of people as they visit a new place which also creates a sense of happiness and joy. Tourism creates a pride of our country as it promotes and showcase the beauty of our country.





**METHODOLOGY OF THE STUDY**

The present study is based on qualitative and quantitative data. The qualitative data is collected through the sampling from the respondents. **The sample size is 117.** The different age group of people including student, working and business are considered as sample for the study.

**DATA SOURCES**

**Primary Data:** Primary data is collected through survey. Data is collected by using GOOGLE FORMS

**Secondary Data:** Secondary data is collected from magazines and articles.

**LITERATURE REVIEW**

**Prof. Arno Scharl, (22<sup>nd</sup> June 2014)** in his thesis “Influences of Social Media on the Tourism and Hospitality Industry” stated that how social media helped the Viennese hotels to attract the customers for tourism and from the survey he came to know that in Vienna the marketer doesn’t focus on spending money on social media for attracting customers (Scharl, 2014) they mainly focus on customer satisfaction, brand equity and the quality of service to be provided to customers.

**Ronglin Xu, Jianqiong Wang in the journal “A Study of Tourist Loyalty Driving Factors from Employee Satisfaction Perspective” (23/12/2016)** stated that due to tremendous growth of tourism the concept of tourist loyalty is also emerging. The result of the research stated that the tourist loyalty is affected by service quality. (Ronglin Xu, 2016)

**(Nicolau, 14/01/2008)** carried out a research to show the relationship between the distance and the tourist in the article named “Characterizing Tourist Sensitivity to Distance”. It can be negative or else positive.

The research was carried out in Tamilnadu in order **(Ltd, 2014)** to obtain the statistics regarding no. of tourist visiting tamilnadu by preparing month wise and year wise reports bifurcating the domestic and foreign visitors.

The research was carried out in **Nagaland (Mott MacDonald, 2014-2015)** for period of 12 months in order to obtain details regarding no. of visitors visiting the place, overnight visitors, rate of employment in accommodation units, and the profile of the visitors.

**OVERVIEW OF TOURISM IN INDIA****1) HELPS TO EXPLORE**

Tourism helps to explore the world. It removes all the barriers between the countries which in return make the people to enjoy the nature, beauty and specialty of one’s country.

**2) HELPS TO CREATE REVENUE FOR GOVERNMENT**

When people from different countries travel to different parts of the world which creates the inflow of foreign currency into one’s country. The government can utilize this money in infrastructure or for the development purpose.

**3) HELPS TO BRING OUT CREATIVITY**

One can think of opting a career in tourism by providing various services under one roof which would make people to travel the world easily. One should have a creative mind for doing something different in this field.

**4) HELPS TO SHOWCASE THE BEAUTY OF OUR NATION**

Tourism helps to showcase the beauty of one’s country. How can we miss TAJ MAHAL from this list which is the 7<sup>th</sup> WONDER OF THE WORLD? It promotes the beauty of the monuments of the country





### 5) CHALLENGES OF PROTECTING THE MONUMENTS-

When people come to visit the monuments some of them write their names on it or scribble it. And also cause damage to the monuments which makes the monuments weak. It may further lead to the breakage of it.

### 6) CHALLENGES OF MAINTAININGG THE CLEANLINESS-

While visiting places people do litters things on the ground which leads to the untidiness.

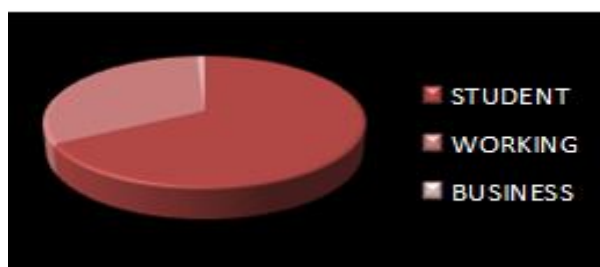
### 7) CHALLENGES OF CREATING A SECURITY-

Sometimes people want to destroy the monument which is taken place through terrorist attacks. So tough security should be provided in order to prevent such occurrence of the acts.

### DATA ANALYSIS AND INTERPRETATION-

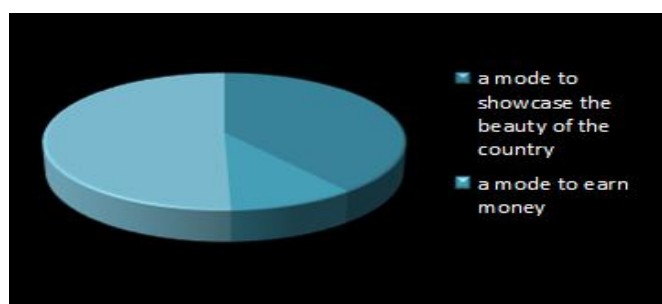
#### 1) OCCUPATION

**DATA INTERPRETATION-** From the sample size of 117, 66.7% are students, 31.6% are working and the rest 1.7% respondents are carrying out business activity



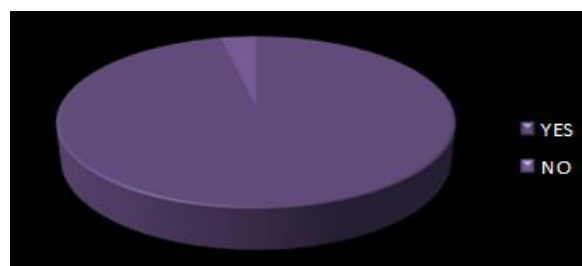
#### 2) ACCORDING TO YOU WHAT IS TOURISM?

**DATA INTERPRETATION-** From the sample size of 117, 51.3% choose tourism as a mode to explore the country, 38.5% choose tourism as a mode to showcase the beauty of our country and the rest 10.3% choose tourism as a mode to earn money



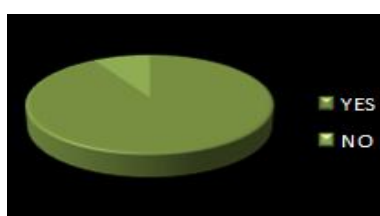
#### 3) DOES TOURISM GENERATE REVENUE FOR GOVERNMENT?

**DATA INTERPRETATION-** From the sample size of 117, 96.6% of the respondent said yes for government earning profit from tourism and the rest 3.4% said no for it.



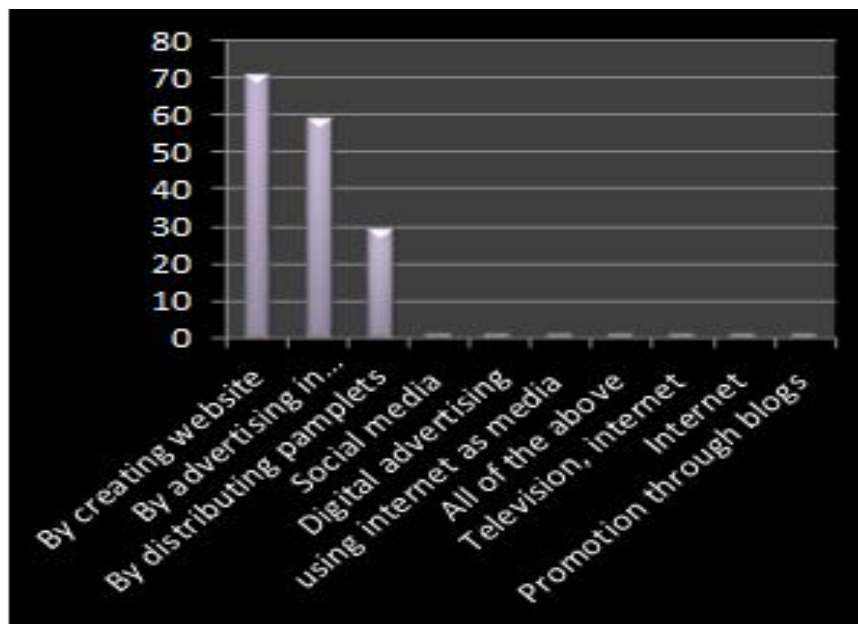
#### 4) CAN SOMEONE EARN MONEY FROM CARRYING OUT TOURISM ACTIVITIES?

**DATA INTERPRETATION-** From the sample size of 117, one can earn money through tourism and 91.5% of respondents said yes for it and the rest 8.5% said no.



##### 5) HOW CAN ONE PROMOTE TOURISM?

**DATA INTERPRETATION-** From the sample size of 117, 70.9% of respondents said one can promote tourism by creating website, 59% said through advertising in newspaper, 29.1% said through distributing pamphlets and rest said through using internet, through blogging, television and all of the above.



##### 6) ARE INTERNATIONAL TOURS REASONABLE?

**DATA INTERPRETATION-** From the sample size of 117, 43.6% of respondents stated that international tours are reasonable and the rest 56.4% stated that foreign tours are expensive.



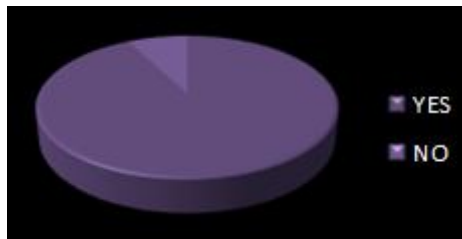
##### 7) ACCORDING TO YOU WHICH PLACES ARE BEST FOR TOURISM?

**DATA INTERPRETATION-** From the sample size of 117, 38.5% of respondents opted for scenery 29.9% for snow areas, 27.4% for mountain areas and the rest stated that there is no specific places for tourism it depends upon the person travelling, it also depends on the places attached with a story and a meaning and all of the above.



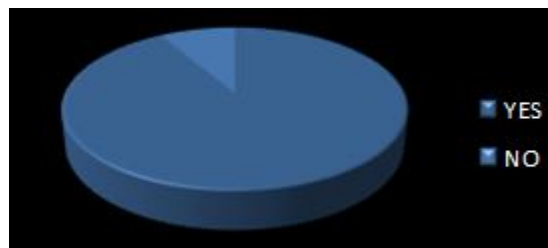
**8) HAVE YOU HEARD ABOUT MAKE MY TRIP.COM AND TRIVAGO?**

**DATA INTERPRETATION-** From the sample size of 117, 92.3% of respondents have heard about makemytrip.com and trivago and the rest 7.7% have not heard about it.



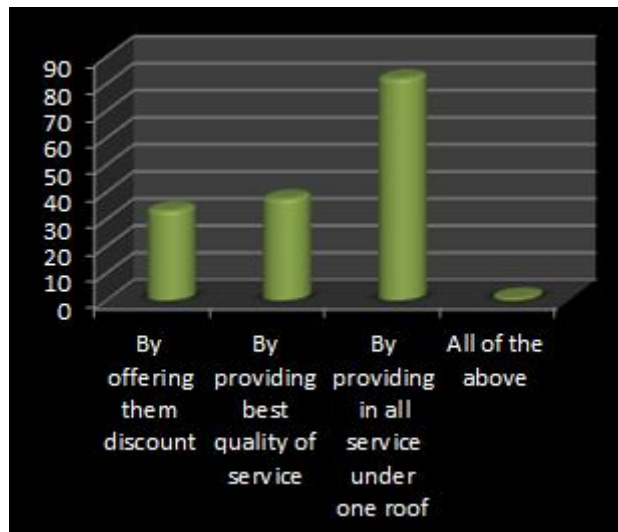
**9) BY TAKING PAST RECORD INTO CONSIDERATION HAS TOURISM GROWN?**

**DATA INTERPRETATION-** From the sample size of 117, 91.5% of respondents have stated that tourism is growing rapidly and the rest 8.5% have stated that they have not seen any growth.



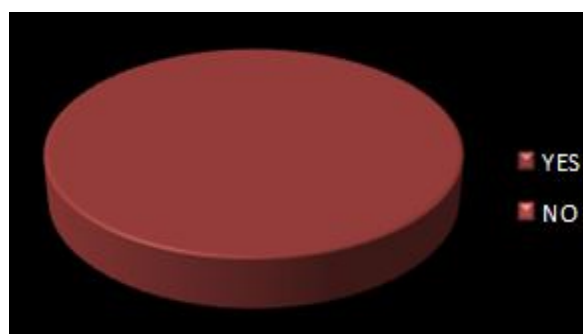
**10) ACCORDING TO YOU HOW CAN ONE ATTRACT MORE CUSTOMERS FOR TOURISM?**

**DATA INTERPRETATION-** From the sample size of 117, 82% of respondents stated that one can attract customers by providing in all services under one roof (right from ticket booking till coming back from tour), 37.6% stated that one can attract customers by providing best service, 33.3% of respondents stated that by providing discount one can attract customers and the rest stated all the above facilities will attract the customers.



**11) DOES TOURISM HELP TO PROMOTE THE BEAUTY OF OUR COUNTRY?**

**DATA INTERPRETATION-** From the sample size of 117, all the respondents stated that tourism will really help to promote and showcase the beauty of our country.



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**CONCLUSION**

For concluding my paper I would say that yes, tourism is growing rapidly as majority of the respondents have said yes. And tourism is now considered as commercially growing industry. From the survey it also shows that the how tourism is important and how it helps to explore the world.

**SUGGESTION**

Government should give importance and take measures regarding cleanliness in the places where visitors are visiting. It should give more protection and security so that any bad occurrences don't take place. And lastly, in order to attract the customers and to make money it is very important to satisfy the targeted customers by providing services as they expect. Because as you know the business mainly depends upon the customers as they are the one who can make our business at the same time can break the business and no doubt that is why in today's generation customers are the king of the business.

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**STUDY OF MOTIVES AND TOURISM BEHAVIOUR OF WORKING PERSONS IN MUMBAI**

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**ABSTRACT**

*Tourism is the temporary short-term movement of people to destinations outside the place where they normally live and work. Such tourism can be Business Tourism or Personal Tourism. In personal tourism people may have different motives for travel. Along with these motives there are certain factors that motivate a person to travel. These factors follow a particular hierarchy which is derived from Maslow's Theory. The research studies the motives and the motivational factors for such personal tourism. It analyses the motives of working persons in Mumbai for personal tourism. It also analyses the overall travel behaviour of these persons while going on personal tour.*

*Keywords: Personal Tourism, Motives for Travel, Travel Behaviour*

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**INTRODUCTION OF TOURISM**

Tourism is the temporary short-term movement of people to destinations outside the place where they normally live and work. It includes the activities that they get involved in at these destinations and also the facilities and services specially created as per their needs. Tourism is closely related to leisure and recreation. Both these are needed to everybody to overcome the ever increasing stress and strain of our routine life. Most of the tourism activities are for leisure. But this does not mean tourism includes only leisure travel. It also includes travel undertaken for business related work. Purposes of such travel can be holiday, business, health, study, participation in meeting, Visiting Friends and Relatives (VFR) and participating in religious, sports and other activities.

**DEFINITION OF TOURISM**

United Nations World Tourism Organisation (UNWTO) defined tourism as comprising “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” The term usual environment refers to a place of normal residence or domicile. Tourism thus excludes trips within the area of one's own habitation such as commute between residence and workplace, a trip to purchase household things etc. The journey must involve an overnight stay and be restricted for a maximum period of one year.

**RESEARCH METHODOLOGY****• Objectives of the Study**

- (i) To study motives of people for travelling
- (ii) To study theories for travel motivation
- (iii) To study motives and tourism behaviour of working persons in Mumbai

**• Data Collection**

The study is descriptive in nature and is based on Primary and Secondary Sources of data. For secondary data Books, internet, research papers and articles are used. Primary was collected by sharing Google form with the respondents. Sample size of 70 was selected and Random Sampling method is followed.

**MOTIVES FOR TRAVEL**

Tourists undertake travel for fulfilment of many motives. There is always a purpose behind travel of any person to any destination. These motives include spirituality, enhancement of social status, rest, relaxation, participation in art or cultural event. The study of tourists' behaviour can be further validated with the basic premises of Maslow's need hierarchy theory, which offers insights into the ways in which a holiday trip can satisfy the diverse needs of travellers. Travel motives may be categorised as follows:

- **Pleasure and recreation** – Pleasure travellers are those who travel for the purpose of relaxation and recreation. For recreation purpose, people generally prefer to travel to beaches, hill stations and mountains. These tourists take part in outdoor activities like sight-seeing, shopping, socialising, having food in good restaurants at these destinations etc. The climate, natural attractions, facilities and amenities are the primary determinants for pleasure travellers.

- **Art and culture** – The desire to learn and understand art and culture are two forces that attract tourists to different locations. Culture is one of the prime motivations that allow tourists to see and experience fairs and festivals, social functions, dance, music, cinema, theatre and cuisine. People also travel to visit forts and palaces to learn about and experience the lifestyles of royalty.
- **Nature and wildlife** – Nature lovers and wildlife enthusiasts are motivated by natural scenic beauty. People experience outdoor activities in the form of walking in the jungle and undertaking safari tours. Wildlife tours include visiting wildlife sanctuaries, national parks and game forests to take safari tours in specially designed vehicles to watch wild animals. It is a wonderful way of viewing animals in the wilderness.
- **Training and Education** – Education is an integral part of tourist motivation. Many Indian universities have exchange programmes that facilitate foreign students to study in India and vice versa. Students travel to obtain knowledge directly from renowned teacher. E.g. foreign tourists come to India to learn Indian classical music or even Indian culture and traditions.
- **Health and Medical** – Health is an important travel motivation. Health travel includes yoga and meditation, medical treatments, physical fitness, ayurvedic massages and beauty care. In order to offer these health facilities, tourism destinations offer health resorts and spas to attract tourists.
- **Spirituality and Religion** – Travelling for fulfilment of religious obligation is one of the major motivations that make people visit holy places. Each religion promotes travelling to its holy places. Moreover, spirituality is another motivation that encourages people to travel to places belonging to their faith.
- **Sports** – Several national, regional and international sports meets and events attract people from different parts of the world either to participate or to be a spectator. Many people combine their vacations with sports event to get the value for money.
- **Adventures** – Adventurous activities is another important travel motivation. Some adventurous activities include bungee jumping, sky diving, trekking, snorkelling, rock climbing, parasailing, skiing, river rafting, mountain cycling and driving in the desert. These activities are exciting and attractive to adventure tourists.
- **Visiting friends and relatives** – Number of people travel to different places to meet friends and relatives. This gives them time to spend with each other or even to celebrate some social function. People are especially inclined to attend wedding functions.
- **MICE** – MICE stands for Meetings, Incentives, Conferencing and Exhibitions. It is a part of business tourism. Business tourists travel to attend official meetings across various destinations. Professionals also visit different destinations for conventions, conferences, seminars and workshops for accomplishment of business interests. Business tourism planners combine leisure activities and business activities in the form of customised package tours so that along with business work then can even relax and enjoy at these destinations. Most of the times even the meetings are arranged at beach or hills resort to provide free time to participants to relax in the resort. Business travellers can make their business travel into mini-vacation travel by adding non-working days to their trips.

## HIERARCHY OF TRAVEL MOTIVATION

Travel motivation is hierarchical in structure and includes relaxation, safety and security, relationships, self-esteem and development, self-actualisation and fulfilment. In the light of Maslow's theory, Goeldner and Ritchie (2006) have presented travel needs in a hierarchical manner. They have explained it as a ladder in which relaxation is at the lowest level of needs, followed by safety and security needs, relationship needs, self-esteem and self-development needs. However, fulfilment needs are given the highest level in the ladder.

Goeldner and Ritchie state that tourists travel for reasons including spirituality, social status, escape, and cultural enrichment. Maslow's hierarchy of needs provides insight into ways in which a trip may satisfy different needs. The psychology of tourists' behaviour studies what motivates tourists, how they make decisions, what tourists think of the products they buy, how much they enjoy and learn during their holiday experiences and so on.

## THE CONTRIBUTION OF PSYCHOLOGICAL THEORY

Many well - known theories in psychology have stated that the motivation factors determine what kind of tourism experience the tourist wants to take. According to these theories there are some new motives that influence travel behaviour of a tourist. These motives are love, sex, competence, tension reduction, arousal, achievement, acceptance, self - development, respect, curiosity, security, understanding, and self - actualization.

Pearce has developed the travel - needs model in his book, *The Ulysses Factor*. It is more explicitly concerned with tourists and their motives for travel. According to the model, just like a work career there is a travel career which is the travel behaviour that reflects a hierarchy of their travel motives.

The steps or levels on the travel - needs or career model were compared with a ladder, and was built on Abraham Maslow's hierarchy of needs. From Maslow, Pearce's model specified that there are five different hierarchical steps affecting tourist behaviour. The travel career ladder emphasizes all the tourists' patterns or motives, rather than a single motive for travelling. The five motivational levels described in the scheme are:

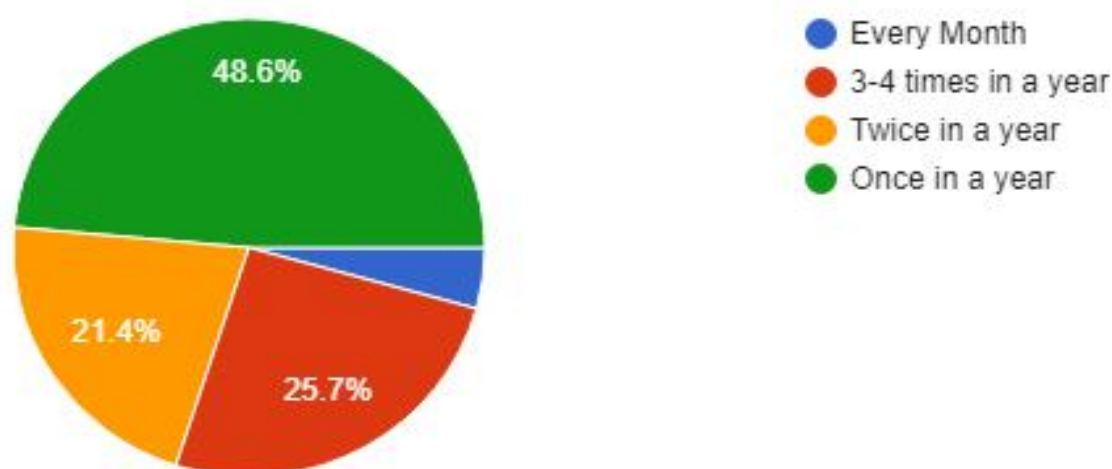
- (i) A concern with biological needs (including relaxation),
- (ii) Safety and security needs (or levels of stimulation),
- (iii) Relationship development and extension needs,
- (iv) Special interest and self development needs, and
- (v) Fulfilment or deep involvement needs (formally defined as Self Actualization).

The earliest version of the travel - needs ladder retained Maslow's ideas that lower levels on the ladder have to be satisfied before the individual moves to higher levels of the ladder. In this approach, travellers concerned with developing and extending their relationships while travelling will also have needs in terms of safety and physiological level factors but may not be particularly concerned with self - esteem and self - development needs. Recent and ongoing revisions to this model place less emphasis on the strict hierarchy of needs and more on changing patterns of motives. Most importantly, the travel - needs ladder approach emphasizes that people have a range of motives for seeking out holiday experiences.

## FINDINGS

Findings from the Primary data collection are:

### • Frequency of Travel



Almost 50% of the respondents prefer to travel once in a year. 25% respondents like to travel even twice in a year.

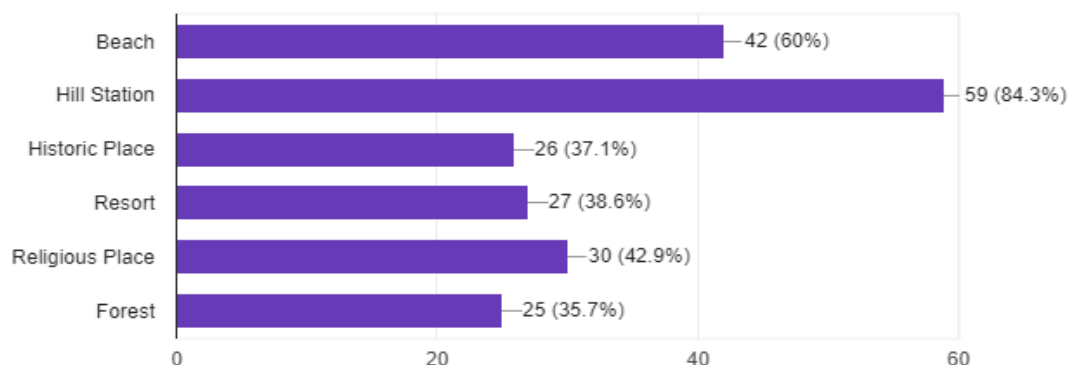
### • Motives for Travel

The most common motives for travel are to see new things, to get away from a boring routine, for rest and recovery, to see famous cultural and historical sites, to be closer to nature, to spend time with Family. If the data is sorted in descending order maximum people i.e. 68% travel to spend time with family. After that the motive is to get away from a boring routine which 64% people prefer.

Motive for Travel	Number	Percentage
To spend time with Family	48	68.6
To get away from a boring routine	45	64.3
To see new things	41	58.6
To be closer to nature	36	51.4
To see famous cultural and historical sites	33	47.1
For rest and recovery	28	40

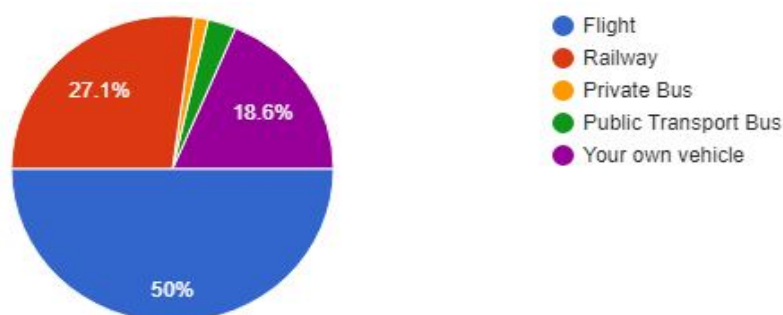


### • Preference for tourist destination



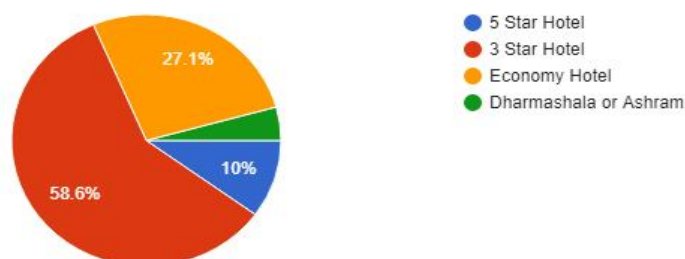
The most preferred tourist destination for 84.3% respondents is the Hill station. 60% also like to visit beaches for their tours. Even 43% respondents have inclination to visit to religious places.

### • Mode of travel



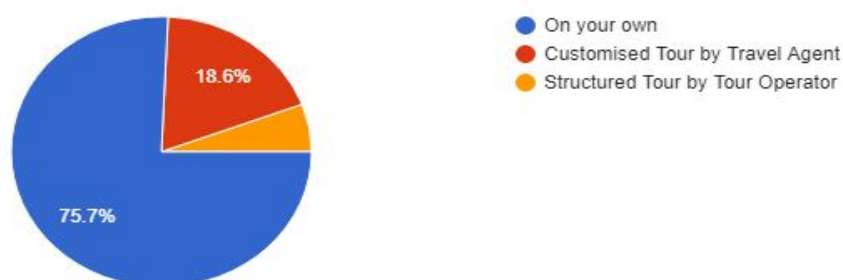
50% of the respondents prefer to travel by flight to reach their destination. This may be because of the affordable prices offered by most of the airlines today. Even 27% choose to travel in railway.

### • Preference for stay



The highest number of respondents i.e. 58% wish to stay in 3 star hotels. The reason behind the same can be multiple packages are available online for booking of hotels. It also shows people wish to have comfortable stay during their travel.

### • Planning of tour



Planning of a tour is a very important aspect for a successful tour. There are so many websites these days that offer various packages for the entire tour including travel, accommodation and food. Due to internet researching for a particular destination has also become very easy. That's why 75% of the respondents prefer to plan their tour on their own.



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**CONCLUSION**

Traditionally people used to travel either for pilgrimage or to visit their native places during schools and colleges vacations. But this trend has changed over the years and now people have different motives for their tours. Even the motive of same person may vary on different tours. These motives include pleasure and recreation, see new art and culture, enjoy nature and wildlife, undergo training and education, take treatment and improve health, take part in religious and spiritual activities, watch or participate in sports activities, take part in adventurous activities, visit friends and relatives and Meetings, Incentives, Conferencing and Exhibitions (MICE). Another driving factor for tourism is the travel motivation which is based on Maslow's theory. Five motivational levels like biological needs, Safety and security needs, Relationship development and extension needs, self development needs and deep involvement needs determine the travel behaviour of an individual. This indicates that people before taking their travel decisions think, research, calculate and then plan their tours. Easy availability of information online and even affordable packages have made planning of the tour smooth. In Mumbai people travel mainly for spending time with family and to get away with boring routine. They prefer to travel to hill stations and beaches that means the attitude of the people is towards Leisure tourism.

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**CAREER OPTIONS IN TOURISM INDUSTRY-A THRIVER OF ECONOMY**

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**ABSTRACT**

*Travel and Tourism one of the world's largest foreign exchange earner among industries, provides employment directly to millions of people worldwide and indirectly through many associated service industries. A very wide industry, it includes Government tourism departments, Immigration and customs services, travel agencies, airlines, tour operators, hotels etc and many associated service industries such as airline catering or laundry services, Guides, Interpreters, Tourism promotion and sales etc. Travel and Tourism enterprises include major internationals with a workforce of thousands, to the small private travel agent with a handful of employees.*

*In India, Travel and tourism, as an industry, has been somewhat slower to take off than in many other places. However, with increasing worldwide interest in travel, and with the Government's encouragement of its activities, it is undergoing massive expansion and improvement. This forecasts a bright future for all those who choose to make a career of travel and tourism. Young people with drive and a capacity for hard work can rise to top positions very quickly in travel and tourism or even head their own agencies. A job in the industry gives good returns as well as perks including opportunity to see many locales at low prices.*

*Keywords: tours, travels, tourism, career, future, industry.*

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**OBJECTIVES OF RESEARCH PAPER:**

- ❖ To understand role of tourism in economy of a country.
- ❖ To know various career prospects available in tourism industry.
- ❖ To analyze important skills required to make career in tourism industry.

**INTRODUCTION**

India is the country of diverse geographical regions. In India, we can see scorching hot deserts in Rajasthan to the snowy sheets of white snow in Kashmir and even the huge rainforests. The travel and tourism industry in India is growing rapidly. The huge growth is the main reason behind the rapid growth in the travel and tourism industry. Tourism is one of the important parts of the economy of any country. The tourism industry in India is rapidly growing at the annual rate of 7.5% and generating 8.31 lakh crore(US\$120 billion) revenue in 2015 which is estimated to reach 18.36 lakh crore(US\$270 billion) by 2025.

India ranked 52nd from 141 countries according to the *Travel & Tourism Competitiveness Report*. According to the report, India ranked very well on many factors such as good air transport and reasonable ground transport infrastructure. The tourism in India has outperformed the overall tourism in the world in many factors like growth, the volume of foreign tourists and revenue.

**SCOPE OF THE TRAVEL AND TOURISM INDUSTRY**

The Travel and Tourism industry is a one such industry that even though it is relatively new than the others but is growing and is also expected to do well in the coming years as well. There are many concerns and industries that are direct contributors of the industry and hence in the long run create greater job opportunities to those who would want to be a part of the industry. **Hotels, restaurants, retailing, transportation, travel agencies, tour companies, tourist attractions, leisure, recreation and sport, and cultural industries** are some of the contributors to the industry.

Also, as per popular researches and studies, the tourism sector has created about 11 million jobs and has the potential to create another **37 million jobs in the future**. Although the future of the industry is quite bright but still there is a lot of development in terms of infrastructure and skilled personnel.

**HOW TOURISM HELPS THE ECONOMY OF INDIA?**

As mentioned above, tourism is one of the important parts of any economy. Tourism helps to grow the economy and the cultural growth of any country directly and indirectly. Following are the ways by which travel and tourism help India to grow.

**Employment**

Tourism brings the jobs to the people around it. The employment can be direct as tour guides, accommodation, and food providers, travel service providers etc to indirect employment like the suppliers of these services

from whom they take the necessary goods. All the above services employ people to work and pay them wages, helping to boost the local industry.

### **Alternative Ways of Income**

In rural areas of India, there are limited ways to earn the income. Farming, fishing, laboring, there are the major employment sources for the people in rural areas. Tourism creates the alternative ways to earn income for the people in rural areas.

### **Improved Infrastructure**

The growing tourism brings in the extra income which results in higher tax payments. The local government bodies can use this money to improve the infrastructure such as building roads, amusement parks, gardens, social places, the betterment of transport and accommodation services, maintaining public hygiene and providing better medical services too.

### **New Opportunities**

Tourism brings in the opportunities for people. In order to solve the problems of the tourists, as well as the local residents, new businesses and services can be introduced. If you succeed in finding and solving those problems, the profit will surely come. The new business, in turn, increases the employment as well.

### **Cultural Benefits**

Apart from the monetary benefits tourism also encourages the cultural growth of the tourist places. India has a rich cultural heritage and it would give people immense pleasure and pride to showcase their culture in front of the world. Tourism also helps to maintain the traditions and culture of the region. It also helps to maintain the historic places like forts and palaces which otherwise would have destroyed.

### **Environmental Benefits**

Many travel operators encourage the preserve of tourist spots by creating awareness amongst the tourists. Tourists are asked to maintain the hygiene and integrity of the place.

### **Important features of travel and tourism industry**

- Travel and tourism is the largest earner of foreign exchange world-wide and employs millions of people directly or indirectly through associated service industries
- This industry includes everything from the government tourism departments and major multinational companies to the small scale private travel agents
- While working in this industry, one provides services to people who are traveling for business or holiday or both, thus catering to tour packages, pilgrim travel, adventure travel or casual sightseeing
- At almost every point of work in this field, employees need to interact personally with the customers and understand their needs while making them comfortable, so as to be able to provide the best service in terms of travel options and arrangements

### **A career in Travel and Tourism**

*In India, the travel industry hopes to create 46 million job opportunities by 2025.* The travel and tourism industry, along with the related sectors contributing to it, is expected to grow in leaps and bounds in the coming years. A job in this industry can be highly exciting and adventurous and even pays well. In India, the travel industry hopes to create 46 million job opportunities by 2025. Though it was slow to take off in this country, the government's initiatives in this field are uncovering a bright future for those who want to make a career in this field.

India's potential in the field of travel and tourism is hardly close to being fulfilled. The country is a geographical anomaly, having almost all the geographical features available. According to a report published by the World Travel and Tourism Council (WTTC), India could possibly add another Rs. 8, 50,000 crores by the year 2020-just through tourism! WTTC calculated that tourism generated 8.31 lakh crore or 6.3 per cent of the nation's GDP in 2015 and supported 37.315 million jobs, which is about 8.7 per cent of its total employment. **A career in the Travel and Tourism Industry** will require from its aspirants a certain flare and a lot of confidence along with strong interpersonal skills. Someone who is looking to be a part of the tourism industry must have the hunger to learn new things every day, along with the knack of staying update with the latest news, socio, economic trends and a strong geography.

India might be marked as flabbergasting number 41 in the top countries visited worldwide but it is sought to get better in years to come. The **Tourism Sector in India** might have seen a slump the previous year as compared

to the previous year but it has managed to pull its weight and show an **Annual Growth Rate** of 4.3 per cent till June 2013.

Although it would seem all glamorous but the industry has much more to offer and requires hardworking and diligent individuals. Keeping in mind that there is no dearth of job prospects in the tourism and travel industry, on completion of your **tourism studies**, one can venture into the many lucrative aspects of the industry. Well groomed individuals are the need of any industry and especially ones where direct client interface is as much as this industry. The country requires more and more *skilled, confident, well groomed and diligent* aspirants to be a part of the travel and tourism industry.

### **Courses in travel and tourism**

Experience is the most important factor in this field. However, there are many colleges, universities and private institutes that offer Bachelor's or Master's degrees, diplomas, certificates or distance learning courses in various sectors of travel and tourism such as management in tourism, travel or hotels, tour operation or airline management, destination management, airline ticketing, travel administration etc.

- Joining an undergraduate course right after completing class 12
- The Ministry of Tourism, Govt. of India approved post-graduation degree in this field is a two-year full time programme which gets you an MTA degree, a Master of Tourism Administration. Certain universities such as the Indian Institution of Tourism and Travel offer this degree
- A post graduate degree can be helpful in getting into Positions as managers or in administration need a post graduate degree
- Short term training programmes are offered by many travel agencies. Most candidates are absorbed
- Opting for vocational courses to get a B Voc degree.

Keeping in view the expected boom, the travel and tourism industry needs to focus on developing an efficient infrastructure and increase the intake of skilled personnel.

Skills required could include knowledge of Computer reservation systems (CRS- Amadeus, Galileo, Sabre & Abacus), Air fares and ticketing skills, Language skills, Selling skills, experience of handling money & foreign currencies, Customer service, Travel agency management and travel & tourism geography knowledge.

- Anyone working in the travel and tourism industry needs to ideally be armed with knowledge of the global culture and all aspects of travel business
- Complete awareness of how to ensure customer satisfaction, while managing a large volume of business
- A strong knowledge in history, geography, art and architecture of India are preferred
- Employees in this industry need to be skilled, confident, well-groomed, should be able to handle people very well, and possess good interpersonal skills
- It is preferable that employees know at least one foreign language apart from English
- A diploma in public relations or advertising would prove to be helpful in building a career
- Employees must be ready to work long or odd hours
- Employees must be completely aware and up-to-date on all the rules and regulations concerning ticket booking or reservation, passports, visas, cargo and even fines where applicable, so that they can assist in getting paperwork and documentation done

Promotion and employment aspects are bright in this field as of now because not many skilled employees are available. One can even plan to start their own business or start-up in travel and tourism by taking on additional employees and partners.

### **Essential Soft Skills for Careers in Hospitality and Tourism**

#### **1. Empathy and emotional intelligence**

It goes without saying that digital transformation carries the future of the hospitality and tourism industry, but this does not mean the industry will become depersonalized. On the contrary, investing in human capital is key to finding innovative solutions in an ever-changing scenario. People determine the success of an organization and, if this holds true across all fields, it is even more important for service-based industries like hospitality and tourism.

**2. Teamwork**

Among specific qualifications demanded by a wide range of host companies and organizations, the ability to integrate into the existing team is often considered essential when choosing a candidate. In order to satisfy this need, many internship and placement department offers a counseling service aimed at supporting and preparing students for the interview process, and to ensure appropriate mentoring during the internship.

**3. Stress and time management**

Hospitality managers will often work on several things at once, managing a heavy work load at a fast pace. It's easy to let emotions run wild when employees are asked to do several things at once over a short time span and forced to deal with unexpected problem. For careers in hospitality and tourism, one needs to be prepared to multi-task and remain cool and collected if employees are to achieve greater efficiency and customer satisfaction.

**4. Problem-solving**

Whether employees are dealing with a difficult client or faced with internal issues, the ability to think on feet and suggest feasible solutions to problems is one of the most valued soft skills for careers in hospitality and tourism and certainly a determining factor when it comes to professional success. Whatever is speciality of employee, they will need to learn how to manage a crisis, from identifying the problem to evaluating how well they did and what could be improved in future.

**5. Strategy and innovation**

Hospitality and tourism HR managers tend to favor candidates who are allergic to the "if it ain't broke don't fix it" mantra and will go the extra mile to innovate. Normally employers look for talents with strong team-working skills. Employers also look for 'going beyond borders' attitude: the ability to keep looking for new opportunities and solutions even if there are established procedures."

**Travel and Tourism Pay Package**

Salary is pretty good in the travel and tourism industry. Moreover, you get added perks such as free travel or reduced rates for you and your family. Salaries are higher in foreign based airlines or travel agencies. Peak seasons might bring added bonuses and commission.

Aspirants can opt for a course in travel and tourism and senior secondary examination [10+2] or after graduation in any discipline. Initially one can expect a starting salary of Rs.10000 to Rs.15000. If someone moves up the ladder and reach the position of a service manager, he/she can fetch a salary of about Rs.30000 to Rs.50000. Likewise, if you are equipped with an IATTA/UFTTA degree, then it can help you earn somewhere between Rs.80000 to Rs.100000.

**CONCLUSION**

Stability of nation is necessary for development of tourism industry. Political disturbances hamper tourism. India can reap benefits from this industry, can add to own coiffure, earn foreign money if tourists are attracted to Buddhist stupas, Hindu temples, Mughal, Rajput palaces, forts, and victory towers, rock-cut caves, elaborately laid out gardens.

Throughout our beautified country there are many thousands of attractions such as glaciers, snow capped peaks, lower hill stations, wild life sanctuaries, deep rain-forests, formidable desert in Rajasthan, sea beaches immense in number in east, west, southern parts.

Adventure sports i.e., trekking, skating, rafting in turbulent rivers, gliding, canoeing, mountaineering are other attractive attributes available here. Galore of cultural differences resultant in varieties of cuisines to please diverse tongues, textiles, artifacts, handicrafts pleasing eyes are other gifts.

Indian tourism is only a small portion of the world tourism industry. So, we must use all potentialities by proper planning, financing acquiring experience, packaging marketing, and boosting creativity, make outstanding appeal to travelers and seek help from private entrepreneurs.

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**A STUDY ON TOURISM SCHEME WITH SPECIAL REFERENCE TO BED AND BREAKFAST SCHEME IN MAHARASHTRA**

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**ABSTRACT**

*Maharashtra is a land of tourism opportunities. With increase in the infrastructure, technological development and accessibility, domestic as well as international tourists are flocking to the interiors of Maharashtra. With the aim of providing comfortable Home Stay Facilities of Standardized World Class Services to the tourists, and to supplement the availability of accommodation in the Metros and tourist destinations the Bed and Breakfast scheme is introduced. This scheme provides a clean and affordable place for foreigners and domestic tourists including an opportunity for foreign tourists to stay with an Indian family to experience Indian customs and traditions and relish authentic Indian cuisine.*

*Keywords: Bed and Breakfast scheme, Maharashtra, tourism, home stay*

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**INTRODUCTION**

Maharashtra is a land of tourism opportunities. With increase in the infrastructure, technological development and accessibility, domestic as well as international tourists are flocking to the interiors of Maharashtra. With the aim of providing comfortable Home Stay Facilities of Standardized World Class Services to the tourists, and to supplement the availability of accommodation in the Metros and tourist destinations, Ministry of Tourism has classified the fully operational rooms of Home Stay Facilities as "Incredible India Bed and Breakfast (B&B) Establishments". The Ministry of Tourism (Government of India) introduced the concept of Commercial homes (specifically, the Bed and Breakfast and Homestay Establishments) as part of its globally acclaimed Incredible India campaign in 2001-02. The basic idea is to provide a clean and affordable place for foreigners and domestic tourists including an opportunity for foreign tourists to stay with an Indian family to experience Indian customs and traditions and relish authentic Indian cuisine. The main objective of this scheme is to create a wide network of affordable stays at lesser known places of tourist interest thus creating an experience to cherish.

**LITERATURE REVIEW**

Scarinci & Richins's (2008) study assessed the motivational factors of the guests who chose to stay in Bed and Breakfast in the United States. The most important motivations in order of rank were 'rest and relax in nice surroundings', 'to spend time with people I care about', 'to enjoy home-style cooking/hospitality', 'to do something different'.

Jones & Guan (2011) identified in their study in China, the various types of bed and breakfasts or "commercial homes" that offered a great opportunity for the growth of entrepreneurship in China. Kamath, Bhosale and Manjrekar (2008) have studied the promotion of small-scale entrepreneurship opportunities in Hospitality industry through Bed & Breakfast scheme by the Ministry of Tourism, Government of India. They concluded that this is a unique opportunity for the house-owners, because once their spare rooms are recognised under the scheme, they will get an opportunity to earn that extra income while being at home.

**OBJECTIVE OF THE STUDY**

1. To create awareness about the guidelines for participating in the scheme of Bed and Breakfast in the state of Maharashtra
2. To create awareness about the classified establishment of Bed and Breakfast schemes in the state of Maharashtra

**RESEARCH METHODOLOGY**

The research is descriptive in nature, data is collected from secondary source of data collection such as books, research journal, PhD thesis and official websites.

**GUIDELINES FOR PARTICIPATING IN THE SCHEME OF BED AND BREAKFAST**

Bed and Breakfast establishment can apply for the said scheme at the Head Office of Maharashtra Tourism Development Corporation (MTDC) in Mumbai or at its various regional offices located at Nagpur, Ratnagiri, Pune, Nashik, Aurangabad, Amravati and Sindhudurg along with the prescribed fees. The establishments can apply for following star category such as a) Silver, b) Gold and c) Diamond, depending upon the space and facilities provide at the Bed and Breakfast establishment.

Following are some of the important guidelines for classification and reclassification in the scheme of Bed and Breakfast scheme in the state of Maharashtra.

1. The classification for B&B establishment will be given only in those cases where the owner /promoter of the establishment along with his /her family is physically residing in the same establishment and letting out minimum one room and maximum five rooms (10 beds)
2. The scheme will be on Bed and Breakfast basis and charges will have to be levied accordingly. The type of breakfast to be offered will have to be specified, the charges will have to be displayed and the visitors will have to be informed in advance
3. Classification will be valid for two years from the date of issue of orders or in case of reclassification from the date of expiry of the last classification provided that the application has been received within the stipulated time i.e. 3 months before the expiry of the last classification
4. Bed & Breakfast Establishments applying for classification will have to provide all the information supported by required documents relating to their establishment and facilities provided
5. Once an establishment applies for classification/ re-classification, it will always have to be ready for inspection by the Regional Classification Committee. No requests for deferment of inspection will be entertained

#### **Maharashtra state region wise details of the establishment classified in the scheme of Bed and Breakfast**

Maharashtra is made up of 35 districts with broad regions such as Aurangabad region, Konkan region, Nashik region, Nagpur region and Pune region. Maharashtra has many tourist destinations ranging from beaches, historical monuments, historical places, forts, museums, places of worship, places of recreation, gardens and many more. Currently more than 1100 houses/bungalows are registered under this scheme across Maharashtra. All types of rooms from basic to luxury, based on the amenities provided inside the rooms and variety of food available under this scheme.

The region wise details of the establishment classified in the scheme of Bed and Breakfast are as follows;

Sr. No.	Tourist Destination	Number of Bed and Breakfast establishments
1	Amravati	06
2	Aurangabad	09
3	Mumbai and Raigad	293
4	Thane	90
5	Navi Mumbai	07
6	Ratnagiri	186
7	Sindhudurg	83
8	Devgad	16
9	Dodamarg	05
10	Kankavli	17
11	Kudal	37
12	Vaibhavwadi	01
13	Vengurla	30
14	Chiplun	11
15	Mandangad	03
16	Rajapur	89
17	Nashik	31
18	Pune	22

Table-1

Source: website maharashtratourism.gov.in

The above table 1 indicates that total 914 establishment are classified under the scheme of Bed and Breakfast whereas maximum number classified establishment belongs to Mumbai – Raigad region with 293 establishments, followed by Ratnagiri region with 186 classified establishments. Thus, Konkan region has the maximum number of establishments classified under the said scheme as compared to other regions.



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**CONCLUSION**

Bed and Breakfast scheme has empowered the local communities, provides them self-employment as well as direct and indirect employment opportunities to the locals and has facilitated economic development of the region. Thus, scheme is a sustainable approach for the development of Maharashtra state. Aggressive promotion of the scheme and its establishment is required to bring the multiplier effect and facilitate the foreign and domestic tourist to avail the benefit of home stay with the experience of Indian customs, traditions and authentic Indian cuisine.

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**SUSTAINABLE TOURISM: A CASE STUDY OF ANDHRA PRADESH**

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**ABSTRACT**

*Tourism is considered as an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations. Tourism boosts up economic activities through multiplier effects and exploits local cultural and natural specialities in a positive way. The planning commission of India has declared tourism as the second largest sector in the country in providing employment opportunities for low skilled and semi-skilled workers. Domestic tourism contributes about 75% of tourism economy. Thus in 12<sup>th</sup> five year plan (2012-17) tourism has been marked as a dawn of new era for a social integration and economic development. In 2008, the sector contributed 2000 billion US dollars which is expected to increase to 375.5 billion US dollars in 2018 at a 9.4% annual growth rate.*

*Sustainable tourism is the concept of visiting somewhere as a tourist and trying to make a positive impact on the environment, society, and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment and shopping. It can be related to travel for leisure, business and what is called VFR (visiting friends and relatives). There is now broad consensus that tourism development should be sustainable; however, the question of how to achieve this remains an object of debate.*

*The present study deals with the humble objective to bring out the link between Tourism promotion for sustainable development and relating with natural heritage in Andhra Pradesh.*

*Keywords; Sustainable Tourism, opportunity, diversification, new approach, community development*

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**INTRODUCTION**

The parameter for successful development and management of tourism largely centre on an integrated and holistic approach to tourism product development, employment of host communities, generating adequate support from the locals and a total commitment to environmentally sustainable practices within the tourism industry. Tourism is not only the fast growing sector of the industry but also a hopeful new approach to preserve fragile land and threatened wild areas and to provide people in the host countries with opportunities or community based development.

**Tourism in Andhra Pradesh**

Andhra Pradesh is endowed with a rich and varied Bio-diversity distributed over a mosaic of different habitats spread over the Eastern Ghats, the Deccan Plateau Region, the Coastal Mangroves, the Fresh Water bodies like Kolleru and Brackish water bodies like the Pulicat and the grasslands of Rollapadu. These varied habitats have been supporting a variety of animal and plant species ranging from the Tiger, Gaur, Elephant, Black Buck and a variety of Deer and Antelopes, besides a variety of birds, including the Great Indian Bustard, the Spot bill Pelican, the Lesser Florican and the near extinct Jerdon's Courser. In addition to the above faunal species, the forests of Andhra Pradesh support about 5000 plant species consisting of species like Teak, Rosewood, Sandal Wood, and the endemic Red Sanders and Cycas Beddomeii, etc.

**Objectives of Eco-Tourism: (Sustainable development)**

Eco-Tourism is "A responsible travel to natural areas, which conserves the environment and improves the welfare of the local people".

The primary objective of the Eco-Tourism is to show case the natural resource to different segments of the society, for viewing the nature and the natural processes for educational, recreational values and to propagate the message of environmental conservation.

To attract both domestic and foreign tourists by creating adequate infrastructure for accommodation, food and transport facilities in the Forest areas, Sanctuary areas and zoological gardens.

**Activities**

The main activities involved in Eco-Tourism are non-consumptive like Bird watching, Trekking, Nature trails, River rafting and more importantly mere watching of the scenic beauty of the Hills, Valleys, Meadows, Water bodies and the natural processes and learn to live in Nature. Eco-tourism also preaches the understanding and respecting various cultures and customs of people living in the area.

**Role of A.P. Forest Development Corporation Ltd., in implementation of Eco-Tourism Projects**

The Government of AP has designated A.P. Forest Development Corporation Ltd., in G.O.Ms. No. 54 EFS&T (For.-II) Dept., Dt: 26-6-2001, to implement the Eco-Tourism Projects in the Reserved Forests, Wildlife Sanctuaries, National Parks and Zoological Parks of the state.

The prime objective of these projects is to conserve the rich Biodiversity and propagate the message of environmental conservation to the people of Andhra Pradesh, by creating infrastructure facilities and visitor amenities by private participation.

In implementing the Eco-Tourism Projects the ownership of the land and all the assets created there on will remain with the Government of Andhra Pradesh, represented by APFDC, right from day one till the end of the Concession Agreement.

**Some of important Tourism places in Andhra Pradesh State****Maredumilli**

The least travelled destination in India, the Maredumilli village in the Eastern Ghats exhibits a rich biodiversity with dense wood and grasslands crisscrossed by several small perennial streams. The region is also home to several tribal communities who in support with the Andhra Pradesh Forest Department actively participate in conserving the eco-tourism project. The Maredumilli Forests of East Godavari District are having rich biodiversity and the area is having semi evergreen forests with undulating terrain, which forms part of the Eastern Ghats. The Maredumilli Community Conservation & Tourism Area is situated on Maredumilli – Bhadrachalam road, nearly 4 Km. away from Maredumilli village. The area is having many streams flowing over the undulating rocks in the deep woods and any visitor feel thrilling experience in the Nature. The Eco-tourism project is managed by the local indigenous tribal community of Valamuru, Somireddypalem and Valmeekipeta Vana Samrksana Samithi people with the active support of Andhra Pradesh Forest Department. Tiger Sanctuary: The largest wildlife sanctuary in Andhra Pradesh lies between Nagarjunasagar and upstream Srisailem. Spread over 3,500 sq.km, it encompasses thickly wooded hills in five districts - Nalgonda, Kurnool, Mahboobnagar, Guntur and Prakasam. Road: Located at 150 km from Hyderabad.

**Nelapattu Bird Sanctuary**

Nelapattu Bird Sanctuary (NBS) is one of the Wildlife Sanctuaries in Andhra Pradesh and it is located in the Nelapattu Village of Nellore district in Andhra Pradesh. NBS is approximately 85 km (52.8 miles) away from Nellore. It is also called as Nelapattu Wildlife Sanctuary.

Nelapattu Bird Sanctuary is geographically situated near the Nelapattu Village in Doravarisatram Mandal of Nellore district in Andhra Pradesh. NBS is covered by southern dry evergreen scrub and Barringtonia swamp forests. NBS covers an area of 4.58 sq. km (1.768 sq. miles) in the Nelapattu village.

Nelapattu Bird Sanctuary is a home and a haven for different species of resident and migrating birds. The floristic combination of the sanctuary includes different tree and scrub species such as Manilkara hexandra, Maba buxifolia, Memecylon edule, Buchanania angustifolia, Zizyphus xylopyrus and Barringtonia acutangula (Hijal) etc. Ornithologists recorded occurrence of 187 bird species in the sanctuary, including 50 migrating bird species. NBS is an important breeding site for Spot-billed Pelican, White Ibis, Openbill Stork, Night Heron, and Little Cormorant etc. Other migratory water bird spotted in the sanctuary includes Pintail, Common Teal, Dabchick, Shoveler, Coot, Spot Bill Duck, Grey Heron, Darter, Black-winged Stilt, and Garganey Gadwall etc. The Barringtonia trees spread in the sanctuary are the favourite nesting spots for Spot-billed Pelicans. The Pulicat Lake, which is approximately 10 km (6.21 miles) away from the sanctuary acts as a feeding ground for the roosting pelicans in the NBS. Faunal group found in the NBS include Jackal, Hare, Monitor lizard and Tortoise along with different varieties of snakes.

**Belum Caves**

These caves are the second largest caves in India, situated between Nandyal and Thadipatri in Kurnool district. The caves are 3229 m. Long. These caves are originally discovered in 1854 by H.B.Foote. The caves were formed due to erosion in limestone deposit in the area by Chitravati river, millions of years ago.

These caves have long passages, spacious chambers, fresh water galleries and siphones. The deepest point of the caves is at 120 feet from entrance level.

**Anantagiri Hill station**

Anantagiri is located at the top of the Elysian Tirumala Hills approximately 112 km from Visakhapatnam. Among the ranges of the Eastern Ghats Anantagiri is located at a distance of 40 km from Visakhapatnam. Anantagiri is a charming hill resort in the state of Andhra Pradesh. Unchallenged beauty of this place attracts

everyone including nature lovers, tourists, pilgrims etc. The beautiful hill resort of Anantagiri is perfect retreat to the blistering summer-months.

Walk across meadows of wild flowers and apple orchards in full bloom, see rushing streams cascade down the mountainside, and the snow-capped Himalayas in the distance, and enjoy exquisite views of sunrise and sunset at Anantagiri Hills. The Anantagiri hills attract tourists by its gorgeous sights and smells.

### **Horsley Hills**

Situated at an altitude of 1265 meters, Horsley Hills is an exciting place to visit. The old name of Horsley Hills was Yenugu Mallamma Konda. According to the legend there used to be a little girl named Mallamma who was taken care by Elephants. She used to heal tribal people on the hills. When she disappeared suddenly, people thought she was a goddess and built a temple for her. Later the place is named after W.D. Horsley, the Collector of Cuddapah district. He visited this place and was impressed by the beauty of the hills and chose this spot for his summer residence. Now the Governor of Andhra Pradesh uses this house as a summer residence and hence this house is called the Governors bungalow. The scenic drive to Horsley Hills is exciting and has thick vegetation of various species of plants and wild animals. Covering the entire stretch of narrow road are dense growth of Eucalyptus, Jacaranda, Allamanda, Gulmohar, Reeta, Amla, Beedi leaves, Blue Gum and Sandalwood. Wildlife like bears, wild dogs, jungle fowl, sambar and panthers are also sheltered in the forest. .

### **Kolleru Lake**

Kolleru Lake is one of the largest freshwater lakes in India located in state of Andhra Pradesh 15 kilometers away from the city of Eluru. Kolleru is located between Krishna and Godavari deltas. Kolleru spans into two districts - Krishna and West Godavari. The lake is fed directly by water from the seasonal Budameru and Tammileru streams, and is connected to the Krishna and Godavari irrigation systems by over 67 major and minor irrigation canals.

This lake is a major tourist attraction. Many birds migrate here in winter, such as Siberian crane, ibis, and painted storks. The lake was an important habitat for an estimated 20 million resident and migratory birds, including the grey or spot-billed pelican (*Pelecanus philippensis*). The lake was declared as a wildlife sanctuary in November 1999 under India's

Wildlife Protection Act of 1972, and designated a wetland of international importance in November 2002 under the international Ramsar Convention. The wildlife sanctuary covers an area of 308 km. Egrets, grey herons, painted storks and black-headed ibises gathering in thousands at Kolleru Lake, Andhra Pradesh, India.

Kolleru Lake under Ramsar Convention (allowing local communities (Here: Vaddi Community) to continue their occupation of culture fish and caught fish) covers 90,100 hectares (222,600 acres) and Kolleru Lake under Wildlife Sanctuary covers 166,000 acres (67,200 ha).

### **Borra Caves**

Borra Caves are located at a distance of 92 Km north of Visakhapatnam. The caves open with 100 meter on horizontal plane and about 75 meters on vertical plane. These caves spread over an area of one square KM and the origin of river Gosthani which flows through the district. This location is at a height of 800 to 1300 meters. William King the British geologist discovered this million years old cave in the year 1807. Breathtaking hilly terrain, beautiful landscape, semi-evergreen moist deciduous forests, and wild fauna of the area are a visual feast. This cave is the biggest in India considering the area it has spread geographically.

The Humic acid in the water reacts with calcium carbonate in the limestone and dissolves the minerals breaking the rock gradually. The perennial water flow over a period of time results in the formation of caves. Stalagmites are formed due water percolating from the roof containing calcium bicarbonate and other minerals from mounds.

### **SUGGESTIONS TO DEVELOP ANDHRA PRADESH AS TOURISM STATE**

Keeping in view the above mentioned places, the tourism potential of Andhra Pradesh state can be helpful in generating revenue for the state and improve the economy of the state. The various steps by which it can be developed are described as under:

1. Tourism map of the state: the famous tourism places of Andhra Pradesh state need to be displayed on the tourism map of the state with complete details about their importance with respect to culture and history of the state.
2. Road connectivity: it is the prime necessity for the development of an area by improving transport facilities, tourism activity can be encouraged.

3. Infrastructure development: Infrastructure in terms of hotels, shops, parking need to be provided to the visitors/ tourists.
4. Water sports: concept of water sports in terms of parasailing, boating, swimming, scuba diving, river rafting etc. need to be introduced in such a way that it will have least impact on the ecology of rivers and beaches.
5. Plantation: the plantation of local trees needs to be encouraged along the banks of rivers, road side, on slopes, barren land as it will have manifold benefits and at the same time impart beauty to the tourist places.
6. Installation of dustbins: in order to tackle the menace of solid waste there is need of installing dustbins at various places for the collection of solid waste.
7. Awareness of eco-friendly life style: Tourists can be informed/ communicated about eco-friendly life style through tourist guides, maps, hoardings, banners, booklets, pamphlets etc. for example impose the ban on usage of polythene bags.
8. Traditional culture, folk art, folk dance should be promoted on priority basis.

Tourism is field of human activity where conservation and development can effectively be balanced to achieve a mutual goal for the benefit of the people and sustainable development in the community.

Tourism awareness and hospitality need to be developed in the region. The APTDC needs to play a major role to provide training and necessary education to the local people to encourage their participation in the sustainable development of tourism industry; it may ensure economic development of the local people and may encourage them to conserve available natural resources.

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**A STUDY ON THE EFFECTS OF TERRORISM ON INDIAN HOSPITALITY AND TOURISM INDUSTRY**

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**ABSTRACT**

*Political instability, social tensions, terrorism, insurgency, suicide bombings and war like situations in a country/region make devastating impact on its economy. Various studies conducted on Gulf War (1991), attacks on Bali (2001), insurgency and terrorism in Jammu and Kashmir (1989-90), Marriott Hotel Islamabad, Mumbai (2008) etc. show that tourism and hospitality industry suffered massively owing to cancellation of air/rail tickets, hotel bookings. Tourists changed their travel itineraries and alter their plan so as to avoid the areas/places affected by terrorism. Terrorists now target hospitality and tourist locations as it has direct impact on human lives and economy; also they get the attention worldwide. Terrorism has shaken the hospitality and tourism industry of both developed and developing countries. A Tourist undertakes a tour to recharge his/her energy, enjoy eternal peace and tranquility and for go on adventure in a safe and secure environment.*

*The study reveals that though the hospitality and tourism sector entrepreneurs are trying to improve upon the security measures but still a lot is required to be done and to this there are few suggestions given by the author of this study.*

*Keywords: Political Instability, Terrorism, Hospitality, Tourism, Star Hotels*

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**INTRODUCTION**

A major determinant in a traveller's decision to visit a destination is the perception of safety and security. Specific events or a series of events may undermine these perceptions of a destination. These events or circumstances, individually or in a combination have a negative impact on perceptions of safety, security or desirability of tourist destinations (Suvantola, 2002).

The start of the 21<sup>st</sup> century was marked by a wave of terrorist attacks, outbreaks of disease and devastating natural phenomena. Many of these incidents had local, regional and global repercussions and prompted tourism crises at corporate, industry and destination levels. Although some events were more unprecedented, crisis and disaster have acquired prominence in recent years and the modern world appears to be one of heightened uncertainty and insecurity. Hospitality industry cannot isolate itself from these forces and developments in the external environment have the capacity to precipitate hospitality crises, as do the industry and organizational circumstances.

Hotels appear to be regarded as "soft" targets. Islamic militants killed 16 Greek tourists in front of an Egyptian property in 1996 (Henderson, 2007). Popular attractions are vulnerable and over 50 tourists were murdered at one of Egypt's ancient temples in 1997. Bombs were detonated at night clubs in Bali in 2002 and again at restaurants in 2005. ETA struck coastal tourist resorts in Spain and Kurdish groups did the same in Turkey (Henderson, 2007).

**OBJECTIVES**

1. To find out why the hotels and tourism destinations are becoming a soft target for the extremists.
2. To analyze the impacts of terrorist activities on hospitality and tourism industry.
3. To provide the various measures which can be useful in order to prevent the possible attacks on hotels and tourist destinations.

**INDIA AS A DESTINATION**

**Tourism in India** is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism 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. The sector is predicted to grow at an annual rate of 6.9% to ₹ 32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment.

Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular

states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.

The Travel and Tourism Competitiveness Report for the year 2017, ranked India 40th out of 136 countries overall. The report ranks the price competitiveness of India's tourism sector 10th out of 136 countries. It mentions that India has quite good air transport (ranked 32nd), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 29th). The country also scores high on natural and cultural resources (ranked 9th). However, some other aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

In India, hotel industry has seen a tremendous boom in the recent years. Hotel Industry which is linked directly to the tourism industry and recently the growth in the Indian tourism industry has added to the growth of Indian hotel industry. The arrival of low cost airlines and the competition for the price wars have given domestic tourists a host of options. Two of the destination campaigns like 'Incredible India' and the 'Atithi Devo Bhavah' (ADB) ([www.iloveindia.com](http://www.iloveindia.com)) helped in the growth of domestic and international tourism and consequently the hotel industry.

India, a place known for its hospitality around the world. The hospitality which spreads from Kashmir in the North to Kanya Kumari in the South, from Manipur in the East to the Gujarat in the West. The Hospitality Industry in India has developed significantly in the past few years, contributing to the country's GDP (Table 1), foreign exchange earnings and employment. Service sector emerged as one of the main driving force in country's high GDP. It grew by 10.8 per cent in comparison of 11.1 percent of 2006-07. It was increased by 12 per cent in trade, hotels, transport and communication sectors.

**Table-1: Sector wise GDP growth rate of India**

Sector wise GDP growth rates		(In %)				
Sectors	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Agriculture*	-7.24	9.96	-0.05	5.92	3.76	4.55
Industry	6.79	6.00	8.51	8.02	10.63	8.09
a. Manufacturing	6.81	6.63	8.65	8.98	12.00	8.78
b. Mining/quarrying	8.84	3.09	8.15	4.87	5.70	4.75
c. Electricity	4.75	4.77	7.90	4.68	5.98	6.27
Services	7.52	8.84	9.87	11.01	11.18	10.66
a. Construction	7.52	11.98	16.14	16.46	11.98	9.81
<b>b. Trade, hotels**</b>	<b>9.44</b>	<b>12.01</b>	<b>10.69</b>	<b>11.51</b>	<b>11.82</b>	<b>12.02</b>
c. Finance/Insurance+	7.98	5.58	8.69	11.41	13.92	11.79
d. Community+ +	3.93	5.41	6.85	7.21	6.89	7.25
GDP at factor cost	3.84	8.52	7.45	9.40	9.62	9.03

Source: [www.indianindustry.com](http://www.indianindustry.com)

\* Includes 'forestry & fishing', \*\* Includes 'transport & communication'

• Includes 'real estate & business services', ++ Includes 'social & personal services'

But in the recent time, the Hospitality and tourism industry in India is under a great threat from the people who want to destabilize the country's hospitality and tourist destinations. Recent economic crisis and the depreciation in the value of rupee add another woe to the Indian tourism growth, thus making the situation more critical.

Mumbai which is the commercial capital of India and the home for Bollywood is famous across the world among the travelers. The recent terrorist's attacks on two famous hotels of Mumbai along with the other places

like a hospital, a railway station, a nearby residential building and at least another four locations have made the tourists to think twice before visiting to the place. The attacks were huge as they resulted in loss of both life and money. The terrorists involved didn't planted any bomb in the evil act, rather they used the rifles and machine guns to terrorise people, bring loss of revenue, breaking country's economic growth and cause as much damage to the city as possible.

The two hotels involved, the Taj Mahal palace & Towers and the Oberoi Trident have approximately 1700 rooms collectively and have higher occupancy most of the time of the year and also on the night of attacks. According to an estimate there might be around 2500 people present in these hotels which include both guests and staffs (Thadani, 2008).

Due to the recent terrorist attacks on Mumbai and various other parts of the country, many countries have issued travel advisories (Jain, 2008) for their nationals before visiting the Indian cities. The attacks which saw the death of 22 foreign tourists has spread a wave of fear among foreign nationals slated to visit India.



Terrorism trend in India – Terror attack caused civilian and security personnel deaths per year from 1994 to 2013

### HOTELS - AN EASY TARGET

Hotels are regarded as comparatively soft targets (Henderson, 2007). This may be because the people from various places gather at the hotels and the restaurants without having any security and safety concerns. They never think that a place like hotel or restaurant can be the target of terrorists. But lately it has been seen that hotels are becoming the popular targets of terrorists. The reason may be because the terrorists have an easy access to these places. There are many points in the hotels which gives terrorists many opportunities to make an attack. The lobbies at the hotels are large and have open spaces and daily hundreds of people walk through them. It is not a difficult job for the terrorists to bring a car or any vehicle loaded with the bomb right near to the reception area of the hotel (Cetron, 2004).

Most recently the extremists are aiming to attack the sports events. Their recent attacks on Sri Lanka cricket team in Karachi in which six players in the Sri Lankan national cricket team were shrapnel. In 1972 Munich Olympics games, attacks on Israeli team resulted in the assassination of 11 Israeli athletes (Cetron, 2004). Any country who is hosting an International sports event has to spend more money to provide tightest security.

The table 2 below gives some incidents of tourism and hospitality crises in the last decade and recently, and this pattern seems to continue in the years ahead.

Table-2: List of terrorist incidents that hit hotel and tourism sector	
Year	Event
2009	Bomb attacks at Jakarta JW Marriott and Ritz Carlton hotels.
2008	Terrorist attack on two hotels in Mumbai killed 170.
2008	Bombings at Marriott Hotel in Islamabad killed 40, injured 100.



2005	Suicide bombings at an Amman hotel in Jordan killed 57 and injured 120.
2005	Bombs at New Delhi killed 61 and injured 200.
2004	Indian Ocean Tsunami in which over 200,000 estimated to have died, including 2,000 tourists in Thailand.
2003	Severe Acute Respiratory Syndrome (SARS) virus epidemic in Asia and Canada impacted on tourist movements and air travel.
2002	Terrorist bombings at night clubs on the Indonesian Island of Bali killed 191 and injured 300.
2001	9/11 bombings at twin towers of world trade center in New York, killing 2645 people and injured more than 700.
1999	Indian Airlines plane hijacked from Nepal: 178 passengers released after 8 days.
1998	Abduction of 16 tourists on an organized tour in Yemen, four of whom were killed.
1997	Terrorist attacks on tourists visiting an historic site at Luxor in Egypt killed 62.

Sources: BBC News assorted reports; US Department of State, 2004; Wikipedia, 2005, 2009

### EFFECTS ON TOURISM

Since the year 1996 and particularly after 2002 the Foreign Tourist Arrival (FTA) in India has increased significantly but the first six months of year 2008 have shown a decrease in the FTA by up to 2.1% (chart 1), where the tourist arrival has gone down from 5.32 million in November 2007 to 5.21 million in November 2008. This comes on the heels of a 15% to 20% annual growth rate in number of tourists for the past three years. This fall in FTA has also recorded a drop of approximately 12.5% in foreign exchange earnings.

Tourist arrivals to India were down by more than 17 percent in January 2009s. In December 2008, approximately 521,990 tourists visited India which is a decline of 12.5 % as compared to December 2007. In January 2009, 487,262 travelers visited India, which was 17.6 % less as compared to the same month of 2008. The chart below explains the Average Room Rates (ARR) and occupancy level across India. There has been a steady increase in ARR since 2002 onwards. This is same for the occupancy level which has increased from 57% in 2002, went up to 71% in 2006 and then came down to 64% in 2008.

In 2001, post 9/11 and in 2002, post SARS, while international tourist arrivals witnessed a negative growth trend, the outbound tourist market in India decided to travel to leisure destinations within India and was instrumental in helping industry sustain itself through tough times.

The Occupancy levels of various hotels in the metro cities are also expected to go down from the current average of 65-66% to 57-58% levels. Average Room rates (ARR) are also expected to decline by 15-20% in the coming six to eight months.

In fact the attacks were made to diminish the image of '**Incredible India**' and also to make it difficult for the 'brand' to achieve its goal of doubling tourist arrivals from last year's five million to ten million by 2010 (Jain, 2008).

If this is indeed India's 9/11, then it is about time that the forces of terror be given a loud and clear message – India may be the land of hospitality, but do not confuse hospitality with cowardice.

### SECURITY APPREHENSIONS

In India, most of the hotels often deploy security persons mainly for any ceremonial and cultural reasons rather than for hard core security in the hotel premises. The security persons or the guards are dressed very elegantly, may be in their regional outfits, sometimes carrying daggers by their side. The main reason why these guards or security personnel are positioned is to bow and salute the guests and fawn on foreigners. Dressing the security personnel in this manner definitely looks very elegant and impressive but after the 26/11 acts, it seems to be unwise and foolish. One can imagine that a security person welcoming and bowing to a guest who comes in a very nice car and whose suitcase contains the deadly explosives and the shoulder bag contains rifles and pistols. A few minutes after that guest goes inside the hotel, the so called 'guest' starts firing randomly all over and killing everyone who comes in front of him, be it the security person, guests or the hotel staff .

It has been seen in most of the hotels of both public and private sector across the country that they don't have their own security team and they hire untrained personnel offered by various security agencies. The management thinks that it is an unnecessary expenditure so they give the contract to the agency which offers the maximum number of security men with the least cost.

**IMPORTANT MEASURES FOR HOTELS SECURITY**

Security in the lodging environment presents a wide range of challenges if only because the lodging business is in operation every hour of the day, every day of the year. Hotel guests depend upon the hotel to maintain an environment in which they will be as safe as possible. The likelihood that a hotel will be terrorism target has increased recently. Managers in all properties should be concerned about and reconsider security procedures (Hayes & Ninemeier, 2006) so as to take practical steps to protect lives in the event of an intentional explosion, fire, or other disaster, possibly even including the use of biological or chemical weapons.

What, then, are practical tactics that all hoteliers can use to address this concern (Hayes & Ninemeier, 2006)? They include:

1. The proper maintenance of existing security and safety equipment/procedures. For example, if surveillance equipment is in current use, it should be properly maintained. Information about building evacuation procedures should be an integral part of new employee training.
2. Controlled access to non-public areas of the property. (Who comes in the back door? Where do they go?)
- c) The screening (background checks) of employee applicants in accordance with applicable laws.
- ci) The use of practical building safety tactics, such as plastic film affixed to windows, where applicable, to protect them from bursting.

There are several other specific actions that the hospitality tourism and industry can do in order to prevent the possible attacks.

1. Establish an international marketing crisis team with representatives from the international tourism industry bodies such as WTO, IATA, WTTC, International Hotel Association, and PATA. This body would liaise and engage with the media, national governments and the United Nations. Its mantra would be to ensure that the interests of the international tourism industry are effectively represented to the international media and governments.
2. **Proper verification of employees before recruitment:** Before the appointment of any employee in the hotel, applicant's identity and his past work record should be verified, check for any arrest record in the past. This is more important in the case of those who have been fired from their previous job. Biometric IDs can be used by the hotels for their employees, as they ensure that the person who is reporting for the duty is actually the one who got the job (Lakshman, 2008, Murthy, 2008).
3. **Know your suppliers and their people:** There are many things in the hotel which are carried out by the suppliers or the contractors. A few of them may be electricians, air conditioner repairing, laundry equipment repairs, lift servicing and repairing, mason services for construction or expansion work, external florists, suppliers for vegetables, meat, etc. and the part timers for the banquet operations. Each one of them may represent a potential risk of an attack (Cetron, 2004). It is important that suppliers' previous records should be checked and the screening of their workers before entering the hotel premises should be done to the hotel's satisfaction.
4. **Knowing the guests properly:** Any one (who might be an extremist) can enter a hotel in the form of a guest. Ask for the guest's identity, especially in the case of foreigners. If the guest is paying by cash, do check his/her identity thoroughly. If you hotel is hosting an international meeting, ask the sponsors for the list of attendees in advance and check their identity as well (Cetron, 2004).
5. **Keep eye on the entrance:** All the doors, entrances of the hotel should be under the eye of a camera, keeping an eye on every person passing through them. Also the parking areas, both for the guests and the staff and the staff-only areas should also be under security camera. If any kind of suspicious activity is being noticed, the security personnel should be alarmed immediately (Cetron, 2004). Large hotels can also be equipped with the metal detectors, and baggage screening systems.
6. **Training the staff for emergency:** The staff of the hotel should be given the training for emergencies like earthquakes, tornadoes, terrorist attacks, fire, etc. They should also be given the proper medical training for such emergencies. Hotels can also organise periodic drills for emergency procedures (Hayes & Ninemeier, 2006).
7. **Hire the professionals:** The small kind of disruptive activity like rowdy guests and small thieves etc can be easily handled by the hotels' own guards, but to avoid big events like terrorist activity, a top private security firm who has the proper anti terrorist skills should be hired to identify and eliminate the vulnerabilities.

- **Plan ahead:** One of the important things in dealing with an emergency is to have a proper plan in advance. The things should be known clear about what action has to be taken during the emergency. Systematic risk measurement should be compulsory for all the hospitality business. The staffs should be trained and informed about the evacuation, where to take the guests and the injured people for medical assistance, if required during a terrorist attack (Cetron, 2006). Infact this should be the part of every new employee's orientation with periodic classes and exercises to remember the lessons.
- Special attention should be given to the food and water as these can be contaminated with poison or some bacteria and which might cause a heap of casualties. Make sure that the suppliers' personnel are scrutinised carefully (Cetron, 2004).
- Hospitality and tourism training and educational institutions can play a vital role in addressing the safety and security threats by incorporating safety and security subjects in hospitality programmes across the world. This will enable the students to learn at the beginning of their career only before they face the actual world.

## CONCLUSION

The events of 26/11 and their repercussions on the hospitality and tourism industry of India and the global travel patterns are yet to be fully analysed. Hoteliers, conference venues, tour coaches and operators all had to visibly address consumer concerns about tourism safety in the wake of November 26 attacks. International bodies such as World Travel and Tourism Council, the World Tourism Organisation, the International Hotel Association, IATA and similar national bodies needed to address the global concerns through a coordinated information campaign.

No tourist destination is immune from crisis. Consequently the global hospitality and tourism industry requires strategies and a set of directions which enable and prepare destination tourism authorities to manage a crisis event from its onset and rapidly implement a recovery strategy.

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## ASSESSMENT OF POTENTIAL OF AGRITOURISM DEVELOPMENT ALONG RIVER NIRA

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Assistant Professor<sup>2</sup>, CJS College for Women, Masjid Bundar, Mumbai**1. INTRODUCTION**

In India more than 75 percent of the population is dependent directly or indirectly on the agriculture activities. Agritourism means experiencing real rural life, to get familiar with different farm task, taste the local authentic food. Agritourism is a backbone of Indian economy. Almost 26 percent of India's GDP comes from Agriculture. 90 million farmers are dwelling in 6.25 lakh villages producing food grains for feeding the country. More than a profession or a business, agriculture is India's culture. Hence, adding additional income generating activities to existing agriculture would certainly increase contribution of agriculture in the national GDP. Serious efforts need to be made in this direction and agritourism is one such activity. Tourism is termed as an instrument for employment generation, poverty alleviation and sustainable human development. During 1999-2000, direct employment created by tourism was 15.5 million. Besides, tourism also promotes national integration, international understanding and supports local handicrafts and cultural activities. The World Travel and Tourism Council calculated that tourism generated ₹ 15.24 lakh crore (US\$210billion) or 9.4% of India's GDP in 2017 and supported 41.622million jobs, 8% of its total employment.<sup>1</sup>

Agritourism is a trending concept of tourism. Over the last few years, agritourism has become an alternative source of income for farms, which offer residents of urban areas a slice of 'rural lifestyle' through day-long activities and local meals. Now a day due to increased pressure in urban areas people wants to get gateways to escape from these busy schedule and polluted cities. They want to relaxed somewhere in peace and rejuvenate themselves. Agritourism or Rural tourism is giving same experience to those who seek this. In Maharashtra it has tremendous potential as most of people engaged in agricultural activities depends on physio-graphical conditions and Maharashtra have variability in farming activities. This paper will focus on the various aspects of growth of agritourism in these selected villages. On the basis of study of Google map of field and existing facilities available to the region. This study will helpful to the Planning and economical assessment of the corresponding government authorities.

**Background of Agritourism in Maharashtra**

Agritourism in Maharashtra has witnessed a tremendous growth from its establishment. It has created a vast impact on the lives of the farmers as well as rural community. The below shown representations are the proof of the development.<sup>2</sup>

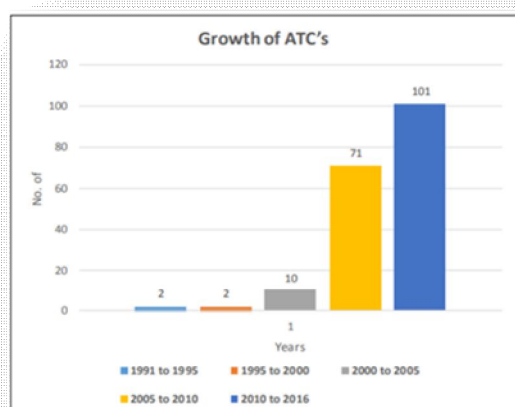


Figure1-: The growth of the ATC's in Maharashtra has tremendously increased between the years 2005 – 2016  
(Source: ATDC Agritourism Development Corporation)

**2. AREA OF STUDY**

Area of study is part of Maharashtra state district Pune. Selected villages are lying along Nira River. This area have occupied by extensive agriculture activities. This is advantage to development of Agritourism in the region. Variability in crop pattern and pleasant weather is additional scope to development of the region.

The selected villages are situated along Nira River in Pune district. These villeges are selected randomly on the basis of agricultural activities & available facilities.

1. **Kalamb** is a large village located in Indapur Taluka of Pune district, Maharashtra with total 3576 families residing. It is located 143kms towards East from district headquarter. It is surrounded by Malshiras taluka towards South, Karmala towards East, Baramati towards West, Madha towards North. The Kalamb village has population of 16338 of which 8359 are males while 7979 are females as per Population Census 2011.
2. **Udhat** is a large village located in Indapur Taluka of Pune district, Maharashtra with total 428 families residing. The Udhat village has population of 2023 of which 1044 are males while 979 are females as per Population Census 2011. Udhat is surrounded by Indapur Taluka towards East, Phaltan Taluka towards west, Malshiras Taluka towards East, Man Taluka towards South.
3. **Sangavi** is a large village located in Phaltan Taluka of Satara district, Maharashtra with total 1245 families residing. The Sangavi village has population of 5915 of which 3115 are males while 2800 are females as per Population Census 2011. It is located 80 KM towards East from District head quarters Satara. 18 KM from Phaltan. 242 KM from State capital Mumbai. Sangavi is surrounded by Phaltan Taluka towards west, Man Taluka towards South, Indapur Taluka towards East, Daund Taluka towards North.

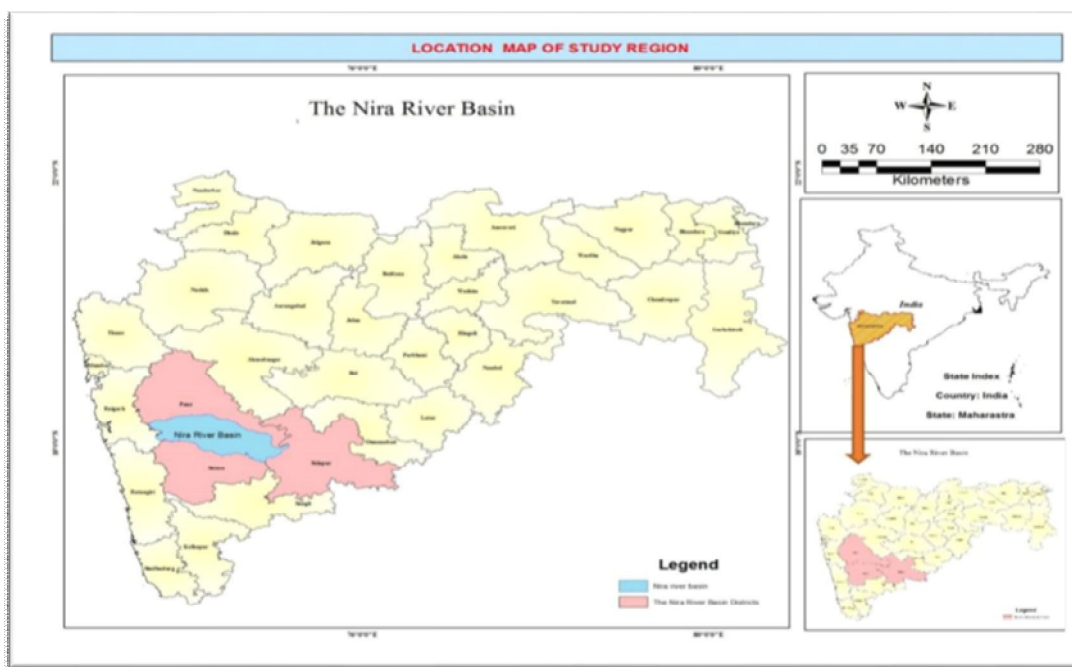


Figure-2: location map of study area

### 3. LITERATURE REVIEW

**Edler, J. (2016)** in his paper “Local needs, global challenges: The meaning of demand-side policies for innovation and development. In The Global Innovation Index 2016: Winning with Global Innovation” Cornell University: Ithaca, NY, USA; INSEAD: Fontainebleau, France; WIPO: Geneva, Switzerland, found the agri-food tourism as an eco-innovation strategy seeks to fit customers’ needs with the demand side of the tourism industry. Fulfilling local needs involves future global challenges that have been reported by The Global Innovation Index 2016.

Many of today’s tourists are looking to rural areas as their vacation destinations. Agritourists’ Satisfaction: **Srikatanyoo N., & Campiranon, K. (2008)** enlisted and discussed importance of identification of needs of agritourists for Sustainable Tourism Development. This has been proposed in this study that the success or failure of agritourism providers will be largely determined by their abilities to satisfy tourists’ needs. They also pointed out that, satisfied tourists are in fact a significant source of revenue for the agritourism providers, apart from the sales of their agriculture products.”

**World Tourism Organization (1998)** defines Agri tourism as “involves accommodation being offered in the farm house or in a separate guesthouse, providing meals and organizing guests’ activities in the observation and participation in the farming operations.”

Definitions of Agri tourism approved by all the researchers and organizations in the different regions of world are characterized specially by taking into consideration their own specific characteristics of the area where that selective form of tourist offer has been developing. Worldwide many terms have been used to convey the idea of Agritourism.

It is comprehensive and may entail agricultural tourism, agro-tourism, farm tourism, farm vacation tourism, wine tourism, agritourism, as well as some related terms that are used interchangeably with Agritourism or that are complementary to Agritourism include nature tourism, rural tourism, alternative farming, wildlife enterprises, ecotourism, agritainment, heritage tourism, agri education and value added agriculture (**Brant and Rhoades, 2007**).

The dictionary meaning of Agritourism is tourism in which tourist's board at farms or in rural villages and experience farming at close hand (**Dictionary of the English Language, 2000**). **Barbieri and Mshenga (2008)** define Agritourism as "any practice developed on a working farm with the purpose of attracting visitors." **Marques (2006)**: "a specific type of rural tourism in which the hosting house must be integrated into an agricultural estate, inhabited by the proprietor, allowing visitors to take part in agricultural or complementary activities on the property."

Relation between Agriculture and Agritourism As listed in the article entitled, "Alternative forms of occupation and continuous educational training in Agriculture" published by module organization of agro-farms Corporate and Development Center. **Cox & Fox (1991)** mentioned that tourists expect rural areas to be unaffected by congestion and to provide access to open, undeveloped space.<sup>2</sup>

#### 4. RESEARCH OBJECTIVES

- To identify the potential of agritourism development in the study area.
- To find out agricultural and demo-graphical data of selected villages
- To identify the existing facilities in the study area
- To examine whether Agritourism can be developed or not in study region.

#### 5. METHODOLOGY

- The research is will be mainly carried through desk research i.e., secondary sources like maps, photographs, books, internet web sites, dissertations, doctoral level research work, journals, newspaper clippings and conference material etc.,
- Statistical analysis

#### 6. DISCUSSION & ANALYSIS

##### 6.1. Basic Principles of Agritourism

**1. Have something for visitors to see** - Animals, birds, farms and nature are few things which agritourism could offer to the tourist. Apart from these, culture, dress, festivals and rural games could create enough interest among visitors in agritourism.<sup>3</sup>

**2. Have something for visitors to do** - Participating in agricultural operations, swimming, bullock cart riding, camel riding, buffalo riding, cooking and participating in the rural games are few activities to quote in which tourists can take part and get pleasure from.<sup>3</sup>

**3. Have something for visitors to buy** - Rural crafts, dress materials, farm gate fresh agriculture products, processed foods are the few items which tourist can buy as memento for remembrance.<sup>3</sup>

##### 6.2. Infrastructural Facilities Required For Agritourism in the Study Area

Information of infrastructural facilities in the study area will help to determines whether our selected villages have capacity to develop agritourism and whether this is supporting to tourism growth? Following are the major facilities which are the basic requirements of agritourism development.

- **Transport / Accessibility** – these villages are very well connected by National highways, MSRTC bus service. Nearest railway station is Baramati city which is only 10, 17 and 27 km from village Sangavi, Udhat, Kalamb. Nearest Airport is Pune which is only 2 hours drive away. This is main advantages of these villages. All roads are concrete. Very well connectivity to major cities like Mumbai, Pune, Satara, Sangli, Solapur, and many other small towns.
- **Accommodation** – Safe and clean accommodation is must in agritourism. This is minimum facility the tourist looking for. Regular clean water supply and neat toilets are important. All these villages are benefited from 'Gharkul Yojna' of government sponsored houses for everyone in a village. And most of the farmers have spacious bungalows at their farms.



- **Networking** – assistance of agritourism at remote places is necessary at national and state level. This network can get policy support, infrastructure and publicity to agritourism units. These villages have most of the farmers are on above poverty line so they can avail benefit of policies and infrastructure facilities.
- **Capacity building of farmers** – in these villages as per literacy rate most the farmers are literate and having awareness about need of maintenance of facilities, hospitality and public relations. Most of the farmers are educated hence they will provide good service to the tourists.
- **Safety of tourists** – These villages have all primary health facilities as well as all major hospitals nearby, police booths and above all very well working network of all telecommunication facilities. Established connectivity between transportation means are advantage to provide emergency services.
- **Scenic attractions**- all of the villages offer great view of mountains at southern side. Long plain agricultural fields are another attraction. Seeing Sunset and sunrise at seating of your own accommodation is a great deal of any vacation. Sangavi additionally offers great view of two river Banganga & River Nira confluence point. Most of farms have crops like Sugarcane, Sunflower, Jowar, Maze and fruits gardens like grapes, banana, pomegranate, chicoo etc. provide great experience of farming as well as indulging in pure joy of having fresh fruits from the farms.
- **Other attractions**- dairy and other livestock can be attraction of tourists. Most of the farmers are having joint occupation of dairy farming. Then some of them have poultry farming, sheep rearing, bullock carts, tractors etc. Seasonal crop like grams, jowar offer seasonal “hurda party” attraction to the tourists. “Hurda” the roasted grain of budding jowar, is considered a delicacy and is available only in the first and last months of the year.<sup>6</sup>
- **Publicity** – It is difficult to provide publicity to a remote agritourism unit. Hence, either collectively such agritourism operators can provide publicity or organizations like ITDC, State tourism development corporations, NGOs, press and tour operators can take up this responsibility. Information technology can play very important role in promotion of Agritourism. An interactive website containing all details about agritourism locations and a toll free 24 hours help line can provide necessary information to tourists.<sup>2</sup> These all villages are having very good internet services which will able to develop all facilities of publicity. Cyber cafes, ATM services, nationalized banking facilities also available in study area which is beneficial for development.

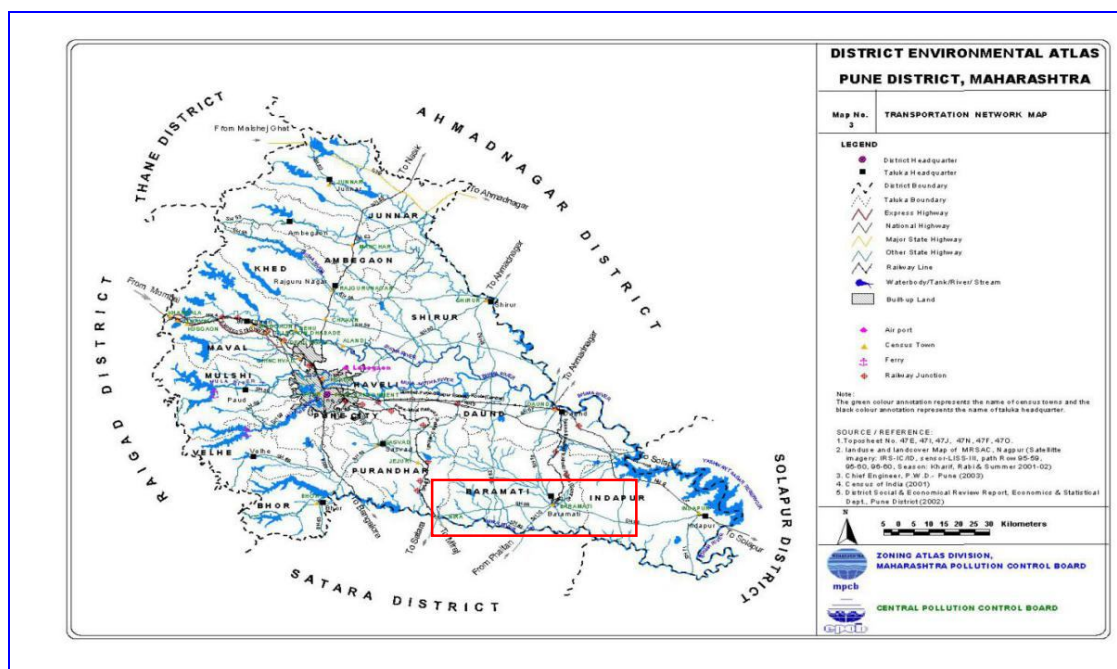


Figure-3: Pune District with all facilities like transport, water-bodies etc  
(Source: DEA Maps of Pune, MPCB)

This map is showing all means of transportation network throughout the districts as well as nearby regions. It also provides additional information on water bodies, location of places etc. It is connected by NH 65 and Major State Highways as well as District roads.. Highlighted rectangle region focuses on study region where one can see that how it is develop all aspects of connectivity.

## 6.3. CONCLUSION

Village	Sangavi			Kalamb				Udhat	
Particulars	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total No. of Houses	1,245	-	-	3,576	-	-	428	-	-
Population	5,915	3,115	2,800	16,338	8,359	7,979	2,023	1,044	979
Child (0-6)	645	359	286	1,669	867	802	199	104	95
Schedule Caste	1,635	858	777	4,275	2,122	2,153	483	243	240
Schedule Tribe	36	17	19	247	121	126	5	3	2
Literacy(%)	76.60	82.26	70.41	87.28	92.89	81.43	83.22	89.89	76.13
Total Workers	2,952	1,676	1,276	6,190	4,551	1,639	947	603	344
Main Worker	2,826	-	-	5,822	-	-	840	-	-
Marginal Worker	126	61	65	368	213	155	107	64	43
Languages known	Marathi.			Marathi, Hindi, Kannada, Marwari				Marathi, Hindi, Kannada, Marwari	
Nearby tourist places	Satara,,Vadhu Tulapur(Historical), Pune, (Cultural), Panchgani (Hill station)			Pandharpur & Tuljapur (Pilgrimage Place), Satara & Solapur (Historical importance, forts)				Pandharpur & Tuljapur (Pilgrimage Place), Satara & Solapur (Historical importance, forts)	
Near by Airports	Baramati, Pune, karad			Solapur, Lohegaon, Latur, Kolhapur				Baramati, Pune, Solapur	
Other nearby attractions	Nira- Banganga confluence point(5kms), appropriate Rural Technology institutes(6Kms), Phaltan (11Kms), Agri & Eco tourism Baramati(11Kms), Nvnathan Milk Product-Plant(28Kms), Veer Dam, Yadavkalin panpoi(12th century waterbody), Jejuri (50Kms), Many Local temples.			Akluj parks, ujani Dam, temples, Bhigvan Bird Sanctuary, Phondshiras Forest (19Kms), Walchand Industries(2Kms)				Shree agro Tech, Dr. B.R Udyan, Nira- Karha Confluence point, Bhavaninagar sugar Industry(10Kms), Bhavani Farms, Sapkal Farms Asu (3Kms), Takaale park (5.5.Kms), Udmaiwadi (Yearly Fare 2Km)	

Table-1: Consolidated demo graphical and other tourism data of selected villages.

Source: census-2011, Google map.

This table provides demographic and other useful tourism related data that gives us idea to decide and plan different innovative itinerary plan as well as socioeconomic development of region through tourism activity. Tourist places information is prepared by author with the help of Google map. This will useful to offer combination of different interest based tourism packages to the tourists. For an example one can give package of agritourism and other combination of adventure, industrial visits, poultry farms, agricultural processes industry, sanctuaries, dams, historical places etc. Additional attraction is view of Nira river and seasonal variation in agricultural activity also.

Gardens of Grapes, Mango, Banana, Pomegranates, Teak wood will be whole year attractions of these villages.

As per the information identified for these villages it is fulfilling the criteria of tourism development elements and principles. This will ultimately increase employment opportunity and joint income source to the villagers. The very well known example of agritourism from study region is from Baramati taluka, Malegaon agritourism is famous worldwide destination, received many awards and also set example to the other farmers in the region.

## 7. LIMITATION

Limitations of the study are; very few villages have been assessed. This can be a pilot study of the same and then after implementation other many villages along river can be identified for tourism development.

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**PSYCHOLOGY OF TOURISM**

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Tourism and vacation planning in contemporary times, has become more of a need than a luxury for the upper and middle class people not only in India, but also in other countries of the world. People have begun to realise that it greatly contributes to the mental health of individuals; it feeds the heart as well as the mind. People plan vacations mainly to escape the stress and monotony caused in their everyday life as a result of fixed routine, duties and responsibilities towards their near and dear ones. It is therefore natural that the heart and mind feels the need to enjoy new and positive experiences. Also, enjoying a vacation serves to pamper the self as a reward of daily hard work and execution of tasks. Tamara Jovanovic observes that “self-restraint because of social norms is relinquished when on holiday.” According to Eva Simkova, it serves as an emotional investment to disseminate frustrations, to satisfy advanced human needs after basic human needs, to explore new traditions and lifestyles, and to meet people of other cultures. Some people tour to witness rarity, and to force amazement and awe into their everyday life. According to J.R. Thorpe, travel and tourism makes people more sensitive, compassionate, and tolerant in nature, it expands their boundary of empathy, and broadens their horizons. It is also evident that regular travel increases basic human happiness and has a very positive and long-term impact on the psychological well-being of the person. Being exposed to a variety of cultures and different and unconventional ways of living brings about more open-mindedness and acceptance of people as they are, and want to be. This may also lead to an understanding of what a good life means. Long-term travel may also cause significant and positive personality shifts, change in outlook, and also makes people more open to new things in life. A study by Packer and Gill in 2017 suggests that travel simply in order to escape or see novel experiences could be highly meaningful, as opposed to merely indulgent forms of behaviour. On the other hand, a study conducted by Nawigin in 2010 observes that only a very relaxed holiday leads to a further boost in tourists’ happiness after they return home. Overall, he observed that post-trip happiness levels of tourists and non-tourists remained the same.

An interesting study by Tamara Jovanovic explores the relationship between individual values and holiday preferences. She finds that:

- a) People who prefer seaside for their holiday are focussed on personal success and stability. They prefer to travel to familiar, secure destinations, and are more focussed on themselves than on other people.
- b) Mountain tourists are helpful, loyal, and forgiving people, and believe that all people are equal. They are interested in others’ well-being.
- c) City tourists believe in freedom of thought and action, and are focussed on self-interest. They also seek prestige and social status, which is apparently gained when visiting cities.
- d) People who visit villages, value benevolence, universalism, and tradition. They are concerned for others, but are rigid, and dislike change and novelty.
- e) Lakes and rivers attract people with less rigid opinions, those that need active participation, but not much excitement.
- f) People who travel abroad value other people, and are tolerant. They seek adventure, novelty, and social acknowledgement of others.
- g) Those who travel local, are more rigid, and love their country and customs.
- h) Longer, active holidays are for social people who prefer independent thought and creativity, who look for experiences, and strive for success.
- i) Short holidays attract selfless people.
- j) Those who travel in large groups, enjoy life’s pleasures, and seek stimulation.
- k) Relaxing holidays attract people who need enjoyment in life and who like to feel powerful.
- l) Solo travellers are those who like to postpone life’s pleasures, in order to achieve something in life.

J.R. Thorpe identifies that solo travellers are on the rise for reasons of personal indulgence, and to remain free of constraints, which they hold in higher priority over togetherness, relationship building, or budget.

It has been observed that package tours and group trips are mainly undertaken by older tourists so that they experience a sense of safety in a group, and are also free of the trouble of deciding and making any arrangements on their own. They prefer to hand-over the responsibility of appropriate identification of places of tourist interest (that would suit their age) of their tourist destination, and scheduling day-wise itinerary of travel, in the hands of responsible and cost-efficient tourist companies. Youngsters, on the other hand, customize their travel as per their interests, and are less tolerant towards physically less active people who they may find in package tours. One category of youngsters book less expensive places of stay as they keep roaming outside till they drop, another category are back-packers who enjoy street-food, are not particular about accommodations, and can stay almost anywhere, and make their travel as adventurous and least expensive as possible. A slightly older group of tourists prefer to book a good property, and enjoy indoors as well as outdoors. Another mature group of tourists prefer to just stay indoors to enjoy the property and to bask in the pleasant climate of their tourist destination. Nevertheless, they enjoy landscape experiences, watching serene and blissful sunrise and sunsets, or they may just have a cool walk along a nature trail. They enjoy complete relaxation, may go in for spa massages, read books, write poetry, or simply connect with the self, with Mother Nature, meditate, and experience transcendence.

Where tourism is generally perceived as a form of connectivity with other people and other environments, Polat explores the socio-psychological dynamics of the relationship between alienation and tourism. The alienated and mechanized individual, under the influence of modernization and capitalism, seeks to satisfy his desire for authenticity and self-realization (being faithful to his own nature). His spiritual deprivation and lack of spiritual values, as a result of being absorbed in his monotonous life, removes him from himself and his essence. He tries to escape meaninglessness and alienation imposed on him by daily life, and perceives tourism as a means of escape. Through leisure and tourist activities, he feels consistent with his real personality, his feelings and thoughts, which were perhaps absent in his everyday life. He now acts in accordance with his values, beliefs, and wishes. The self-fulfilled man is now more flexible – can easily adapt to the environment and people around it, is happy and grateful. His gratitude makes his life worthwhile and makes him more conscious. He exhibits more natural and simple behaviour. However, all types of tourism (mass tourism and business tourism for example) do not activate existential authenticity. Moreover, the traveller's feeling of alienation as a result of being the tourist as a foreigner at the tourist destination, may be explored as an area of further study.

To conclude in the words of Don DeLillo,

“To be a tourist is to escape accountability. Errors and failings don't cling to you the way they do back home. You're able to drift across continents and languages, suspending the operation of sound thought. Tourism is the march of stupidity. You're expected to be stupid. The entire mechanism of the host country is geared to travellers acting stupidly. You walked around dazed, squinting into fold-out maps. You don't know how to talk to people, how to get anywhere, what the money means, what time it is, what to eat or how to eat it. Being stupid is the pattern, the level and the norm. You can exist on this level for weeks and months without reprimand or dire consequence. Together with thousands, you are granted immunities and broad freedoms. You are an army of fools, wearing bright polyesters, riding camels, taking pictures of each other, haggard, dysenteric, thirsty. There is nothing to think about but the next shapeless event.”

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**REDEFINING THE PARADIGMS FOR TOURISM PLANNING AND MANAGEMENT IN MUMBAI METROPOLITAN REGION - A DEMOGRAPHIC AND BEHAVIOURAL PERSPECTIVE FOR DOMESTIC TOURISM**

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**ABSTRACT**

*The contemporary tourism scenario is greatly shaped by the tourists' dynamics. With rapid urbanization of the metro cities and the ensuing urban sprawl brings along with it the growth of weekend tourist destinations in the suburban periphery. As new forms of tourist demand get generated peripheral areas of urban centres transform considerably into new tourism and recreation avenues. One such case is that of the Mumbai Metropolitan Region which is one of the largest urban agglomerations in India. The present research is thus an attempt to explore the motivating factors for domestic tourism at micro scale within the metropolitan region and highlight the potentials for tourism in MMR. The study aims to highlight the influence of tourists' attributes particularly demographic and behavioural and the changing paradigms in tourism planning and management to achieve sustainable tourism development.*

*Keywords: Mumbai Metropolitan Region, domestic tourism, weekend tourist destinations, suburban periphery, tourism planning and management.*

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**INTRODUCTION**

The desire to experience the unusual environs inspires tourists to travel to areas that present a complete contrast to the places they live in. Tourism with its increasing acceptance as an integral part of life, the number of international tourists worldwide recorded over a billion in 2015. (World Tourism Organisation, 2016). The contemporary tourism scenario is greatly shaped by new emerging tourists' dynamics. Rapid urbanization of the metro cities and the ensuing urban sprawl along with changing family structure and lifestyles brings along with it the growth of weekend tourist destinations in the suburban periphery. Changing demographics of the urban population and their consumer behaviour are of vital statistics to tourism given the impact on tourism demand arising from tourists dynamics. The relationship between tourists' travel motivations and activities and the nature of tourism undertaken is quite indistinguishable and hence is an important issue seen from both an academic and practitioner's perspective. (Mehmetoglu & Normann, 2013). In this background, the focus on demographic insights and environmental, intrapersonal (beliefs and attitudes) and interpersonal (choices and demands) influences affecting vacation patterns becomes imperative to tourism planners (Peterson & Lambert, 2003). **Tourism** is regarded to mostly occur outside the main centres of population and production, what Turner and Ash (1975) have termed as the pleasure periphery (Brown & Hall, 2000). As new forms of tourist demand get generated peripheral areas of urban centres transform considerably into new tourism and recreation avenues. However new tourism avenues soon turn into mass tourist sites which results into resource crunch. As tourists flock to new destinations, the societies and landscape upon which they depend may become strained considerably. Local life and ecology are enormously interdependent in natural regions, and therefore highly sensitive to changes imposed from outside. The impact of emerging trends in tourism needs to be understood and mitigated accordingly. Sociologists, environmental psychologists, geographers, and tourism scholars are aware of the rich opportunities for studying human behavior in the context of place viz Tuan 1974; Goffman 1963; Cheek and Burch 1976; Williams et al. 1992; Pearce 2001; Stokowski 2002; Snepenger et al. 2004 (Snepenger, Snepenger, Dalbey, & Wessol, 2007). Recent studies have considered tourism destination as a combination of push and pull factors (Nicoletta & Servidio, 2012) and state that motivational mechanisms generate a sense of attachment to place in the tourist's mind, suggesting that destination image is a combination of both subjective and social construction (Prayag, 2010). One such case is that of the Mumbai Metropolitan Region which is one of the largest urban agglomerations in India. The growth of leisure and recreational activities in the city region is the outcome of Mumbai's metropolitan environment, increasing living standards and the monotonous stressful urban lifestyle. Tourism in MMR is the third largest employment generator after manufacturing and retail (G Thomas Kingsley, 2007) and has potential for further growth. In accordance with the India's National tourism development policy 2002 tourism is recognized as one of such sector for investment as envisaged in the MMR plan for regional development. The present research is thus an attempt to explore the motivating factors for domestic tourism at micro scale within the metropolitan region and highlight the potentials for tourism in MMR. The study aims to highlight the influence of tourists' attributes particularly demographic and behavioural and the changing paradigms in tourism planning and management to achieve sustainable tourism development. Thus policy reforms and management methods in adherence to sustainable

tourism can help chart a path for tourism development such that environmental resource base remains protected along with ongoing tourism.

### AIMS AND OBJECTIVES

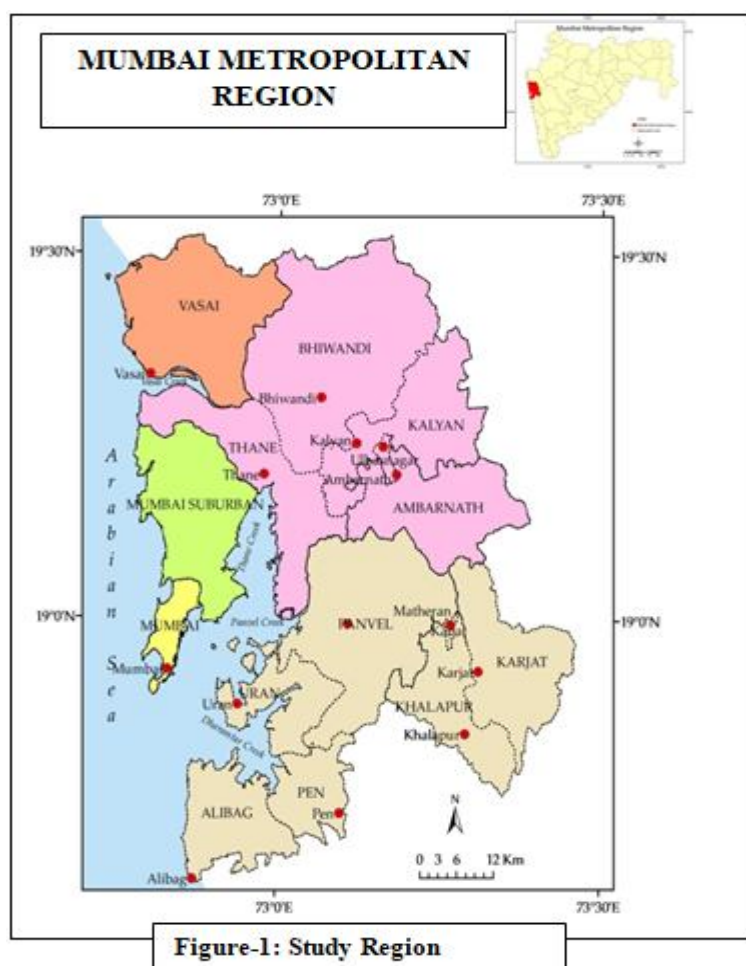
The primary aim of this research papers is to study the Demographic and Behavioural Attributes of Domestic Tourists at micro level and highlight the tourism planning and management aspects for promoting tourism.

Following objectives have been considered:

- ❖ To identify the different types of tourism activity developed in the study region
- ❖ To undertake the market segmentation of the local – domestic tourists in MMR.
- ❖ To understand the travel behaviour and decision-making consequences for the destinations in MMR
- ❖ To highlight the potentials for tourism development in MMR.

### STUDY REGION

Geographically, the Mumbai Metropolitan Region lies in North Konkan towards the west of the Sahyadri Ranges between 18° 33' and 19° 31' north latitude, and between 72° 45' and 73° 28' east longitude. The present boundaries of the Region thus encompass a total area of 4355 sq.km. and consists of the following administrative units: 1. Mumbai City District; 2. Mumbai Suburban District; 3. Part of Thane District comprising a) Thane, Kalyan, Bhiwandi and Ulhasnagar tehsils; and 4. Part of Palghar District comprising a.) Part of Vasai tehsil. 5. Part of Raigad District comprising a) Uran tehsil and b) Part of Panvel, Karjat, Khalapur, Pen and Alibag tehsils. The boundaries are marked by natural features such as Vaitarna Creek and Tansa River in the north, Patalganga River in the south and foothills of Sahyadri in the east, Arabian Sea on the west and the north-eastern boundaries are coterminous with the administrative boundaries of Kalyan and Bhiwandi tehsils. The southern boundaries of the Region extend to include part of Pen and Alibag tehsils of Raigad District. The study region is known for its administrative prominence, vast area, huge population size, economic significance, socio-cultural significance, bio-geographical areas, physical landscapes and biodiversity, all of which form the basis of tourism resources.



**RESEARCH METHODOLOGY**

Research methodology involves the collection of primary data from the micro level domestic tourist. Analyzing the market segment of MMR at micro-domestic levels with regard to their geo - demographic and socio-economic variables so as to identify the potentials for tourism in MMR. The behavioural attributes are studied in relation to the destination choices made by them and activities undertaken and tourism destinations are analysed based on the experiences of the tourists.

**ANALYSIS AND OBSERVATION**

The analysis is carried out based on the research aims and objectives outlined earlier for this study. It thus includes identifying the different types of tourism activity being organised in MMR and consequently various tourism forms taking shape in the region. Further analysis considers a look at the current micro level tourist dynamics of MMR by undertaking market segmentation of the local – domestic tourists with regard to their demographic and socio-economic background to explore the nature of tourism market for MMR as far as local tourism is concerned. The potentials for further tourism development in MMR at micro domestic tourism levels are identified with the help of travel behaviour and decision-making approach of the local tourists who are a major contributor to tourism in the region. Based on these the study put forths the new paradigms for management and planning of tourism in MMR. The discussion is thus organised under the following heads:

- i] tourism typology in mmm
- ii] micro domestic tourist dynamics of mmm
- iii] behavioural patterns and emerging tourism trends in mmm
- iv] tourism potentials and new paradigms for management and planning of tourism

**I ] TOURISM TYPOLOGY IN MMR**

Based on the resource base viz. natural and cultural the major forms of tourism and the associated types of tourist attractions are outlined in the chart below (Figure 2) for MMR.

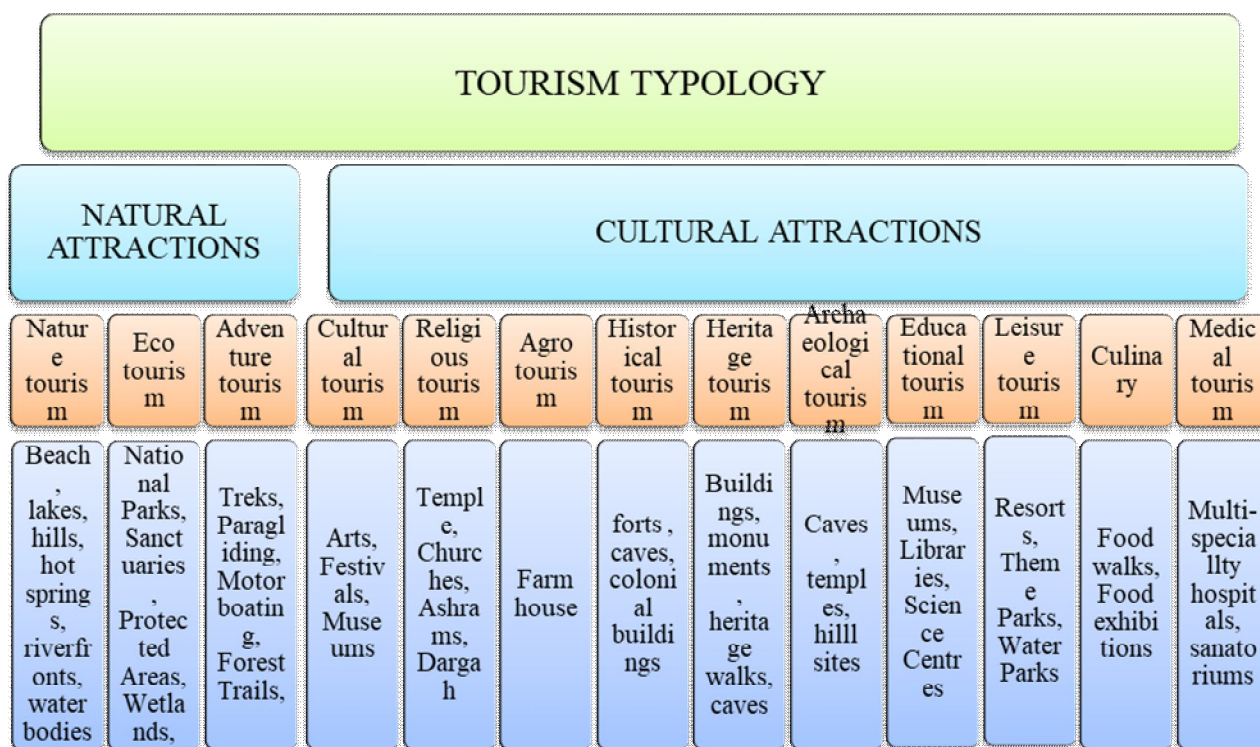


Figure-2: Tourism Typology in MMR

**NATURAL ATTRACTIONS AND TOURISM IN MMR**

MMR has a host of natural landscapes which transform into tourist attractions. These include Beach, Waterfronts / waterbodies : dams, lakes, Waterfalls, Hotsprings , Islands, Caves and Hills , Hill station, Protected areas and Wildlife (National / Nature Parks, Bird Sanctuaries, Zoos, Aquariums), Birdwatching areas, Farmhouse, Gardens , Open Spaces and Grounds. Given the variety of natural attractions MMR tourism provides various forms of Nature tourism – majorly categorized into Nature tourism, Eco tourism and Adventure tourism.

**CULTURAL ATTRACTIONS AND TOURISM IN MMR**

There exist innumerable types tourist attractions with regards to cultural attractions in MMR. These can be categorized into major tourism forms such as Cultural tourism, Religious tourism, Agro tourism, Historical tourism, Heritage tourism, Archaeological tourism, Educational tourism, Leisure tourism, Culinary tourism, Medical tourism, Business tourism and Niche tourism. These forms of tourism present countless tourist attractions such as Art Galleries, Tourist Festivals, Museums, Temples, Churches, Ashrams, Dargah, Pagoda, Forts , Caves, Colonial buildings, Monuments, Heritage walks, Libraries, Science Centres, Resorts, Theme Parks, Water Parks, Food walks, Food exhibitions, Multi-speciallty hospitals, Sanatoriums, Shopping markets etc.

**II ] MICRO DOMESTIC TOURIST DYNAMICS OF MMR**

This study has taken into account response from 880 locals who had visited various tourist attractions in recent years to understand the tourist market mix for MMR. Market segmentation proves valuable for planning and promoting tourism in the region. This is undertaken by analyzing the geo-demographic, socio-economic and behavioural aspects of the domestic tourists.

SR. NO.	AGE GROUP	PERCENT
1	Below 20	22.1
2	21-30	12.5
3	31-40	14.4
4	41-50	34.4
5	51-60	14.3
6	61 and above	2.3

Table-1: Classification of Respondents based on Age-Groups

**GEO-DEMOGRAPHIC ANALYSIS**

Of the total 880 respondents, Mumbai City district has the maximum number of responses i.e. 44% followed by Mumbai Suburban district – 33%, Thane district 16%, Palghar- 3.5% and Raigad – 2.7%. Table 1 reveals the age wise classification of the respondents. It is clear that almost 75% belong to working age group, while less than 24% would be dependents. Thus MMR tourism market has a sizeable demand. Of the total males accounted for 61.4% while females were 38.6%. Considering the social composition and cultural ethos, the size of family is also studied as it proves significant in driving the type of tourism practiced. The family status thus indicates that 65.5% of the respondents are married while 33.4 % were single; and 52% had a family size of 3 – 4 people, 42.7% lived in family of more than 5 people while only 1.7 % lived alone and 3.7 % had two members in family; all pointing out to the huge demand for family vacations and short weekend tours. Family life cycle stage analysis with regards to number of children indicates that 67% of them belong to full nest cycle where each family has one to three or more kids.

SR. NO.	OCCUPATION	PERCENT
1	Government Service	13
2	Professional	15
3	Student	25
4	Private Service	27
5	Entrepreneur	15
6	Other	5

Table-2: Occupational Classification of Respondents

**SOCIO-ECONOMIC ANALYSIS**

The socio-economic characteristics are studied by examining the variables such as Occupation, Income and Religion. The survey reveals that majority are employed in non-governmental jobs. Of this major share comprises of individuals who are self –employed through their various professional and entrepreneurial skills. The share of Private sector is also significant. Income analysis reveals that more than 55% of individuals belong to the lower and middle income group (33% - less than 25000 while 25% range between 25000 to 50000.) As the levels of income rises the proportion of individuals goes on declining. Yet a sizable 30% percentage of individuals earn between 50 lakhs to 2 lakhs per month. The pie-chart provides rest of the income categories. On an all the population in MMR includes people belonging to all the types of income groups ranging from lower to higher upper class. The social composition is studied using Religion as a variable. The major share is of the Hindus followed by Muslims and Christians. A significant aspect is that people belonging to most of the major religious groups live in MMR in significant proportions.



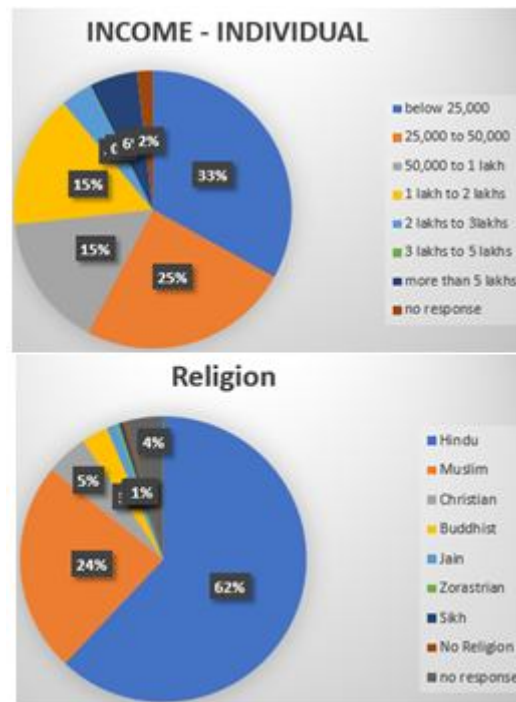
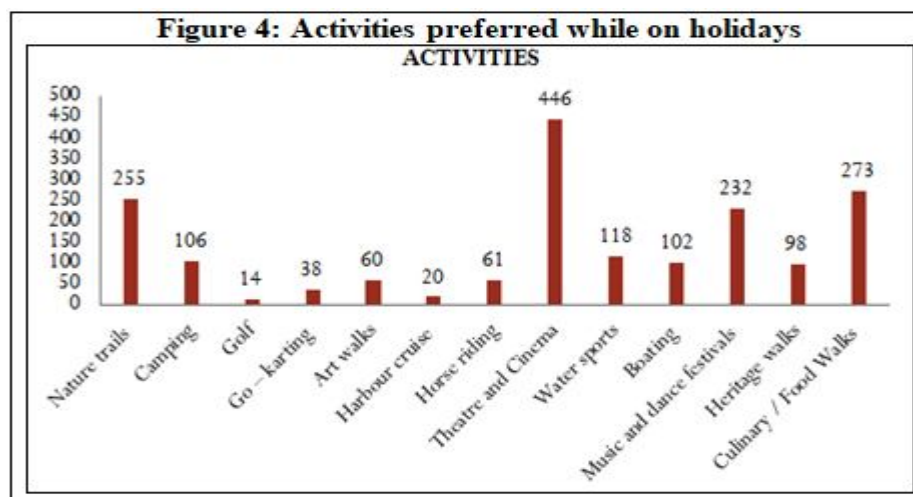


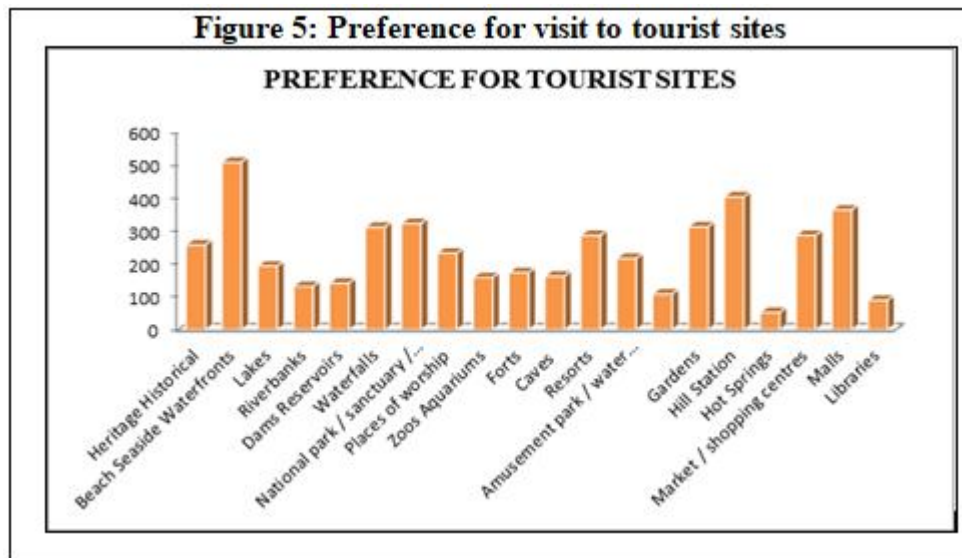
Figure-3

### III ] BEHAVIOURAL PATTERNS AND EMERGING TOURISM TRENDS IN MMR

The behavioural patterns of the tourists were analysed using their **travel preferences** while on a tour. Multiple responses were allowed for this option to understand the dependency on various modes of travel while going on a short tour. More than 55% of the people favoured public transport while the next most preferred option was travelling by own vehicle. The trend of owing holiday homes is also visible with about 19% of them owning a holiday home nearby Mumbai. The prominent places in MMR which host holiday homes are Palghar, Yeoor, Neral, Karjat, Panvel, Kalyan, Virar, Pen and Alibaug. Others outside MMR but near to Mumbai majorly fall in nearby districts viz. Satara, Nashik, Lonavala, Mahabaleshwar, Pune, Kelwe, Igatpuri, Devgad, Ratnagiri, Dapoli etc. The analysis provides useful insights into the various types of recreation and leisure activities the potential tourists would prefer during holidays (Fig.4). Among all Theatre and Cinema score the highest followed by Culinary and Nature trailing. Activities such as camping, Art walks, Cruise, Boating, Horse riding, water sports and heritage walks are popular among the rest.

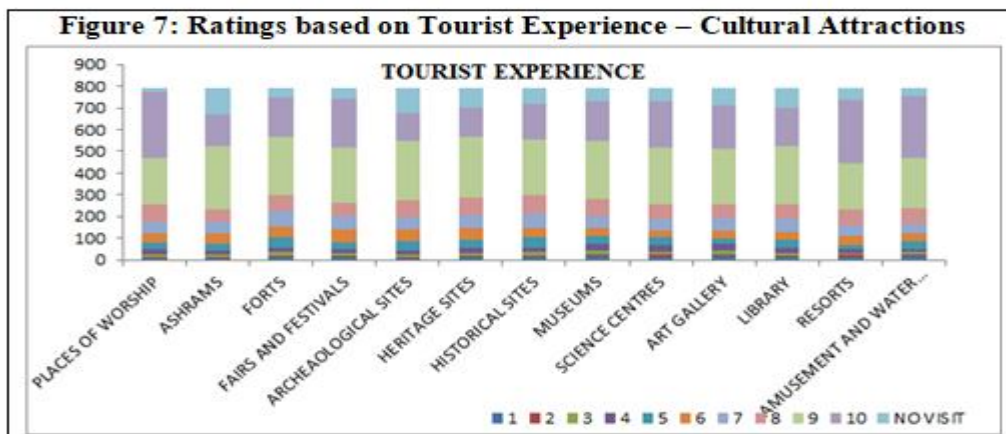
Thus an amalgamation of the cultural and natural tourist attractions is inevitable for the tourism product of MMR. The decision making behaviour of the tourists while selecting the tourist destinations indicates the future potentials for tourism development. With this regards the research draws valuable insights by analyzing the type of **tourist sites preferred** to visit during holidays or weekends. (Fig. 5) . Among all the sites, Beach sites are the most preferred followed by Hill stations. Other prominent tourist sites include Historical and Heritage places, Waterfalls, National Park and Sanctuaries, Religious places, Resorts, Amusement and water parks, Gardens, Malls and Shopping centres.





#### IV] TOURIST EXPERIENCES AND TOURISM POTENTIALS: NEW PARADIGMS FOR MANAGEMENT AND PLANNING OF TOURISM IN MMR.

Based on the visitation experiences the respondents were asked to give ratings to the tourist sites visited by them on a scale of 1 to 10, 1 being the lowest and 10 being the highest score. The below charts display the ratings given to various natural (fig.6) and cultural attractions (fig.7) of MMR based on their visit experiences and satisfaction. Thus based on the above information it can be seen that most of the tourists have rated towards the higher side for both natural and cultural attractions. The tourist sites which are most appealing in natural attractions include Beach, Hill stations, Gardens, Farmhouses, Waterfalls, National Parks and Sanctuaries gain ratings on the higher scale of tourist satisfaction. In Cultural attractions the tourist sites of Places of Worship, Resorts, Amusement and Water Parks, and Science Centres gain a higher satisfaction rating. Further clustering of the ratings has been undertaken in the following manner to obtain accurate satisfaction levels: Rating 1 to 2 : POOR, Rating 3-4 :



AVERAGE, Rating 5-6 : GOOD, Rating 7-8: VERY GOOD and Rating 9 to 10: EXCELLENT. The total score was arranged in descending order to identify the tourist sites for each of the cluster.

Thus based on ratings the tables shows the ranking of the various natural (table no 3) and cultural attractions (table no 4) which have performed the best and the worst as per the tourist experiences.

**Table No-3: Natural Attractions**

Sr. No.	POOR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
Ratings	1 – 2	3 – 4	5 – 6	7 – 8	9 - 10
1	Hill	Zoos	Lakes	Dams	Beach
2	Zoos	Caves	Riverbanks	Lakes	Gardens
3	Aquariums	Hotsprings	Caves	Zoos	Hill station

Among natural attractions the beach sites top the list when it comes to tourist satisfaction where as the most poor of all has been the hill sites. Other low performers are the enclosed nature related sites viz. the zoos, aquariums and caves. Among cultural attractions the most noteworthy of all is the Places of Worship while Museum have been the poorest in providing the tourists with their expectations. The above analysis thus highlights the dire need to facilitate tourism at

**Table No-4: Cultural Attractions**

Sr. No.	POOR	AVERAGE	GOOD	VERY GOOD	EXCELLENT
Ratings	1 – 2	3 – 4	5 – 6	7 – 8	9 - 10
1	Museums	Museums	Archaeological sites	Historical sites	Places of worship
2	Art gallery	Art gallery	Forts	Forts	Amusement and water parks
3	Amusement and water parks	Science centres	Heritage sites	Heritage sites	Resorts

the existing tourist sites with poor performances viz. the hill sites, zoos, aquariums, museums and art galleries. Given the popularity of few well known tourist attractions such as Beach, Hill stations, Water falls, National Parks Malls, and Gardens the major challenge in furthering tourism growth lies in the **popularization of lesser known tourist attractions** viz. Hot springs, Farm houses, Riverfronts and Islands among the natural attractions and Archaeological sites, Heritage and Historical sites, Art Galleries, Ashrams, Libraries among the cultural attractions is essential for advancing and strengthening the tourism base of a region. Considering the huge size of the micro domestic tourist market and the weekend holiday trend appropriate efforts are needed for **promoting extended stay of the tourists** such as time share apartments, rented villas, bed and breakfast schemes in the suburban periphery of MMR. By marking newer and unknown destinations on the existing tourist itinerary, extended stays of tourists and visitors can be achieved. **Promoting local entrepreneurship** is yet another means for ensuring long term sustainable tourism. Nature based tourism in various forms such as eco-tourism, farm tourism etc. supports local ecology as well as local economy without bringing in much alterations to the existing state of resources. It results not only in creating employment opportunities for the locals but also accrues tourism revenues which can be utilized for the conserving natural resources and heritage monuments to maintain destination attractiveness. **Identifying and popularizing tourism circuits and corridors** such as the Heritage circuit, Adventure circuit, Eco-circuit, Urban tourism circuit etc. will help in deriving maximum benefits from existing micro domestic tourist market. Thus various opportunities if carefully harnessed for planned tourism can reap sustainable benefits for the local community. The tourism multiplier effect can be rolled in with proper route planning and destination marketing. **Tourism zoning** with regards to tourism types should be undertaken in the hinterland areas of the MMR to **protect and conserve** the dwindling natural resources especially hilly tracts, forested lands, mangroves, coastal lands, lakes and river banks can be achieved through popularizing their utility as tourism resources and thus ensuring ecological sustainability and favourable microclimates.

## CONCLUSION

Tourism in MMR is supported by the abounding geographic diversity, historical significance, rich architectural heritage structures and cosmopolitan society. There exists a huge micro domestic tourist market in MMR which needs to be catered to through development of appropriate budget tours, accommodation and information services. Though the metropolis attracts huge number of tourists the year round the destination in its hinterland remain overlooked and this needs to be addressed to promote balanced tourism growth. Also there occurs spatial concentration of tourism activity in selected tourist sites in the periphery which results into environmental

issues. The growing trend of short tours and weekend destinations further aggravate the tourism sustainability issues. The research therefore suggests proper land use zoning with regards to tourism types in the hinterland areas of MMR so as to ensure tourism development with sustainability approach at its core.

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**IMPACT OF TRAVEL AND TOURISM ON INDIAN ECONOMY**

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**INTRODUCTION**

Travel and Tourism comes under tertiary sector but it also promotes the primary and secondary sectors of economy significantly by increasing demand of grain and other agricultural products and industrial goods. Travel and tourism industry has come up as an important source for economic growth in many countries around the world. In India, it plays a major role in economy too. Thus, this sector is growing rapidly and creating multiplier effect through the Economical aspects.

India ranked 7<sup>th</sup> largest country in terms of its total contribution to GDP which was INR 15,239.6bn, about 9.4% of the GDP in 2017.

It created 41,622,500 jobs in 2017 which was 8.0% of total employment in the country and ranked 2<sup>nd</sup> in the world. Moreover, visitor exports generated through travel and tourism was INR 1,777.1bn which was 5.8% of total exports in 2017.

Total investment on Travel and Tourism was INR 2,706.1bn which accounts for 6.3% of total investment. By looking at present statistics, it is expected that Travel and Tourism in future would be a main revenue generator.

**LITERATURE REVIEW**

**N.Roopesh Kumar** (Asia Pacific Journal of Research, 2016) found “As much as inbound and outbound tourism are playing vital role in promoting tourism for a country, domestic tourists are also contributing significantly to it. The statistics of the department of tourism has shown the significant growth in the number of domestic tourists and the governments of various states have seen the potentialities of the domestic tourism and taken several steps to promote domestic tourism along with inbound tourism.”

**Dayananda, K.C and** (IOSR Journal of Humanities and Social Science June.2016) observed that Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the Services sector in India. The third largest sub segment of the services sector comprising trade repair services hotels and restaurants contributed nearly US\$ 187.9 billion or 12.5% to the GDP in 2014-15 while growing the fastest at 11.7% Compound Annual Growth Rate (CAGR) over the period 2011-12 to 2014-15. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. The industry is expected to generate 13.45 million jobs across sub-segments such as Restaurants (10.49 million jobs), Hotels (2.3 million jobs), and Travel Agents/Tour Operators (0.66 million).

**DR. Vijayaragavan, T** (International Journal of Development Research, Dec, 2014) Healthy economic growth recorded in past few years, especially in the services industry, has led to increase in business travel. India is identified as one of the fastest growing country in terms of tourism demand. The tourism and hospitality industry is one of the largest segments under

the service sector of Indian economy. Tourism in India is a key growth driver and a significant source of foreign exchange earnings. This sector's direct contribution to gross domestic product (GDP) is expected to grow at 7.8% per annum during the period 2013-2023.

**Shiji.O** (International Journal of Social Sciences, March 2016) As a result tourism is considered as a vehicle for economic development. International tourism is an invisible export, where currency flows from the foreign country to the tourist country. So it directly contributes to the balance of payment current account. This flow generates employment, business turnover, household income and government revenue. This primary effects lead to secondary effects of further economic activity.

**RESEARCH OBJECTIVES**

1. To know the positive impacts of travel and tourism industry on Indian economy.
2. To know the probable negative impacts of tourism on Economy.
3. To evaluate foreign exchange earnings growth over the decade.
4. To calculate total contribution of travel and tourism to GDP.
5. To know the impact of demonetization and goods and service tax (GST) on tourism.
6. To assess the employment generation by travel and tourism in India in future.

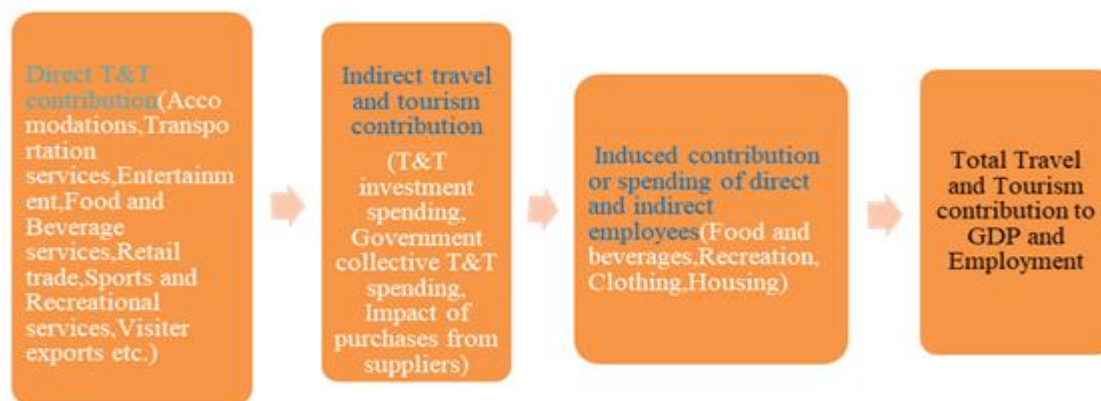
## RESEARCH METHODOLOGY

This study is based on Secondary data derived from various journals, economic reports and Wikipedia. All the diagrams have been prepared with the help of MS-Excel 2013.

## ANALYSIS AND DISCUSSION

### Positive impacts of Travel and Tourism

Travel and Tourism with its direct contribution to economy, also has significant indirect and induced impacts. Direct contribution to economy includes the total amount spent within the country by domestic and foreign tourists and the money spent by the respective country's government which counts in GDP and the services that directly deal with the tourists.



Besides, total revenue generated by all the industries that directly serve tourists also counts as direct contribution to GDP.

'Indirect' contribution supports the GDP by Investment spending, government spending on promotion, sanitation and security services etc., purchases of different goods and services directly by different industries to supply within tourism industry.

The 'induced' contribution includes the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel and Tourism industry.

The total contribution of travel and tourism to GDP was INR 15,239.6bn (9.4% of total GDP) in 2017 with a total contribution of 41,622,500 jobs (8% of total employment). It is forecast that total contribution of travel and tourism industry to GDP would rise by 6.9 % per annum to INR32,053.3bn and its contribution to employment by 8.4%(about 52,279,000 jobs) by 2028.

*Visitor Exports and Investment:* In 2017, India generated INR 1,777.1bn in visitor exports. By 2028 it is expected to grow by INR 3,316.4bn. Travel and Tourism attracted total capital investment of INR 2,706.1bn in 2017 which is expected to increase by 6.7% per annum to INR 5,546.3bn in 2028.

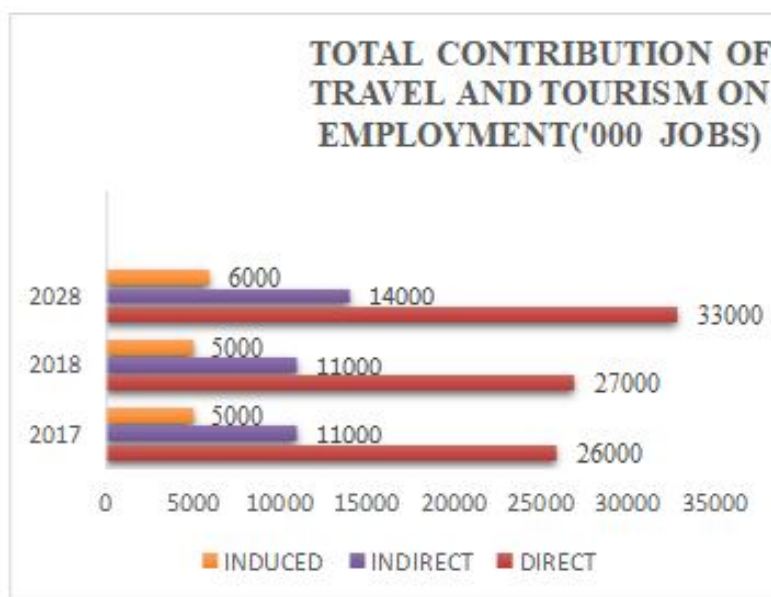
In 2010, 'Direct' contribution of Travel and Tourism was INR 3,000.7bn to GDP which has increased over the decade by INR 5000.9bn in 2017.



The Direct contribution of travel and tourism to GDP is expected to grow by 7.1% per annum to INR 12,677.9bn (3.9% of GDP) by 2028.



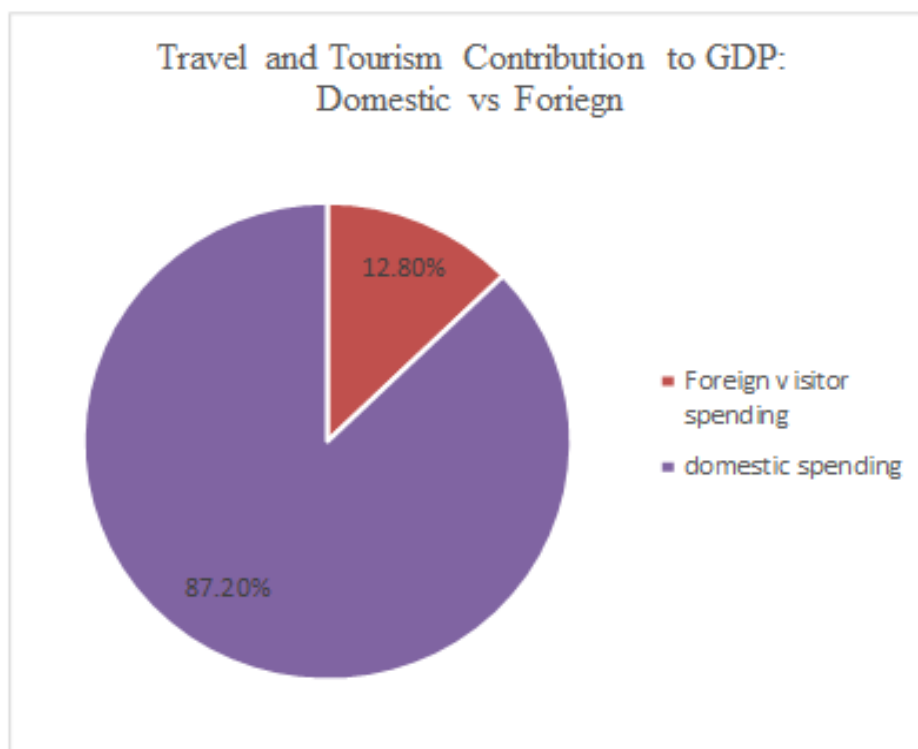
In 2010, Tourism industry gave total 26,148,000 jobs to the country directly which increased by 26,148,000 jobs over the decade in 2017 and accounts for 5% of the total employment of the year.



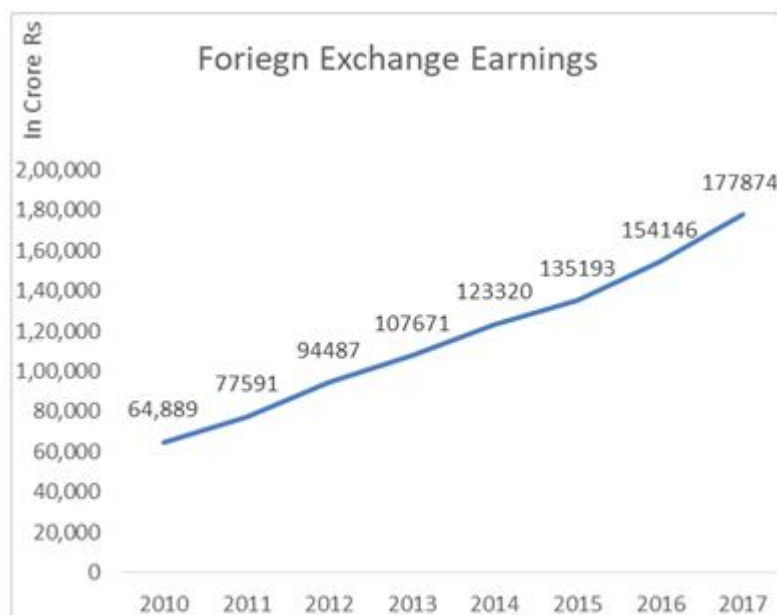
By 2028, Travel and Tourism sector would generate 33,195,000 jobs directly with an increase of 2.1% per annum over the next decade.

**Employment Prospects in Tourism sector:** There are many job opportunities in tourism industry in both public and private sector. It has many career options like holiday agent, tourism manager, travel officer, travel agency coordinator, counsellor, tourist guide, transport service officer etc. with large pay scale. Many universities in India are providing various certificate, diploma, undergraduate post-graduate and vocational courses. Moreover, this sector has opened doors for many entrepreneurs. One can run its business at one time investment in this field. It is said to contribute directly by 5.2% and totally (direct, indirect, induced impacts) by 8.4% of the whole economy employment by 2028.

Total contribution of Domestic travel spending to GDP was 87.2% compared with total visitor exports (foreign visitor spending or international tourism receipts)



India secured 14<sup>th</sup> position in visitor exports by earning US\$bn27.3 in 2017.



In 2010, India earned 14,193 US\$ or 64889 crore rupees which has been remarkably increasing over the decade and is expected to increase by 331640 crore rupees rise by 5.5% pa) in future with total 30,469,000 foreign tourist arrivals.

#### **PROBABLE NEGATIVE IMPACTS OF TRAVEL AND TOURISM ON ECONOMY:**

Travel and tourism also has its disadvantages over economy. They are:-

1. High prices of products and increased service charges result into discomfort to local people. It may be during peak season of tourism or sometimes even longer.
2. In many tourist attraction places, where only tourism is a source of bread for most of the local people, employment depends on peak season only.
3. In developing countries which lack high quality products most of the money earned by tourism leaks outside the country in importing those products and very less percentage goes to the GDP.
4. In small tourist attraction places, most of the part of government revenue is spent on tourism and other areas of importance are neglected that are beneficial to society such as education.
5. Many countries especially developing countries become dependent on tourism for their national income and does not explore and spend much on other sources of earnings.

#### **EFFECTS OF DEMONETIZATION AND GST ON TRAVEL AND TOURISM:**

*Demonetization Effects:* According to Ministry of tourism, demonetisation didn't affect foreign tourism negatively. In fact the number of foreign tourist arrivals was the highest in 2016. The main reason is because they mostly book online packages and use credit cards and other online payment options or change their currencies immediately after entering. While, on the other side domestic tourism affected a lot. Domestic tourists faced a lot of problems regarding pay bills of hotels, transportation etc. as ATMs were confined to new notes and in many cases e-cards were not working. So only who used online booking portals and payments could manage somehow during demonetization.

*GST (Goods and Service Tax):* It has many positive as well as negative impacts on tourism industry. The positive ones are that it has eliminated multiple taxes and lowered single tax rate, hospitality sector bills also have reduced saving 15-20% on overall bill and thus attract more tourists, states having maximum tourist attractions would have high revenue and that may be used in promoting such places and enhancing more tourist attractions.

The negative ones are that tourist and transportation service providers have to register themselves in each state, staying in luxury hotel is more expensive.

#### **CONCLUSION**

It can be concluded that most of the part of Travel and Tourism contribution to Indian Economy relies on Domestic tourism. Although, after international tourism campaign 'Incredible India' launched in 2002 by Union



Ministry of Tourism, number of foreign tourist arrival has also increased. India has a remarkable growth inclination in national income, foreign exchange earnings, investment over the decade through Travel and tourism.

The Ministry of Tourism promotes Indian Tourism through various campaigns in the domestic and overseas market using various online and offline mediums, organising different festivals, events and tourism award functions. It can be foreseen that future of the tourism of the country is beneficial to the employment opportunities too. By looking at present statistics, it is expected that Travel and Tourism in future would be a main revenue generator.

### **RECOMMENDATIONS**

Although, in recent times Tourism contributes a major part to GDP and employment yet we need to improve infrastructure facilities and include other amenities such as transportation connectivity, sanitation in cities of tourist attraction, establish security services that ensure safety of the tourists (especially foreign tourists), ensure clean and adequate water supply, qualified and well trained guides, proper strategies and policies for domestic market, early implementation of new visa policies, proper use of social media for publicity and spreading proper information and attractive packages.

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**TOURISM DEVELOPMENT: A TOOL FOR WOMEN EMPOWERMENT**

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**ABSTRACT**

*Women's empowerment is the key term in attainment of millennium development goals for India. The complexities of modern society have brought into focus concerns for women's gainful employment.*

*The paper highlights women's entry into tourism industry. It intends to map the relationship between women employment in tourism industry and their empowerment. It also focuses on various aspects of tourism development and the areas of women empowerment. The paper is based on the secondary data collected through library resources.*

*The paper tries to conclude that Tourism industry is one of the important sources for empowering women. The earlier trend of patriarchal society's attempt to restrict women from participating in certain occupations is changing with the changing times and it is likely to continue in the era of globalization. Therefore, there is wide scope for women's empowerment in both formal and informal sectors of tourism industry.*

*Keywords: Tourism Development, Women Empowerment, Women Employment,*

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**INTRODUCTION**

The complexities of modern society have brought into focus concerns for women's gainful employment. Increasing influence of growing complexities in the cities due to the processes like urbanisation<sup>1</sup>, industrialisation<sup>2</sup>, modernisation<sup>3</sup> and of late, globalisation<sup>4</sup> has compounded this concern. These processes have opened vast opportunities of employment for women in different sectors of the economy where there are unconventional, multiple and even conflicting roles. This applies more to women who have moved into a

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<sup>1</sup> Urbanisation is undoubtedly a key force of development. The great transition from farm to city is filled with economic and socio-cultural change. The concentration of people in cities can offer both, economic opportunities and the chance for social change toward a more open, innovative, inclusive and democratic society. Cities are the driving force of economic growth. Cities have better education and training systems that feed the talent pool and attract students from elsewhere, many of whom continue to stay in cities. In large cities, businesses can access more customers and employers and benefit from a broader supplier and service base. With a large number of customers at their doorsteps, cities are instant markets for many kinds of businesses- professional and personal services and shops, restaurants and entertainment venues.

<sup>2</sup> Due to the processes of Industrialisation, two significant changes took place in society: Firstly, the nature of work itself changed and secondly, there was a geographical separation of work and family. Industrial growth increased migration and as a result there was over-crowding in urban areas. The functioning of urban centers required development of more and more non-agricultural occupations. Thus more and more service sector occupations like education, post and telegraph, banking, transport and communication etc. came into existence.

<sup>3</sup> Modernisation is a historical inescapable process of social change. Industrialisation had increased the size of economic surpluses and fundamentally altered the nature of labour forces and economies of industrial societies. Similarly, nearly all large nations shifted from Monarchies governed by hereditary kings and emperors to democratic nation states. Modernisation is a type of social change which is both transformational in its impact and progressive in its effects. It is also as extensive in its scope. As a multifaceted process, therefore, it touched virtually every institution of society.

<sup>4</sup> Globalisation deals with the processes that not only cross national boundaries or link states, but which rely on worldwide flows of capital, communication and manufactured goods from region to region. This global structural transformation that was initiated by the developed countries is posing new social, political, economic and environmental challenges for the developing and underdeveloped countries of the world. Most of the developing and underdeveloped economies are in the process of restructuring in the direction of liberalization and free market economy. This economic restructuring and the increasing reliance on market mechanisms have social consequences which demand specific policy responses.

ruthless, competitive, male-dominated job market. This has put greater pressure on women who are seeking equality and excellence.

The processes of globalisation, liberalization and new market democratization promise new employment opportunities, equal status, more freedom and choice to women. It is observed that even though women have started taking up jobs outside households, majority of them prefer to be employed in the traditional occupations like teaching, nursing or clerical and administrative jobs etc. However, the situation is changing rapidly over the years. Other occupations have also caught the attention of women. Many women today are making an attempt to tread the unbeaten path. They are entering newer and newer occupations which they could not even dream of being in earlier. The stereotyping of occupations has been challenged and threatened.

After reviewing the various development programmes all over the world, it was observed that most of these development programmes concentrated only on the economic aspect. It was realised that economic development so far, has not led to any development of people. Therefore, a need was felt to stress on the human and social aspect of development. With this view of development in mind, the UN Millennium Declaration was made.

In keeping with the UN declaration on Human Rights<sup>1</sup> and the Millennium Development Goals<sup>2</sup> (now renamed as Sustainable Development Goals), all member countries are expected to work on Human Rights and maintain equity without discrimination on the basis of sex, race, creed, religion etc. MDG 3 has a special focus on gender and challenges discrimination against women by focusing on school education, ensuring that more women become literate, guaranteeing more voice and representation in public policy and decision making- political participation, providing improved job prospects, gender equality and empowerment of women, food and nutrition security, women subsistence farmers, women as users, managers and stores of natural resources etc. The increasing concern for Human Rights and the Millennium Development Goals have been compelling member countries to give special guarantees to women and, therefore, women are increasingly claiming their right to public spaces.

With this backdrop, it would be interesting to find out if there exists a link between tourism development and women empowerment. One of the aspects in which gender inequalities can play an important role is tourism development (UNWTO, 2006). That is why the UNWTO presented an Action Plan related to women empowerment through tourism on the last ITB in Berlin. The Action Plan focuses on poverty reduction and the enhancement of women's dignity and role in the work place (UNWTO, 2006). Also some pertinent questions related to the issue of women empowerment through tourism development could be raised like whether women are treated on par with men in the tourism industry or is there any kind of discrimination? What are the issues,

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the concern for democracy, development and peace.

<sup>2</sup> The Millennium Development Goals include the following: <sup>2</sup> Adoption of the Universal Declaration of Human Rights (UDHR) by the United Nations on December 10, 1948 gave a global thrust to Human Rights. The two Covenants of the UDHR- the International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social and Cultural Rights (ICESCR) and the Optional Protocols taken together are known as the International Bill of Rights. Human Rights, intrinsic to all humans as members of humanity, are the modern and secular version of the natural rights. All humans, being born equal are equally entitled to the Human Rights without any distinction of birth, sex, race, status, religion, language or nationality. Standing above the ideologies of capitalism or communism, Human Rights reflect

- 1) To eradicate extreme poverty and hunger
- 2) To achieve universal primary education
- 3) To promote gender equality and empower women.
- 4) To reduce child mortality
- 5) To improve maternal health
- 6) To combat HIV/AIDS and other diseases
- 7) To ensure environmental sustainability
- 8) To develop global partnership for development

problems and challenges of these women? Is women employment in tourism industry a step closer to the goal of women empowerment?

### **AIMS AND OBJECTIVES**

The paper intends to map the relationship between women employment in tourism industry and their empowerment. It also focuses on various aspects of tourism development and the areas of women empowerment.

### **ASPECTS OF TOURISM DEVELOPMENT**

1) Economic empowerment: More women than men live in poverty (UNFPA, 2008). Much work within families and communities is unpaid and often falls on the shoulders of women. These women have to deal with discrimination in the economic sphere every day, or are struggling for some economic independence. In order to narrow the gap between men and women in the economic sphere, empowerment by micro-credit programs could greatly contribute to improving gender equality. Tourism can function as an instrument for economic empowerment by opening up new markets for small and medium enterprises.

2) Educational empowerment: About two thirds of the illiterate adults in the world are female (UN, 2008). The level of education of women is strongly associated with levels of infant mortality, as well as the level of education and the economic opportunities for their offspring. Tourism can be used as a sector where women from all hierarchies in society, with all types of educational background, can be trained and educated for certain skills within the tourism industry. Women can engage in different forms of creative entrepreneurship which gives women a whole range of skills, like speaking different languages, hospitality skills, guiding tourists, managing project, and so on.

3) Political empowerment: Still there is a wide gap between men and women in many social and legal institutions, where the voices raised by the women are neglected. This badly influences the quality and implementation of their basic human rights, the access and control over land, in employment and earnings, and in participation in decision making processes in general. But tourism affords a wide spectrum of opportunities by including women in the planning and organizational process, with the aim of giving them a voice in the process. Tourism could empower women by giving them more power and control over what happens to their community, their livelihood.

### **AREAS OF WOMEN EMPOWERMENT**

A lot of welcome changes are brought about to make the life of working women in general and women in tourism in particular better. Broadly the following five changes can make the life of women in tourism better:

- 1) Tourism Education: Earmarking certain percentage of seats in tourism professional courses and providing addition financial incentive will certainly bring out more and more qualified women professionals.
- 2) Legislation and awareness: With some legislation and awareness women may be given right of entry to highly rewarding employment opportunities. In the travel sector, women have access and employment to seasonal, part-time or minimum wage jobs. Women tend to dominate small travel agencies and the majority are travel agents but men control the major sectors: airlines, railroads, hotel chains, car rental companies, travel magazines. Foreign control areas are also male dominated. Thus it is time that certain percentage of these highly paid jobs be reserved for the women who are really worthy of it.
- 3) Special Entrepreneurship Programmes: There must be special entrepreneurship programmes that will encourage women be to become one. Budgets and financial allocations for development made by governments often do not have specific allocations for gender issues, nor are they sensitively budgeted to the needs of women. Indian government presented its first ever gender-sensitive budget in 2005 is a positive step in this direction.
- 4) Awareness Programme: There is a need for a strong awareness programme so that women at the grass root level may take the benefit of the resources allocated for them. Though women contribution to the economy has considerably increased most of it is neither acknowledged nor accounted. Therefore, a system must be devised to estimate women's contribution to tourism industry and based on that resources may be allocated to them. Proper review and reporting at particular intervals will ensure an all round welfare of the women in tourism industry.
- 5) Attitudinal Change: There must be a change in the attitude of society towards women. The 21st century must become synonymous with the time the woman finally got her rightful place in society. Respect for a woman, her needs and aspirations are essential because only then can she give her best to society. Society needs to

get rid of a lot of shortcomings that have only undermined the position of women. In order to strive for gender equality in society, the women must be educated and they should learn to assert their rights and shun the injustices heaped on them.

## **CONCLUSION**

Tourism industry is one of the important sources for empowering women. In India, tourism industry is contributing much in the women's empowerment. Women in most hi-tech and underdeveloped states, both skilled and unskilled, are actively involved in the tourism sector and its decision making. The economic empowerment of women through tourism can be well judged by the percentage share of women workforce in tourism sectors of India. The total percentage share of women employees in tourism sector is 34, which is higher than the total percentage of women workforce than any other sector. Apart from direct employment through tourism, women are also indirectly engaged in tourism related activities like hotels, restaurants, cafeterias, small and medium enterprises, various household businesses, tea stalls, travels, handlooms and handicrafts etc. They are employed and have occupied a noticeable position in different regions of country. India is gifted with natural beauty and resources, therefore, there is a further potential in the tourism industry. With the increasing inflows of more tourists the employment opportunity will also increase. Hence, there are more possibilities for empowerment of women and that too at a very low investment in tourism industry. Tourism is a service oriented, labour intensive and multidimensional sector which is linked with many other sectors of the economy like transportation, hotels, restaurants, travels and tour businesses, seasonal home, etc. and provide a larger opportunity for employment. Therefore, there is wide scope for women's empowerment in both formal and informal sectors of tourism industry.

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**INDIAN TOURISM INDUSTRY: A TECHNO ECONOMIC CORRIDOR OF INDIAN ECONOMY****Samita Sengupta****ABSTRACT**

*The purpose of this paper is to analyze the various opportunities and prospects of Indian tourism industry in the Indian economy. The various parameters of Indian Tourism Industry are analyzed in details in order to explore the facts. The parameters include Foreign Tourist Arrivals (FTAs), Foreign Exchange Earnings (FEE), Pattern of growth etc. Moreover a comparative analysis is also done with major tourist destinations of world like France, UK, USA, China, Germany, Italy, Malaysia, Thailand, Turkey and so on, so that a competitive position can be identified. This paper also tries to identify and analyze those factors which are accelerating as well as hindering the growth of the Indian tourism. The contribution of tourism to GDP of India is very significant. Yet this sector remains undervalued and unutilized to its maximum capacity. Tourism industry being one of the fastest developing and major contributor in Indian economy, different ways to tackle issues by the Government are discussed in this paper which can optimize the output from the industry.*

**INTRODUCTION**

Tourism is recognized as one of the strongest drivers of trade and prosperity and one of the major economic sectors that contributes significantly to national and local economies around the globe by alleviating poverty, creating employments, encouraging investment and trade. Growth of tourism has resulted its emergence as an important sector of the Indian economy with considerable contribution in terms of foreign exchange, income and employment opportunities. Many factors can be seen as responsible for this and some major ones in the process have been increase in the volume of tourist flow, increase in the proportion of high spending tourists, accelerated spread in the volume of tourists geographically, pro-active govt. policies and growing interest from investors.

**OBJECTIVES OF THE STUDY**

- 1) To analyse the scope, potential and opportunities of Indian tourism.
- 2) To make a comparative analysis of Indian Tourism in the worldwide and region wise like Asia and Pacific.
- 3) To identify major factors that are hindering and affecting the tourism demand in India.
- 4) To suggest corrective measures that can strengthen tourism demand and its sustainable growth.

**METHODOLOGY**

In the study, exploratory research has been applied. The data -been used from the various sources. The sources included mainly the publications, reports etc. from the Tourism Department, Government of India and various Tourism departments of states of India. The researcher has presented data in the form of tables, charts and diagrams for the purpose of the analysis. In order to have a competitive position of the Indian Tourism Industry, a comparative analysis has been made with the top tourist destinations like US, UK, Bangladesh etc. The factors which are considered for the analysis are Foreign Tourists Arrivals (FTA) In India, Foreign Exchange Earnings (FEE), Foreign Tourist Arrivals Contribution from Top 15 Countries and International Tourism receipts in India and world. The data are taken for 15 years from 1997-2012 to have a clear picture of the Tourism industry and its dynamics will cross by 2021.

**Table-1: Foreign Tourist Arrivals (FTAs) in India, 1997-2012**

<b>Year</b>	<b>FTAs in India (in million)</b>	<b>Percentage (%) change over the previous year</b>
1997	2.73	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3

2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.58	8.1
2011	6.30	9.2
2012	6.64	5.4

As per data available, the tourism generated about 41.8 million or 8.78% of total employment in the economy. The contribution of tourism to GDP is equally significant. India ranked 40th in the world and 11<sup>th</sup> in the Asia and Pacific region in tourism arrival. The international tourism arrival is glowing at a very fast rate of 6.6% annually (Table 1). India ranked 34th position in the world and 10th position in Asia and Pacific for International tourism receipts in 1997 with FEE value of around US\$ 2889 million. But today the scenario is drastically changed. The FEE value of Indian tourism receipt is estimated at around US\$ 17742 million which put India at 16th rank in the world and 6th rank in Asia and Pacific. In this respect as per Ministry's observation that average per tourists foreign exchange earnings in India was higher than the world average is very heartening.

Foreign Exchange earnings (FEE) from tourism grew by 19.8 percent in rupee terms in the February 2013 as compared to February 2012, although FTA growth was much lower; this also indicates an impressive growth in the exchange earnings per tourist that was realised despite the ongoing slowdown in developed country markets, an increase in the cost of travelling and a fluctuating exchange rate. Foreign tourists tend to spend more in India than almost any other country worldwide. These are positive signs for the industry, and indicate significant potential going forward.

**Table-2: Foreign Exchange Earnings (FEE) (in US\$ Million) from Tourism in India, 1997-2012**

Year	FEE from Outrism in India (in US\$ million)	Percentage (%) change over the previous year
1997	2889	2.0
1998	2948	2.0
1999	3009	2.1
2000	3460	15.0
2001	3198	-7.6
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11394	-3.7
2010	14193	24.6
2011	16561	16.7
2012	17742	7.1

In 2012, 6.64 million foreign tourists visited India. The majority of foreign tourists come from USA and UK. The breakup of source country for FTA origin for 2011 indicate that US ledi with a 16 percent share in total FTA arrivals, followed by UK (12.57 percent), Bangladesh (6.34 percent), Sri Lanka (4.85 percent), and Canada (4.05 percent) (Table 3). The top 10 source countries accounted for 61 percent of the total tourist flows in the year, according to data from Bureau of Immigration, GOI. In 2011, travel for leisure, recreation and holidays accounted for just over half of all international tourist arrivals (51 percent or 505 million arrivals). Country/tourist location are the pre-dominant factors for consider prior to their visit to India. Ministry of Tourism is the nodal agene formulate national policies and programmes for the development i promotion of tourism. In the process, the Ministry consults/collaborates with other stakeholders in the sector including various Central Ministries/agencies, the state governments and union territory and the representatives of the private sector. Concerted efforts being made to promote new forms of tourism such as rural, cm medical and eco-tourism. The Ministry of Tourism is the nodal age for the development and promotion of tourism in India and maintains the Incredible India campaign.

**Table-3: Foreign Tourist Arrivals Contribution from Top 15 Countries (Numbers in million and Percentage share)**

Sr.No.	Top 15 Countries	FTA contribution (In Mn)	Percentage share
1	USA	0.981	15.54%
2	UK	0.798	12.65%
3	Bangladesh	0.463	7.35%
4	Sri Lanka	0.306	4.85%
5	Canada	0.259	4.11%
6	Germany	0.240	3.81%
7	France	0.231	3.67%
8	Malaysia	0.208	3.30%
9	Japan	0.194	3.07%
10	Australia	0.193	3.05%
11	Russian Federation	0.144	2.29%
12	China	0.142	2.5%
13	Nepal	0.119	1.89%
14	Singapore	0.119	1.89%
15	Rep. of Korea	0.109	1.72%
	Share of top 10 countries	3.873	61.39%
	Share of top 15 countries	4.507	71.43%

- India sixth in terms of price competitiveness and 39<sup>th</sup> in terms of safety and security. Despite short- and medium-term setbacks such as shortage of hotel rooms, tourism revenues are expected to rise by 42% from 2007 to 2017. India's thousands of years diversity and the variety of geographic features make its tourism basket large and varied. It presents heritage and cultural tourism along with medical, business and sports tourism. India has one of the largest and fastest growing medical tourism sectors.
- Not only the facts and figures of foreign tourist in India are sparkling but also that of the domestic tourists are appreciable.
- Of the different states, Maharashtra (24.7 percent), Tamil Nadu (17.3 percent), Delhi (11.1 percent), Uttar Pradesh (9.7 percent) and Rajasthan (6.9 percent) were the top five states to receive inbound foreign tourists in 2011, accounting for nearly 70 percent of FTAs; West Bengal followed closely with 6.2 percent FTA traffic in 2011. The majority of foreign tourists visiting India are individual travellers (primarily business visitors), religious travelers and medical tourists; this is clearly evident from the high share of key business zones, religious sites and high-end medical facilities available in the country as represented in the top 10 Indian states that attracted over 90 percent of the FTAs in 2011.

**Tabel-4: Share of Top 10 States/UTs in Foreign Tourist Visits, 2011**

Sr.No.	State/UT (in millions)	No. of Tourists (%)	Share
1	Maharashtra	4.81	24.7
2	Tamil Nadu	3.37	17.3
3	Delhi	2.16	11.1
4	Uttar Pradesh	1.89	9.7
5	Rajasthan	1.35	6.9
6	West Bengal	1.21	6.2
7	Bihar	0.97	5.0
8	Kerala	0.73	3.8
9	Karnataka	0.57	2.9
10	Himachal Pradesh	0.48	2.5
	Total Top 10	17.56	90.1
	Others	1.93	9.9
		19.49	100.0

## CHALLENGES OF INDIAN TOURISM INDUSTRY

Even though tourism industry in India is vibrant, the sector is experiencing a decline in the tourist inflow majorly reflecting on foreign tourists compared to the past. Although a land of rich cultural heritage and heartbreaking natural beauty, India ranks 38th among the top global destinations for international travel. There



is still long way to go for India to feature among the top ten destinations. Although inherently vulnerable to economic crisis natural disaster and epidemics, international tourism has shown remarkable resilience in recovering from the adverse affects of such negative, but short-term factors. However not only the consumers have to spend relatively large amount of his/ her disposable income to buy the tourism products, he also perceives it in a subjective and experiential manner. As a result, tourism is highly sensitive to the perceptions of danger and lack of security and safety. India is perceived as being relatively safe region is among its! major assets as a tourist destination. It is a factor that has served the! region well and is expected to remain with us in the future. However! we cannot be complacent, since there is an emerging consensus that; crime -which raised safety issues- is a growing concern among tourism 1 stakeholders who fear the potential damage that it may inflict on the! perception of safety and by extension, the industry. And it is not the security of the tourist that is of only concern but also that of heritage I monuments themselves. In this entire context that lack of safety and I security and incidences of crime represent a more serious threat to! travel and tourism than any other negative factor and affect tourist| inflow into the country.

**THE TENTH PLANNING COMMISSION REPORT ON TOURISM HAS SUMMARIZED. THE MAJOR FACTORS THAT AFFECT INDIA'S TOURISM COMPETITIVENESS.**

- Lack of concern for competitiveness.
- Complex visa procedures - the absence of visa "on arrival" procedures if this issue is linked to security concerns) puts India at a disadvantage as compared to its counterparts.
- Inadequate facilitation services - infrastructure improvements at country entry points and appropriate facilitation services are needed. The improvements needed here should strike a balance between security and the need to provide a welcoming and comfortable environment that is conducive to tourism development.
- Lack of quality infrastructure - there is a need to upgrade airports, roads and other infrastructure so as to meet global standards. The road network is vital to tourism as 70 percent of passengers in India travel by road and many tourist sectors are entirely dependent on roads.
- Lack of emphasis on product quality.
- Lack of training at the "cut" training institutions have not to meet the industry's expectations.
- Lack of hygiene - can act as a major impediment to the development of tourism and the tourist's experience of the country. Low utilization of modern marketing and publicity tools - a major.
- A strategic mismatch between the room supply and demand. A recent report on investment in hotel infrastructure in India predicts that new capital investment in the hotel industry will add approximately 53,000 rooms by 2014 well short of the current estimated requirement of 150,000 rooms.
- Insufficient involvement by the private sector in tourism development. "The government has identified the major reasons for lack of private investment as absence of legislative support, lack of policy integration and coordination, lack of long-term investor friendly policies, heavy taxation and restrictive land policy.

**GLOBAL TOURISM INDUSTRY**

International tourist arrivals grew by 4% in 2012 to reach 1.035 billion, according to the latest UNWTO World Tourism Barometer. Emerging economies (+4.1%) regained the lead over advanced economies (+3.6%), with Asia and the Pacific showing the strongest results. Growth is expected to continue in 2013 only slightly below the 2012 level (+3% to +4%) and in line with UNWTO long term forecast. With an additional 39 million international tourists, up from 996 million in 2011, international tourist arrivals surpassed 1 billion (1.035 billion) for the first time in history in 2012. Demand held well throughout the year, with a stronger than expected fourth quarter. By region, Asia and the Pacific (+7%) was the best performer, while by region South-East Asia, North Africa (both at +9%) and Central and Eastern Europe (+8%) topped the ranking. "2012 saw continued economic volatility around the globe, particularly in the Eurozone. Yet international tourism managed to stay on course" said UNWTO Secretary-General, Taleb Rifai. "The sector has shown its capacity to adjust to the changing market conditions and, although at a slightly more modest rate, is expected to continue expanding in 2013. Tourism is thus one of the pillars that should be supported by governments around the world as part of the solution to stimulating economic growth/ he added.

Growth was also strong in North-East Asia (+6%), as Japanese inbound outbound tourism recovered, while it was company weaker in South Asia (+4%) and in Oceania (+4%). The Americas (+4%) saw an increase of 6 million arrivals, reaching 162 million in total. Leading the growth were destinations in Central America (+6%), while South America, up by 4%, showed some slowdown as compared to the double-digit growth of 2010 and

2011. The Caribbean (+4%), on the other hand, is performing above the previous two years, while North America (+3%) consolidated its 2011 growth. Africa (+6%) recovered well from its setback in 2011 when arrivals declined by 1% due largely to the negative results of North Africa. Arrivals reached a new record (52 million) due to the rebound in North Africa (+9% as compared to a 9% decline in 2011) and to the continued growth of Sub-Saharan destinations (+5%). Results in the Middle East (-5%) improved after a 7% decline in 2011, yet the region recorded an estimated 3 million international tourist arrivals less in 2012 in spite of the clear recovery in Egypt.

### **CONCLUSION AND SUGGESTIONS**

Tourism in India is the largest and fastest growing service industry with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. The tourism industry in India generated about 177.42 billion US dollars in 2012 with a growth of 22.1% over the same period in 2011 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. Indian It is growing at an annual growth rate of 8.1 %. Tourism has played equally a major role in the employment generation for the country. India holds a competitive position not only in the Asia Pacific region but also in the world tourism market. The contribution of GDP is equally significant. India ranked 40th in the world & 11th in the Asia & Pacific region in the Tourist Arrival.

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**A STUDY ON 'RELIGIOUS TOURISM' WITH REFERENCE TO ARBAEEN IN IRAQ**

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**ABSTRACT**

*This paper analyzes the concept of 'pilgrim tourism' with reference to the occasion of Arbaeen and the great walk associated with it, which has continued for the past 1400 years despite all odds. It also looks at the exchange of socio cultural experiences of the tourist who travel from India. This paper also makes an attempt to explore the economic aspects of Arbaeen and how Indian tour operators and SME can benefit from the business opportunities available during the period of Arbaeen and other religious gatherings that take place in the historically rich country but developing country of Iraq. This paper also makes us familiar with other places of pilgrimage in Karbala which people visit along with the main shrine of Imam Husain (as) and also throws light on hospitality which is very unique provided by the locals. The study also looks in the cultural aspects of this pilgrimage and how it has and can benefit both Iraq and India.*

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**GLOSSARY**

- Imam- Divine appointed successors of the Holy Prophets. (There are total 12 infallible Imams)
- (as)- Peace be upon him
- Moukkab – Tents
- Arbaeen- (40 days after Imam Hussain's (as) martyrdom)
- Zaireen- (Tourist) Pilgrim
- Mosalla- Place of worship

**STUDY METHOD**

Not many books have been written on the tourism aspect of Arbaeen. The study method adopted solely relies to the material available online and through personal interviews of pilgrims who have visited Iraq and tour operators.

**OBJECTIVES**

- To introduce Iraq with reference Arbaeen as a destination for 'Pilgrim Tourism'
- To identify the socio cultural and economic impact of 'Pilgrim Tourism' in Iraq.

**RELIGIOUS TOURISM**

Religious tourism or Faith tourism can be termed as a combination of tourism and religion, the latter being defined "as a system of beliefs in a higher being that are held with great faith and commitment". Religious tourism is one of the most under studied areas in tourism research. Religion, in the traditional sense of the word, is not in decline but is, rather, taking on a different form; modern societies remain religious, but religion has become increasingly de-institutionalized.

Regardless of their motivations, all visitors to These attractions require some level of services, ranging from providing for the most basic of human needs, to full commercial development that rivals the most secular resort (Nolan And Nolan, 1992). Accordingly, Richards and Fernandes (2007) argue that a new approach. Is needed for analyzing religious tourism, based on data that gets away from very narrow official statistics.

More over religious tropes and metaphors are often playfully engaged y tourist and both inventively and stereotypically used often hyperbolically, by promoters of tourism when referring to potential attractions and destinations. Every year millions of people travel to major pilgrimage destinations around the world ancient and modern in origin. Jackowski (2000) estimates that approximately 240 million people go on pilgrimages, the majority being Christians, Muslims, and Hindus.

Increase in spiritually motivated travel have coincided with the growth of tourism in the modern era (Lloyd 1998) , even though the industry and its "associated practices interact with religious life and the institutions of religion in virtually every corner of the world" (Bremmer 2005) . Cohen 1992 sees pilgrim as travelling to the center of their religious world.

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**HISTORICAL BACKGROUND OF THE EVENT OF KARBALA AND ARBAEEN**

Hussain ibn Ali (as) was a 7th century revolutionary leader and grandson of the Holy Prophet Muhammed (pbuh) who made a stand against Yazid ibn Muawiyah. Yazid was a tyrannical ruler who had illegally usurped power and was violating the basic rights and dignity of the people. Yazid wanted Hussain to pay allegiance to him, to lend credibility to his own corrupt rule. However Hussain refused to do so, based on his moral values and principles, and was killed by an army of over 30,000 whilst standing with a small number of 72.

After the Battle of Karbala, the forces of Yazid took the women and children of Hussain's family as captive. They were paraded in chains through the streets of Kufa (Iraq) and Damascus (Syria) – where they were abused by crowds until eventually presented to Yazid and placed in prison.

Though Hussain (as) has died, his movement still continued through his sister Zainab, and son Zain Al-Abideen. Hussain's sister and his son defied Yazid in his own courtyard through famous sermons which unnerved even his closest allies. Eventually, Yazid had no choice but to free the captives as word spread across the region of the crime he had committed against Hussain ibn Ali and his family.

It is said that the Day of Arbaeen is the day on which Hussain's family returned to the land of Karbala, to properly bid farewell to the fallen heroes and finally grieve for their loved ones.

**THE ARBAEEN WALK**

In the year that followed the event of Karbala, Jabir ibne Abdillah, a friend of Imam Hussain (as) visited the grave of Imam Hussain (as) on foot for the first time and reached Karbala on the day of Arbaeen.

This walk has continued for centuries but secretly due the tyrannical rule of several Islamic rulers who were extremely hostile towards the family of the Holy Prophet (pbuh) and their followers.

Arbaeen commemorations were also banned for the past 30 years during the rule of Saddam Hussain. After the fall of the Saddam regime, millions of Iraqis got the opportunity to freely visit the shrine of Imam Hussain (as) and commemorate the 40<sup>th</sup> day of martyrdom called 'Arbaeen'. In spite of several bombings that took place in the city of Karbala from 2005 onwards and in nearby cities, millions of Iraqis from all over Iraq, pilgrims of other countries namely Iranians and other Shia Muslim Zaireens (religious tourist) have been visiting the shrine of Imam Hussain (as) on the occasion of Arbaeen.

It is estimated that more than 21 Million pilgrim visited the shrine of Imam Hussain (as) in 2012. In 2017 the number of pilgrims was between 30 to 40 million.

Iraqi women, children, men and physically challenged individuals along with toddlers in prams living in the northern and eastern parts of Iraq travel for more than 500 kilometers on foot. Many Iranians, Pakistanis, and Indian pilgrims have travelled on foot to reach Karbala for Arbaeen. The pilgrimage is marked by long walks from Najaf or Basra to Karbala. People from different walks of life, ethnicity and sect participate in the march. The Arbaeen walk has also attracted many Sunnis, Christians, Yazidis and people of other faiths. Representatives of the Vatican prominent Indian spiritual guru Sri Sri Ravi Shankar have also paid their visit to the shrine of Imam Hussain (as).

Hospitality is a large part of Middle Eastern culture and of being well-mannered. Regardless of the financial status of a person, you will always enter a house and be welcomed and generously hosted. Endless amounts of food, drinks, desserts, and fruits are offered to guests, as is the case with the visitors to Karbala, Iraq for the commemoration of *Arbaeen*, marking the end of the 40th day mourning period of the martyrdom of Imam Hussein, Prophet Muhammad's grandson. It is one of the largest religious gatherings in the world that is held annually. (<https://www.theodysseyonline.com/war-torn-rich-hospitality>).

According to Sayed Mahdi al-Modarresi, "Arbaeen should be listed in the Guinness Book of World Records in several categories. The biggest annual gathering, longest continuous dining table, largest number of people fed for free, largest group of volunteers serving a single event, all under the imminent threat of suicide bombings."

Local Iraqis and pilgrim from different parts of the world are at the service of the pilgrims who take 84 KM walk from Najaf to Karbala. Wealthy Iraqis and citizens of other countries set up food stalls, Moukkab (tents) for the pilgrims to eat and rest. Everything is served absolutely free, all in the name of Imam Hussain (as). Those Iraqis who are not fortunate enough, bring whatever is available in their homes even it is a piece of bread or some dates. One can see young boys giving free massage to the feet of the pilgrims, some kiss the feet, and little children standing of the streets provide tissues wipes, some carry soup or tea trays on their heads inviting the pilgrims to have them. We find doctors from United States and other countries giving free medical aid in the tents to the pilgrims. Mobile phone, prams etc. are repaired free by the local youths. They also provide the

service of polishing your shoes for free. Some provide free bus and taxi service to the older or disabled pilgrims.

The pilgrims are assisted with 1452 poles which serve as location spots which are at a distance of 50 meters each. Pole no 1285 is the check point for the entrance into the city of Karbala. The first view of the Holy Shrines can be viewed once the pilgrim reaches pole no 1404.

### **PLACES FOR PILGRIMS TO VISIT (SACRED SITES) IN IRAQ**

Turner (1973), argued that sacred sites were typically on the periphery of society away from the profane social world.

Going for Arbaceen in Iraq, the pilgrims also visit numerous places of worship which includes the graves of several Prophets and Imams and other important historical spots.

#### **Najaf**

There several places to visit in the city of Najaf where lies the grand Mausoleum of Imam Ali (as). It also contains the graves of several prophets namely, Prophet Adam (pbuh) and Prophet Noah (pbuh) and several other revered Islamic personalities.

#### **Wadi-Us Salaam**

The world's largest cemetery of nearly 1500 acres is located here. It contains the graves of Prophet Hud (as) Prophet Saleh (as) and Kumayl [slave of Imam Ali (as)]

#### **Masjid Hannana**

The significance of this mosque is that when Imam Hasan (as) and Imam Hussain (as) were carrying the body of Imam Ali (as) from Kufa to Najaf, they passed near this mosque, and as they were passing, the pillars of the mosque inclined towards Imam Ali (as) as if paying its last respects. It is also believed that some of the skin from Imam Hussain (as)'s head (that came off when Khul Mal'un was disrespecting the head of Imam Hussain (as) with a knife is buried here.

#### **City Of Kufa**

This city next to Najaf has several places to visit. The house of Imam Ali (as) lies here.

#### **City Of Karabala**

1400 rs ago Karbala was an uninhabited place. Today it is the center of pilgrimage. It is the place of the world's largest public gathering which attracts more than 50 million visitors every year. The shrine of Imam Hussain (as) is situated in this city. It contains the graves of Imam Hussain (as) his two sons. Graves of several other personalities are also in this city.

The shrine of Hazrat Abbas (as) (brother) is also in this city. Apart from this there are several spot of historical importance to be visited in this city.

#### **Kazmain**

This city which is near to Baghdad contains the graves of several holy Imams and reversed personalities.

#### **Baghdad & Madain**

This city also has graves of many revered personalities and important places to visit. The Palace of Nausherwan - part of ancient Babylonian civilization. When the Holy Prophet [s] was born in Makkah, this huge edifice is said to have developed cracks on its walls.

#### **Samarra**

This city is of great importance. The shrine of Imam Hasan Al Askari (as) is in this city. In this shrine lies the place of occultation from where the 12<sup>th</sup> Holy Imam, Al Mehdi (as) went into occultation. It also contains the graves of his mother Nargis , father and grandfather and who were among the chains of the 12 Holy Infallible Imams.

#### **Hillah**

There are graves of several Prophets in this city.

### **CULTURAL EXCHANGE BETWEEN INDIAN TOURIST AND TOURIST FROM OTHER COUNTRIES**

Pilgrimages have been an expression of faith in many religions for centuries and in recent times they have experienced a resurgence (Diagane 2003 Eade 2013). Travelling for religious motivations frequently reflects

the spiritual travel that every believer experiences in his or her personal spiritual life (Turner and Turner 1978, Cohen 1979, Campo 1998, McConnell 1999, Timothy and Boyd 2003)

The pilgrimage for Arbaeen attracts visitors of more than 100 countries. Indian pilgrims get an opportunity to interact with people from different countries and get to interact with them. Even though their languages are different, they manage to interact with locals and with pilgrims of other countries. During Arbaeen, local Iraqis open their doors, hearts and kitchen for the pilgrims who visit Karbala. Al- Kindi a local Iraqi who now lives in Chicago, visits his country every year to serve the 'Zaireens' of Imam Hussain (as). This has allowed him to make friends with people from different countries. Locals and tourist get to learn different languages after interacting with tourist from different countries. (BCC Travel)

### **CONTRIBUTION OF TOURISM TO IRAQ ECONOMY**

Economics and religion have been influential forces in shaping world history. However according to Vukonic 2002, the economic aspects religious travel have been the least studied topic in relation to the religion tourism crossover, only being of interest to researchers when a single sacred site is under consideration.

Today Arbaeen draws pilgrims between 30 to 40 million while Hajj attracted last year approximately 2.5 million pilgrims. Nonetheless, due to mismanagement by the Iraqi central government, as described by Mahmood al-Zubaidi, director - general of tourism at the Ministry of Tourism, the large number of pilgrims is not adding to the Iraqi economy.

"Nothing is organized," Zubaidi said, "so many ministries get involved, that nothing gets arranged: The Ministry of Transport, the Ministry of Tourism, the Interior Ministry and more." When compared with neighboring Saudi Arabia, host to the annual haj, which involves about 8 million pilgrims annually, it can be understood where the Iraqi government is failing. Following implementation of a pilgrim's tax, religious tourism in Saudi Arabia contributes \$12 billion to the Saudi economy, accounting for 2.7% of Saudi's gross domestic product (GDP). Iraq, on the other hand, receives some \$3.7 billion annually in tourism revenues, according to the World Travel and Tourism Council, a fraction of the Saudi figure despite millions more pilgrims visiting.

### **GDP: TOTAL CONTRIBUTION**

The direct contribution of Travel & Tourism to GDP was USD 13.91 billion 8.4% of total GDP in 2017 and is forecasted to rise to nearly USD 18.83 billion, 7.6% of total GDP by 2028.

### **EMPLOYMENT: TOTAL CONTRIBUTION**

In 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 6.7% of total employment (544,500 jobs). This is expected to rise by 1.6% in 2018 to 553,500 jobs and rise by 1.3% pa to 631,000 jobs in 2028 (5.4% of total).

### **FINDINGS AND DISCUSSION**

After speaking with pilgrims from Mumbai who have visited Iraq a few times it was found that Arbaeen though is not a religious obligation but is done only out of the love of Imam Hussain (as). After talking to the pilgrims almost all were enthusiastic about undertaking the walk to Arbaeen every year. Some have narrated their personal experience of divine help. One pilgrim Ms Shabbir said that inside the shrine there were hundreds of pilgrims from different countries and it was impossible for this 70 year lady to touch the Zari (structure on top of the grave) of Imam Hussain (as). She was weeping as she was not able to reach this Zari. Suddenly a lady gave her hand to hold and took her to the Zari effortlessly through the crowds.

Another pilgrim from Mumbai Abuzar, said that it was a miracle that he is alive as while travelling via Iran border by mistake he entered ISIS territory. He was assisted by a local who bought him back to Karbala and united him with his group.

### **BUSINESS OPTIONS FOR INDIAN SME LARGE BUSINESS HOUSES**

India has always maintained healthy relations with mostly all Arab countries. Even during the Saddam regime ties between India Iran and Iraq were neutral. With the fall of Saddam Hussain and the new Iraqi government coming in which is closely supported by Iran, with whom India maintains great business ties after the creation of Chabahar port India can contribute to the economic growth of Iran and Iraq. Indian business houses and SME can benefit for the same.

Iraq has been at the center of political upheaval and terrorism for the past 20 years. It has again becoming a under developed country which requires a huge makeover of its infrastructure. Since the outbreak of the war in 2003, India had frequently responded to the humanitarian needs in Iraq and contributed in several ways,

including providing \$10 million in aid towards the International Reconstruction Fund Facility for Iraq (IRFFI) for investments, reconstruction and development in Iraq. (www.thehindu.com)

India can directly contribute its expertise in the field of real estate, setting up of pharmaceutical companies, Health care services, Solar Power and Agriculture. Indian SME can setup waste recycle plants as tourist leave behind a huge amount of plastic waste.

### **SUMMARY & CONCLUSION**

The result of this study shows that socio economic development of a country can take place with proper planning of 'Pilgrim Tourism'. Iraq as a country rich with natural resources can once again become a develop country and a regional power. Tourism in Iraq should be professionally managed and promoted. Apart from religious sites belonging to Muslims there are many religious site of the interest of Jews, Christians and other religions which can be promoted. This can help locals with job opportunity and local business will also flourish.

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**A STUDY OF APPROACH OF THE YOUNG TOURISTS USING DIGITAL PLATFORMS AND ITS ROLE IN INDIAN TOURISM**

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**ABSTRACT**

*The study is related to the Approach of the Young Tourist using Digital Platform and its Role in Indian Tourism. This study focuses on youth who are using Digital Platforms i.e. age from 18 to 30. The research methodology used is survey method of 50 respondents. Our findings express the point of view of youth towards marketing of Indian tourism on Digital Platforms. Now a days, there is a lot of use of digital marketing on Digital Platforms. We are also known to the Fact that India is a country of youths. This research helps us to know that does Digital marketing strategy attracts youth and helps to increase Indian tourism. . As Indian tourism Sector are increasingly becoming more profit oriented, they are looking for easy and efficient ways to advertise their services to huge numbers of tourists within India which are creating demand for tourism in India Itself . With increase in tourist places in India opened by Indian tourism sector and a high number of India's Population, Tourism now is being considered as a never failing business. Finding appropriate information about a specific tourist destination are too hectic and complicated. Hence, in this research we tried to find out the mentality of Young Tourist towards marketing of Indian Tourism on Digital Platforms.*

*Keywords: Indian Tourism, Digital Marketing, Marketing Strategy, Youth Awareness*

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**INTRODUCTION**

The travel and tourism industry today is one of the most affected industries by digital development. The travel and accommodation industry is one of the first ones to use digital marketing techniques in their practices to engage communities and make sure their clients have the best possible getaways. Effective digital marketing is the best way to reach a large audience in a quick way at a lower cost. To perform well and gain competitive benefits, players in the travel industry are always looking for the greatest and unique ways to reach their buyer persona and tailor their offering to their target audience.

Today, the Youth is highly exposed to desktop computers, laptops, mobile devices etc, and have easy access to information for all aspects of the tourist industry from accommodation, travel, to food and activities. With the help of different digital marketing channels, more and more Youths are being attracted online especially via tablet devices and smartphones. In today's world, the mindset of the Youth is the greatest impact factor on any Industry. The approach of the youth has given more importance.

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses more than 562 million domestic tourism visits. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign. This study therefore intends to find out the perception of Young Tourists towards advertisement related to India Tourism.

**REVIEW OF LITERATURE**

Vanessa Rodriguez has talked about the 11 creative ideas to market a tourist destination. While searching for the effective ways to boost tourism marketing strategy, she came across the same tired tips and on most of the sites. According to her, plenty of tourism businesses are marketing themselves in fun and creative ways that are both more efficient and more effective than what you're currently doing. (Vanessa 2018).

Kadir Cakar has explained the youth motivation on travel and tourism. He mentioned the points that attracts youth to travel a particular destination. The growing interest in youth tourism is becoming increasingly important and it is also considered to be the most dynamic markets of the global tourism industry that is declared by UNWTO that almost 20% of the 940 million international travellers generated from young people.(Kadir Cakar, 2018).

**OBJECTIVES OF RESEARCH**

- To understand the point of view of Young Tourist towards Indian Tourism.
- To get better idea of the challenges faced by Young tourists to understand the advertisements displayed on Digital Platforms.
- To encourage the campaign "Incredible India" by increasing Indian Tourism.



### **HYPOTHESIS**

- $H_0$  Young Tourists do not accept Indian Tourism marketing strategy on digital Platforms.
- $H_1$  Young Tourists accept Indian Tourism marketing strategy on digital Platforms.

### **RESEARCH METHODOLOGY**

1. The research is to gain a perspective of the young tourists towards marketing strategy used on Digital platform which are related to Indian tourism.
2. Primary data has been collected in the form of questionnaire which was filled by 50 respondents (who are currently studying in colleges). Questionnaire consists of Likert scale type questions.
3. The sample of 50 respondents is analyzed by percentage method and hypothesis was tested.
4. Secondary data is also collected through various e-journals, articles, newspapers etc and due credits have been given by means of references and bibliography.

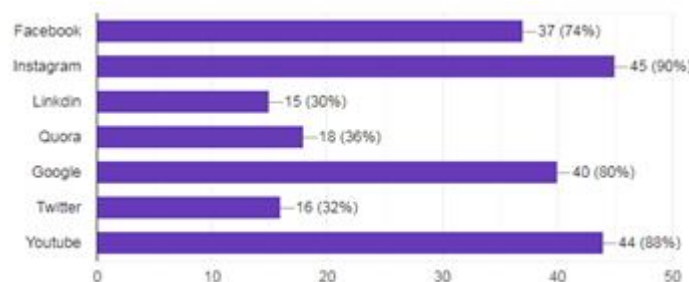
### **LIMITATIONS OF THE STUDY**

1. The present study is limited to only 50 respondents from some colleges only.
2. The research is bound in Mumbai region only.
3. The research was conducted for young tourists only.
4. Time constraint to complete the research might have led to incomplete or inaccurate research findings. Further research is recommended.

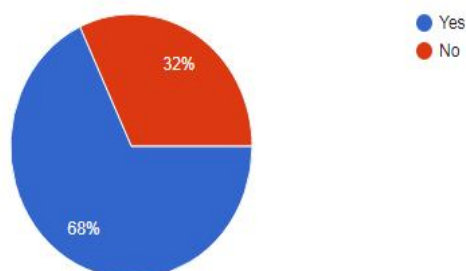
### **OBSERVATION**

The respondents are mainly between ages from 18 to 30.

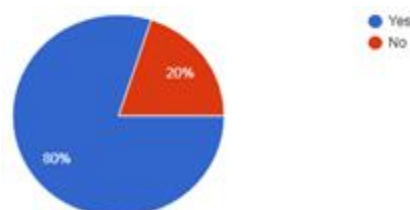
**Q.1.** Which of the following Digital Platforms do you explore? :



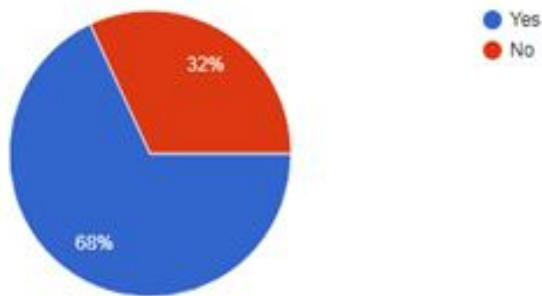
**Q.2.** Do you explore Advertisements on these Digital Platforms ?



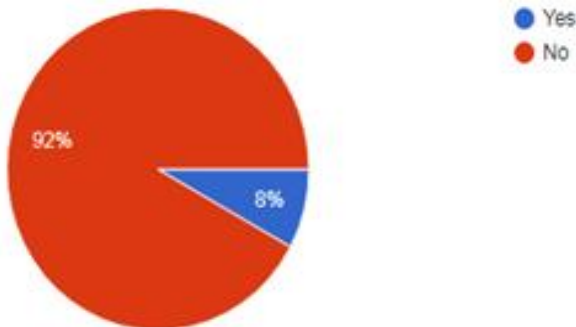
**Q.3.** Have you seen any advertisements related to Indian Tourism?



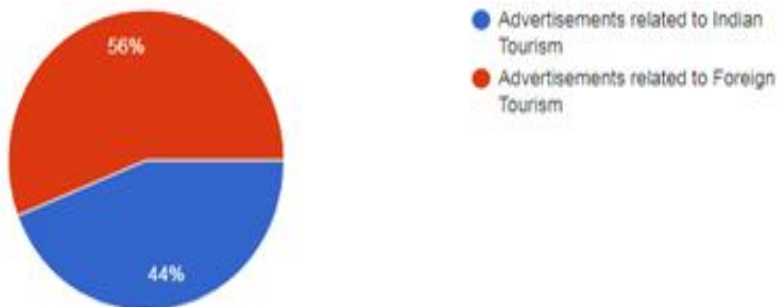
**Q.4.** Do you find these advertisements related to Indian Tourism attractive?



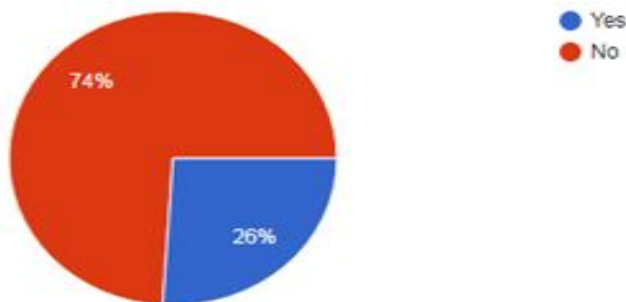
Q.5. Have you ever booked your tour within India by viewing these advertisements?



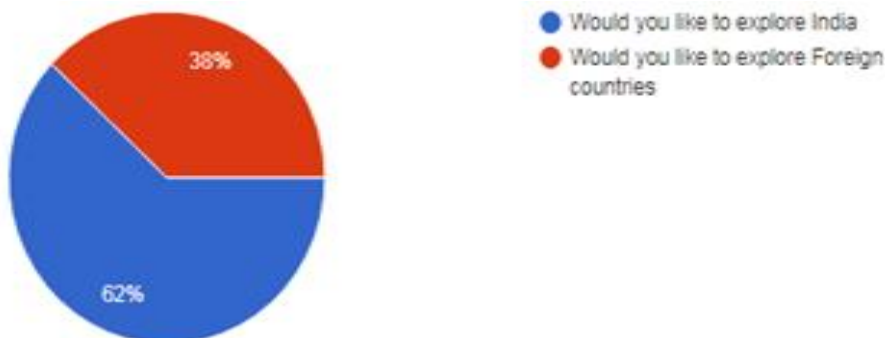
Q.6. Which of the following advertisement comes the most on these Digital Platforms



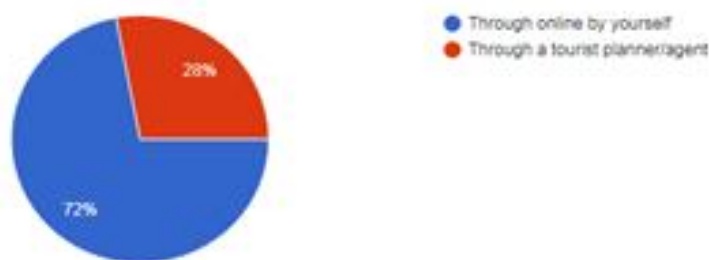
Q.7. Do you find enough content in these Advertisements through Digital Platforms



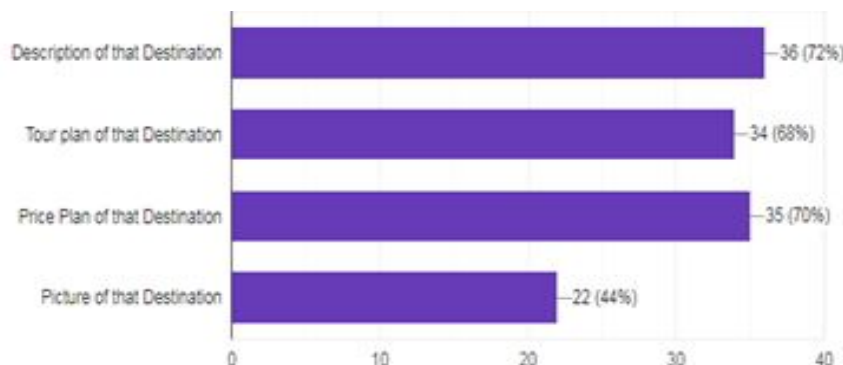
Q.8. If you get proper content in these ads through Digital Platforms then



Q.9. How would you like to book your tour



Q.10. As a traveller/Tourist, which of the following options would you select to improve the advertisements related to Indian Tourism on Digital Platforms



## FINDINGS AND CONCLUSION

After a thorough analysis, it was proved that  $H_1$  was rejected. It was highlighted that Young Tourists not accepting Indian Tourism marketing strategy on digital Platforms. The findings of the research reveal that most of the Youths are highly active on Digital Platforms. It shows that Facebook, Instagram, Google and Youtube are highly used compared to linkedin, Twitter, Quora. This indicates that the Digital Marketing on such Platforms which are not actively used by users are impacting less on youth tourists and on the same time its not reaching to its targeted audience.

It is seen that, the youths are interested to explore the advertisements on Digital Platforms and had also seen many advertisements related to Indian tourism. When it comes to the attraction part of the Advertisements on Digital Platforms, Young tourist finds it attractive and also show their interest in it.

Inspite of such a positive feedback on Advertisements related to Indian tourism on Digital platforms, young tourists are finding it difficult to book their tour by viewing these Advertisements. Almost 92% of Young tourists do not book their tour which is a very large proportion. The main reason behind this is that they don't find relative content of their tour destination which make it hard to choose to book their tour destination.

Later, it was found that if proper content is provided in advertisements they feel that they would book their tour destination. If appropriate content is provided, the young tourist choose to tour India over Foreign Countries which is a very good sign. At the end, the young tourist vote for the information they want to mention in advertisements on Digital Platforms. Most tourists are very less interested on the picture of the destination, since they feel that they can get it through other sources. Description, tour plan, price plan of the destination is highly required by the young tourists.

A way to attract more and more young tourist to Indian Tourism, it is required to fullfil their requirements regarding advertisemments on Digital Platform. A proper Digital marketing strategy should be used to emerge Youth Tourism (Indian Youth Tourists and Foreign Youth Tourists as well). Hence, to achieve the campaign "Incredible India" it should be mandatory for Digital marketing companies to implement the requirements of Young tourists so that it would be easy for them to make a decision on booking Tour destination in India.

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**RELIGIOUS TOURISM: ECONOMIC TOOL FOR INTERNAL GROWTH**

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**ABSTRACT**

*The paper will discuss how religious tourism will benefit India to create employment, reduce poverty and also support the tertiary industry to meet the demands of tourists visiting the places.*

*Keywords: tourism, religion, kumbh, hospitality, transportation, economic activity, commerce, business.*

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**INTRODUCTION**

Religious tourism, is also commonly referred to as inter faith tourism, is a type of tourism, where individual or group of people travel for pilgrimage, missionary, or leisure purposes. Religious tourists attach spiritual importance to particular sites whether it is the place of birth or death of founders, leaders or saints, or to the place of their "calling" or spiritual re-awakening, or of their connection both visual and verbal with the divine power, locations where miracles were performed or someone witnessed, or locations where a deity is said to have lived or "housed", or any place that is seen to have special spiritual powers.

Such places may be commemorated with shrines or temples that devotees are spiritually encouraged to visit for their inner actualisation benefit: to be healed or have questions to be answered or to achieve other spiritual benefit. With changing times these religious places have become a site for tourism, rather than a mere pilgrimage. Worshipers want safe and comfortable journey. They want security of food, shelter and health as an important part of their pilgrimage and thus to cater to their needs and demands, business houses, individuals, agencies, and even the government have started playing an important role in providing services to the pilgrims, creating a huge industry for Religious tourism.

Religious tourism industry in India is yet to be explored to its full potential. With changing times these religious places have become a site for tourism, rather than a mere pilgrimage. Worshipers want safe and comfortable journey. They want security of food, shelter and health as an important part of their pilgrimage and thus to cater to their needs and demands, business houses, individuals, agencies, and even the government have started playing an important role in providing services to the pilgrims, creating a huge industry for Religious tourism.

India being a secular country where the individuals have been given the right to practice the religion of his or her choice and also religious places that they visit is given utmost importance. The various places for Indian tourist to visits places in India are Golden temple, Vaishno devi, char dham, Mathura vridavan, kumbh mela, ajmer sharif, old goa church and many other prominent places in India. These tourist skip their regular environment activities visit the town or cities to attain weddings, funerals which have a strong religious connotations to be called as religion pilgrimage, even celebration of festivals is to be considered as religious tourism activity for example Lathmaar holi is a local celebration of the Hindu festival of Holi where wife beat their husband with a lath i.e thick traditional stick. It takes place days before the actual Holi in the neighbouring towns of Barsana and Nandgaon near Mathura in the state of Uttar Pradesh, where thousands of Hindus and tourists gather each year.

**OBJECTIVE**

To understand how religious tourism can be a effective tool to achieve results economically.

**CASE STUDY OF KUMBH MELA 2019**

Features of kumbh mela 2019

Uttar Pradesh government expects more than 50,000 NRIs will also visit the Kumbh apart from people of over a lakh of villages of India along with the overseas devotees will participate.

It is first time in the last 450 years that the devotees coming to the Kumbh will have an opportunity to pray at 'Akshay Vat' and 'Sarasvati Koop' so expecting a huge devotees turn out

"The Kumbh is organised at Triveni Sangam (place where three rivers meet), but it is related to entire Prayagraj area. Keeping this in mind, the state government has fully beautified the places directly or indirectly linked to the Kumbh. Convenience of devotees and tourists are first based priorities therefore whoever visiting the

Kumbh, the facility of reaching there by air, road and river has been made for the first time", read a statement issued by the state government.

The state government had earmarked an amount of Rs. 2800 crore for Kumbh Mela-2019 along with the various projects of stable development, Besides works of stable development are being carried out at Kumbh Mela and Prayagraj with a total amount of Rs. 4300 crore from other budget.

Ambassadors of about 71 countries have already witnessed the preparations for this grand event. They have unfurled the national flag of their countries on the bank of Triveni in Kumbh Mela area.

The state government opines that the representatives of 192 countries will be visiting Kumbh in the month of February. In order to boost security, the Kumbh Mela Area has been brought under the surveillance of Integrated Control and Command Centre and CCTV Cameras.

"Integrated Control and Command Centre of the smart city project has been dedicated to Prayagraj. The system will facilitate controlling and keeping safe the traffic movement and the crowd coming to Mela. There will be two Control and Command Centres under a scheme of about Rs. 247 crore in Prayagraj. Of these, one Control and Command Centre costing Rs. 116 crore has been completed and made functional", as quoted by the government.

Earlier the beginning of the year, various airlines had announced new flights to Prayagraj from Delhi, Ahmedabad and Kolkata and many connecting cities.

These flights will help facilitate the movement of passengers during the Kumbh Mela 2019. The flights are scheduled to operate from January 13 to March 30.

The Ardh Kumbh Mela will commence from January 14 to March 3 at the Triveni Sangam - the holy confluence of river Ganga, Yamuna, and Saraswati. Thousands of devotees both common man and different akhadas are expected to arrive in the city to take a holy dip in Triveni Sangam.

#### **KEY ECONOMIC AREAS**

1. Uttar Pradesh government has allocated Rs 4,200 crore for the 49-day activities which is thrice the budget of the Kumbh held in 2013.
2. The hospitality industry aims at employing 250,000 people on the other hand airlines and airports around 150,000 and tour operators around 45,000 people. These employment numbers in eco-tourism and medical tourism are being estimated at 85,000.
3. There will be around 55,000 new and additional jobs in the unorganized sector comprising tour guides, taxi drivers, interpreters, volunteers etc leading to increase in income levels for government agencies and individual traders.
4. A massive turnout of foreign tourists from various countries like Australia, UK, Canada, Malaysia, Singapore, South Africa, New Zealand, Mauritius, Zimbabwe and Sri Lanka, will be expected.
5. The area of the kumbh mela also been doubled to 3,200 hectares as compared to 1,600 hectares in the previous melas.
6. Authorities have erected a mini-city of more than 4,000 tents. The city is being lit by installing over 40,000 LED lights also overhauling of key infrastructure has been done, including upgrading nine railways stations and construction of a new airport terminal in Prayagraj.
7. The setting up of this new city in the huge mela area involves 250 km roads as well as 22 pontoon bridges, making it the largest temporary city in the world.
8. The 'mela' has a huge expectation and will generate a revenue of Rs 1,200 billion for Uttar Pradesh.

#### **CONCLUSION**

1. If kumbh mela has attracted 12 crore people to an event then definitely directly or indirectly it has put whole lot of pressure on government and its machinery which lead them to provide the best and improved infrastructure leading to overall development of not only a state but over all contribute to economic well being of the country.
2. Every village, town or cities in India have one or the other site of religious importance, only need is proper planning and dedication from government to develop into professional event which will change the image and people's mindset of migrating to other states for their earning.

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## AGRITOURISM- AN EDUCATION TOURISM FOR THE STUDENTS OF ENVIRONMENTAL STUDIES

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### INTRODUCTION

Most of the countries have included *Environmental Education* in curriculum at all levels of schooling. The subject Environmental Education is compulsory in India right from the first standard till 12<sup>th</sup>. Aligned to the choice-based Credit System, introduced by University of Mumbai, Environmental Studies/ Management is one the mandatory program for the undergraduate courses like First Year Commerce (FYBCOM).

### LITERATURE REVIEW

According to Duncan (1993), agritourism is the business conducted by a farm operator for the enjoyment and education of the public & to promote the products of farm & thereby generate additional farm income. Thus it is an agri-business activity, when a native farmer's offer tours to their agriculture farm to allow the tourist to view cultivating, harvesting, and processing locally grown foods and/ or any agriculture produce. In such cases, often the farmers would provide a home-stay opportunity and education (Taware Pandurang, 2009). Many scholars while coining the definition of agritourism have emphasized that recreational activities offered on working farms for tourist entertainment and educational purposes ((Beall, 1996; Fogarty and Renkow, 1998; Hilchey, D. & Kuehn, D., 2001; Reynolds, 2005; Pittman, 2006; Carlos, 2006; Che, Veeck, & Che, 2006; Boucková, 2008).

### NEED FOR THE STUDY

Teaching of crucial subject like Environmental Study has remained bounded by the four walls of the classroom mainly due to undesirable and skewed proportion of teacher-student ratio, and other academic and non-academic workload of teachers.

Wall, (2006) analyses agritourism as the small-scale, low-impact and education focused niche tourism. The urban visitors are interested to know the process of growing food, innovative experiments conducted in farming, to experience farm activities. Agritourism provides an excellent opportunity to the farmer to interact with urban visitors, share his knowledge.

Thus, the tours to the agritourism centres are excellent tools to educate the students of Environmental Studies as well; to facilitate them correlating the concepts studied in the classroom with the outside world. Field visits to the agritourism centres would promote effective teaching of Environmental Studies by adding practical elements to the subject and by sharing the responsibilities of teaching staff.

### RATIONAL FOR THE STUDY

Table 1.1 shows Syllabus of FYBCOM of Environmental Studies. Module number 1, 2, and 3 from both the semesters are related to the agritourism. The paper throws light on how field visit to the agritourism centres, providing the practical element to the students of the environmental studies.

**Table-1.1: Syllabus of Environmental Studies, FYBCOM**

Semester -I		Semester -II	
Sr	Name of the Module	Sr	Name of the Module
1	Environment & Ecosystem	1	Solid Waste Management for Sustainable Society
2	Natural Resources & Sustainable Development	2	Agriculture & Industrial Development
3	Population & Emerging Issues of Development	3	Tourism & Environment
4	Urbanization & Environment	4	Environment Movements & Management

Source- FYBCOM Syllabus, Mumbai University

### RESEARCH METHODOLOGY AND DATA

Primary data has been furnished based on the field visit. A close-ended questionnaire was used as a data collection tool for seeking the primary data from the FYBCOM students who visited an Agritourism Centre. Before conducting field visit of the agritourism centre, students were informed how it is going to be useful for



them to understand the subject. Because interpretations at agritourism centre plays vital roles in enhancing educational aspect in agritourism visit. About 60 students were selected as the samples which were participated in field visits of two agritourism centres. The Students of FYBCOM were instructed to fill close-ended questionnaire after the field visits of the agritourism centers. Then the questionnaire data was then tabulated, sorted and analysed to assess whether field visit to the agritourism centre served as the educational tour to clarify the concepts discussed in the syllabus. Therefore, in order to evaluate whether agritourism is education tourism, two field visits of FYBCOM students were organized at the two agritourism centres namely - *Saguna Bag* at Karjat from Raigad district and *Samarth Krupa Agrotourism Centre* at Shirgaon from Palghar district of Maharashtra state.

## RESULTS AND DISCUSSION

The analysis of questionnaire of the FYBCOM students revealed the following findings -

1. **Coverage of Syllabus through field visit:** About 98 percent students agreed that visit to the agritourism centre could cover approximately 80 percent syllabus such as Environment and Ecosystem, Natural Resources & Sustainable Development, Population & Emerging Issues of Development, Solid Waste Management for Sustainable Society, Agriculture Development, and Tourism & Environment.
2. **Concept Clarification:** Nearly 85 percent students admitted that most of the concepts like Carrying capacity, Food security, Sustainable agriculture, Organic farming, Carbon footprint, Green Tourism, Ecosystem, Optimum use of resources, Recycling the waste, Sustainable Development, Green consumption were very well cleared to them.
3. **Biodiversity Conservation:** Approximately 78 percent students said that they understood the concept of biodiversity when visited the agritourism centre. This included Crop, Bird, Reptiles, Insects, Farm animal biodiversity.
4. **First-hand authentic experience:** Almost all 100 percent students agreed that they had first-hand experience in their life for watching milking cow (Photo 1.1), Petting the farm animals (Photo 1.2), bullock cart ride, touching the live fishes (Photo 1.3), boating, fishing, tasting the natural honey and watching the honeycomb (Photo 1.4).



Photo 1.1 Milking Cow



Photo 1.2 Petting Farm animals



Photo 1.3 Touching live fish

5. **Recycling the Waste:** Almost 100 percent students agreed that they learned the relationship between waste management and energy conservation when visited Biogas plant (Photo 1.5), recovering the valuable resources from waste (vermi compost).
6. **Value addition to the resources:** Almost 100 percent students agreed that agritourism centres have taught how to add value to the natural resources and increase their value when saw the use of farm lakes for erecting pond house, for aqua culture, for (Recreation i.e. boating, for rod fishing), for water conservation.
7. **Energy Conservation:** Around 89 percent students agreed that agritourism centre conserve power resources. The students observed in the visit that agritourism centres were using power saving devices like CFL bulbs, Solar lanterns, Biogas waste for heating water, not using electronic recreational devices like television, air conditioners and telephone landlines in the tourists cottages.
8. **Awareness about environmental problems at local, national and international levels:** About 74 percent students said that they realized that agritourism teaches solution towards Global environmental issues like-
  - Ozone Depletion- through practicing organic farming,
  - Green House Effect- through the message of "Eat locally grown", Optimum use of water through micro irrigation, Mulching of soil to retain the soil moisture etc.



9. **Linking classroom studies with industry:** Nearly 82 percent students responded that they received information beyond the book. Agritourism is a part of tourism industry. Students visiting agritourism centres received knowledge from the field experts about various aspects like waste management, farming, apiculture, aquaculture.
10. **Innovative eco-friendly practices:** Around 74 percent appreciated innovative ways of eco friendly practices such as information about Saguna Rice Technique (unique method of rice plantation without ploughing, puddling and transplanting on permanent raised beds), biological pest trap, integrated farming undertaken at centre.



Photo 1.3 Interaction with students



Photo 1.4 Apiculture demonstration



Photo 1.5 Biogas Plant

## CONCLUSION

Agritourism being participatory tourism, the visitors actively participate in various farm operations and farm recreation and gain first-hand authentic experience. This paper concludes that students enjoyed field visit to agritourism centre than any other classroom teaching method and gain knowledge. Field visit to agritourism centres provided them knowledge about various concepts learned in the classroom. Students also learned that waste contains valuable resources therefore everything could be recycled. They further understood that sustainable agriculture is not impossible with optimum use of the natural resources. They learned about sustainable organic agriculture practices undertaken at agritourism centres which neither waste natural resources nor pollutes the environment. Thus, the paper concludes that field visits to the agritourism centre enhances environmental knowledge of the students. This is sufficient to prove that agritourism is an educational form of tourism. The Tourism Department of Maharashtra state has also identified the education potential of the agritourism and declared an important policy decision that “compulsory educational tour of school students to the agritourism centres”.

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**NIHM -A CATALYST FOR DEVELOPING TOURISM EDUCATION AND EMPLOYABILITY FOR INDIA**

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**ABSTRACT**

*Tourism is playing an vital role in the expansion of the economy and employment generation Tourism is the most vibrant service sector and a multibillion industry for India. It is a multidisciplinary sector showing optimistic economic paraphernalia in cohort of National Income, expansion of employment openings, mounting of tax proceeds, generation of foreign exchange and will bring a change of local economy.*

*Developing Tourism education in India will solve the problem of employability and employment for our country which has challenges of being second largest populated country in the world and the Ministry of tourism has drafted a NIHM Bill for formal education in tourism industry The study interprets and analyses the role that NIHM will do in terms of employability in tourism industry.*

*Keywords: Education, skill, knowledge, employment, employability*

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**INTRODUCTION**

Tourism is one of the rapidly developing sectors which can employ the largest number of manpower. More than half of the labor force in India are not adding to any economic activities by NSSO. On February 26<sup>th</sup> 2019 Minister of tourism Alphons said that Tourism is increasingly becoming a major growth driver of India's economy, contributing around \$250 billion or ten per cent of the country's gross domestic product (GDP) in 2018, and the share of tourism of around 7% in GDP is around 7 percent and 13 per cent to total employment.

Tourism development can be the main alternative for India by creating employment and reducing unemployment in urban and rural areas for improving economic and infrastructural development. Tourism is the only sector which reaches all zones where other sectors are not to outreach, to increase the economic position of the local people. Development is picking up lately towards skill and employment sector in the turf of tourism. The slow recognition of tourism development and a narrow range of education and training are the main reasons behind the study of this paper with an insight to develop tourism and train them in skills so that human resource becomes an asset and a vital part of tourism sector with special prominence to rural tourism development.

Today the themes most often dealt with in tourism education courses for employees in tourism organizations are personal skills, communication skills, marketing skills and organizational aspects of a tourism organization. There are around 40 Institutes for training personnel required for hospitality industry. There are a number of creativities from the private sector. In addition to these, 20 food craft institutes in the public and private sector. These will help in increasing the human resource requirements of the hospitality industry.

Tourism education needs a widespread attention as a leading service industry indicating a promising career creation potential. The government and corporate investors should develop rural tourism areas and embrace tourism favorably for its potential economic insinuations. On the other hand, in the academic world they need to realise the way to reach demographic dividend is through tourism is and what it brings. As a result, the literature surfeits with opinions and matures with sound classification which further increases ambiguity whether the benefits of tourism will have the cascading effect to generate the expected all round economic growth.

**NEED FOR TOURISM DEVELOPMENT**

Tourism, as a global spectacle, touches the uppermost and genuine goals for all and is also an important part of social economic and political growth in many emerging economies. Tourism can contribute positively to socio-economic and cultural achievement keeping nature, climate and environment sustainable for future generations... Tourism gives the occasion to travel and to recognize other cultures. The evolution of tourism can help encourage closer bonds and peace among people globally, creating values that is reverential of the multiplicity of culture and life styles. Identifying the need to develop tourism, to meet its economic expectations, environmental requirements, social and physical structure of destinations and local communities of the tourist destinations, there is a need to develop tourism industry that will be both successful and sustainable.

**OBJECTIVES**

1. To Identify the role of the government in developing tourism education
2. NIHM Bill will improve tourism education will enhance tourism activities.

3. How education in tourism could participate in enhancing the better life course approach and employability for people to achieve demographic Dividend for India

### **RESEARCH METHODOLOGY**

Synthesis technique is based on investigation results, that are all exploited in a way as arguments for developing propositions and validities" (Cocean P., 2002). There are numerous different methods and qualitative principles to organize them. This paper is confined to describing the NIHM Bill and textual analysis (content analysis documents)

### **ANALYSIS AND INTERPRETATION OF NIHM BILL-MINISTRY OF TOURISM GOVERNMENT OF INDIA**

Identifying the needs of tourism education in India the Ministry of Tourism has made a public consultation as well as the stake holders may go through the draft Bill and finalize the tourism education. Ministry of Tourism, Govt. of India recommends to elevate one of the autonomous bodies namely 'National Council for Hotel Management and Catering Technology' to the 'Institute of national Importance' by an Act of Parliament towards permitting it to award degree in the area and linked fields with its new anticipated name as 'National Institute of Hospitality Management'.

A Bill to launch and integrate The National Institute of Hospitality Management as an „Institution of National Importance' for the upgradation, parameter and development of education, exploration, skill training and consultancy in the field of hotel administration, cooking Art, friendliness management, cuisine, food & nutrition, wellness care management, travel and tourism management, selling services management, other such service sectors and allied field thereof and for matters connected therewith and incidental thereto. NIHM will have Board of Councils, senates, bodies committees and there will be a Chairperson of the Board, Chief Executive Officer and administrative team to help the constitution of NIHM. Professional degrees from hospitality management associated with appointing, administrators for procedure of hotels, resorts, catering, culinary Art, retail services, food production, lodging establishments, food nutrition and healthcare management and any other such profession of hospitality; The Senate of the NIHM will be established by announcement in the Official Gazette, appointment shall be established the National Institute of Hospitality Management as a body corporate by the name above-mentioned.

### **ESTABLISHMENT OF NATIONAL INSTITUTE OF HOSPITALITY MANAGEMENT**

NIHM shall have uninterrupted sequence and a mutual seal with controls to obtain, hold and dispose of property and to contract, and shall, by that name, sue or be sued. all properties are entrusted with NCHMCT Society, immediately.

### **VESTING OF PROPERTIES**

No inheritance, contribution or handover of any property shall be accepted by the NIHM, which in the opinion of the Board involves conditions or obligations contrasting to the spirit and objects of this section.

### **GOVERNMENT OBJECTIVES OF SETTING UP NIHM**

- To spread advance knowledge through education with instructional and research facilities.
- To provide unified courses in the arena of hotel, hospitality, travel and tourism management, catering, food & nutrition, wellness management, consumers services management and other service sectors
- To take proper measures for promoting innovations in teaching-learning methodologies and inter-disciplinary studies and research
- To teach, control, train and develop skills for our people for employability
- To establish academia industry linkages for the promotion of newest technology and
- To focus towards the improvement of the social and economic conditions and welfare of the people, their intellectual, academic and skill development.

### **OBJECTIVES OF THE NATIONAL INSTITUTE OF HOSPITALITY MANAGEMENT SHALL BE**

To Regulate and coordinate academic syllabus, course structure and research in tourism sectors and tie ups with the hotel, hospitality, catering, food & nutrition, culinary Art, travel and tourism industries, healthcare, services management, other service sectors and allied field thereof, for the NIHM and its Academic Chapters;

To develop and conduct academic programs for the following industries viz- hotel, hospitality, catering, healthcare, culinary Art, travel and tourism, retail services, other service sectors and allied field thereof, that rely

on important human resources leading to award of Certificate, Diploma, Graduate, Post Graduate, Doctoral and Post-Doctoral level degrees.

To cultivate and encourage quality and excellence in tourism education and research in tourism areas relating to skills, operations and management of the formation of service sectors in tourism

To declare the academic distribution of courses;

To issue laws/ guidelines and other institutes in hospitality and allied tourism sector for incorporations.

#### **PRESCRIPTION OF EDUCATIONAL QUALIFICATIONS,**

- Steering common eligibility test for the affiliates of teaching faculty of NIHM
- Groundwork of educational and other qualifications for admission of students to the courses
- Prescription of fees for the various courses in respect of NIHM and its allied institutions
- Conduct of examinations for progression from lower to higher classes and also for awarding certificates, diplomas, degrees or any other qualification;
- Publication of results of examinations,
- Award of degrees to students who have completed the prescribed courses of study in NIHM and in the Academic Chapters and have passed the examinations conducted by it;

#### **SKILL AND TRAINING FOR PROFESSIONALS IN THE FIELD OF EDUCATION**

To co-operate, assist and work in partnership with educational, research organizations or bodies corporate in any part of the globe having the same objective of NIHM by student exchange, faculty exchange, tie ups as may be conducive to their common objective;

To conduct training and faculty development for teachers, technicians, managers and other professionals in the areas of hotel management, hospitality management, culinary art, catering, tourism management, healthcare management, retail services management, other service sectors and allied field thereof;

To cooperate with other authorities and bodies in such manner and for such purposes as may be necessary for giving effect to the objects of the NIHM;

#### **EDUCATIONAL OPPORTUNITIES IN TOURISM SECTOR**

To encourage the over-all improvement in learning methodological amongst members of those connected with instructive and expert interests of the tourism industry;

To plan and execute the resources for testing the trainings of persons already working in the industry to grant recognition to their proficient achievements and to form Guidelines and Bye-laws for such recognition and all matters incidental thereto;

To design, issue and display magazines, periodicals, newsletters, books, leaflets or artworks that may be considered desirable for the promotion of the NIHM;

#### **RESEARCH AND DEVELOPMENT FOR PROMOTING TOURISM DEVELOPMENT**

- To undertake research, survey and studies in area of hotel management, hospitality management, culinary art, tourism management, cuisine, including the
- To organize nationwide or global conferences, sessions, meetings and exhibitions in the field of Hospitality Administration, Catering Technology and other allied activities;

#### **MODERN RESOURCE AND INFORMATION OF STATISTICS REGARDING TOURISM TRENDS**

To integrate latest trends and techniques in the trade and international marketing and also permit to undertake similar assignment.

To collect, publish and maintain literature and materials available in the area of hotel management, hospitality sector, catering, nutrition, wellness management, local services management, other tertiary sectors and similar field thereof so as to develop a modern information and resource centre within the country;

To develop an international centre for creation and transmission of information, with focus on educational, professional and industrial commitments;

To conduct skill development programs and to provide technical assistance to entrepreneurs, craftsmen, cooks, food outlet operators waiters skill level untrained workforce of the related field and general public;

#### **INTERNSHIP AND ON THE JOB TRAINING FOR STUDENTS**

- To have a centre to experiment and innovate and to train persons in the field of hotel and hospitality industry
- To organize paths catering to the special needs of the developing countries;

#### NIHM AS A NATIONAL RESOURCE CENTRE FOR TOURISM EDUCATION

To function as a National resource centre for curriculum development, training the trainers and support skill development in the sector overall;

#### ACADEMIA AND INDUSTRY TIE UPS

- To act as a catalyst for interface between academia and industry by encouraging exchange of hospitality professionals and other technical personnel between the NIHM and the industry and by undertaking sponsored and funded research as well as consultancy projects by the NIHM; and
- To do all such things as may be necessary, supplementary or advantageous to the fulfilment of all or any of the objects of the Institute.

#### FINDINGS AND CONCLUSION

The table below shows that there is a decline in employment percentage in tourism to the overall employment from 11.8% in the year 2004 to 8.1% in the year 2018. There has been fluctuations in real growth rate due to indirect jobs and invisible trades.

**Share of Employment in Travel and tourism in India**

year	Travel and tourism Contribution to employment		
	Number in thousand	Real growth (%)	Share in Employment
2000	48313.3	0.5	11.8
2001	40300.3	-16.5	9.6
2002	45272.6	12.3	10.6
2003	48163.3	6.3	11.0
2004	48874.2	1.4	11.0
2005	42439.0	-13.1	9.3
2006	43256.7	1.9	9.3
2007	47770.9	10.4	10.1
2008	39928.5	-16.4	8.3
2009	38145.8	-4.4	7.8
2010	33931.0	-0.8	7.8
2011	34854.0	3.8	7.8
2012	35255.0	0.5	7.9
2013	35736.0	-0.2	7.6
2014	36693.0	1.3	8.5
2015	37315.0	1.7	8.7
2016	38441.0	1.9	8.8
2017	40343.0	2.0	9.6
2018	41622.5	3.1	8.1

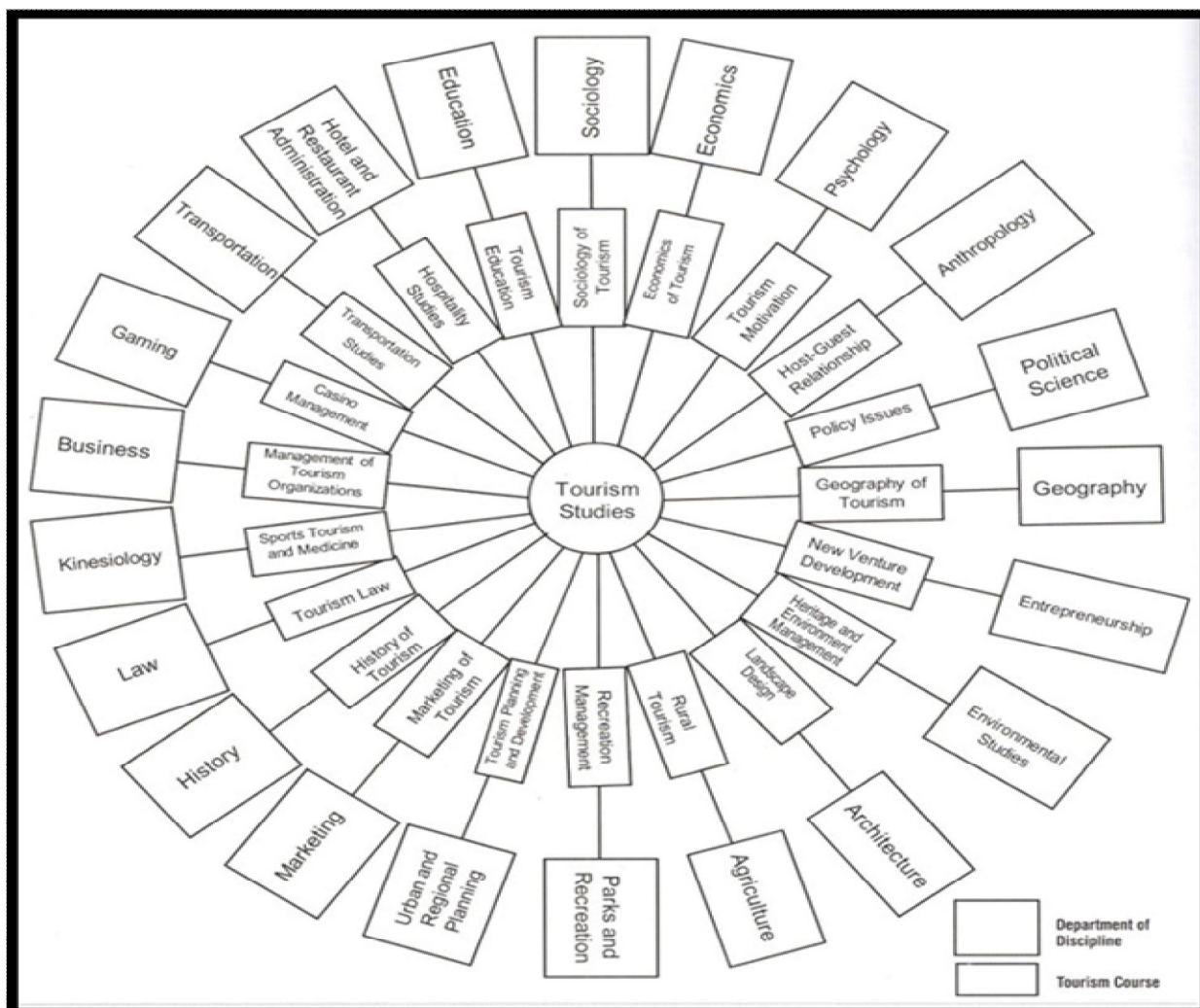
Source: WTTC reports

It is because of decrease in indirect employment in tourism the reasons for the decline in the employment is lack of radical will, rising crime against women, lack of infrastructure and tourist safety. Lack of awareness of tourism education also is one of the major reasons for decline in tourism sector in India.

Tourism sector is a labour intensive industry that has the latent to create employability and employment for millions of Indians and boost their career prospects in tourism sector can provide women with more prospects for labor force participation, management, entrepreneurship and enablement than many other sectors, particularly in developing countries and as such it can have a tremendous effect on poverty reduction in rural communities. These statistics are symptomatic of the fact that there is no shortage of openings in the travel and tourism sector. It has already outpaced other industries in terms of job creation.

#### A SEA OF OPPORTUNITIES

Tourism is a labour intensive industry with manpower required at all stages. With the ongoing boom across all sub-sectors in tourism This signifies quicker and more faster development of rural areas along with a reduction in the widespread migration to urban areas that is currently underway.



Source: Adapted from Jafar Jafari, University of Wisconsin-Stout, Study of Tourism: Choices for Tourism Education

In order to establish India as a stellar tourist destination, there needs to be development of tourism education, the government has had a huge role to play in the growth of t tourism industry in India.

### CURRENT CHALLENGES

It is palpable that the public and private sectors are leaving no stones unturned in boosting the travel and tourism sector in India. tourism statistics show that the number of occupations in this sector are successively rising steeply. A remarkable factor that is supporting jobs within the sector is the widespread acceptance of skill. With leading online travel agencies (OTAs) making travel an increasingly digitized and ICT enabled.

There is still huge potential to be unlocked in the travel industry in India. The mushrooming travel industry will, therefore continue to create a host of new opportunities for professionals. Whether it is for tourists or employees, India is truly set, to create a better future for all tourism inclinations, philosophies, inferences and practices, theoretical and practical methods for rural tourism development.

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**CAREER OPTIONS IN TRAVEL AND TOURISM****Sanjay G Mishra<sup>1</sup> and Simran P Vyas<sup>2</sup>**Research Scholar<sup>1</sup>, Tilak Maharashtra Vidyapeeth, PuneStudent<sup>2</sup>, Travel & Tourism, Jai Hind College, Mumbai

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**ABSTRACT**

*The introduction of the Bachelor's in Vocation by University of Mumbai in Travel and Tourism, Travel and Hospitality Management, Tourism and hospitality has brought in expertise in the subject which has also boosted career options in the field of travel and tourism. The expertise learnt from the course would help the aspiring job seekers to enter the core business of Travel and Tourism. It was the year 2017, which was designated as the year of sustainable tourism for development by The United Nation under its yearly policy. Being truly international in its accord the Travel and Tourism provides for cross cultural development, increases the heritage value, helps in studying the archaeological excavation, builds in economic, social, cultural and environmental sectors.*

*Travel and Tourism being one of the largest economic sector in the world, help in creating and providing jobs to millions, increases the foreign revenue for the country, boosts export, brings in technological knowhow, innovation and generates prosperity worldwide. Today looking at the figures furnished through secondary data, would give us a brief idea about the oceanic size of this sector. The sector accounts for 10.2% of global GDP, approximately US\$7.6 trillion. It also created 292 million jobs worldwide, i.e 1 job in every 10 jobs in the global economy. It also have contributed to 6.6% of total global export, with roughly 30% in the service sector. The sector which spreads far and wide encircling the globe contributes through aviation, railways, road transport, cruise liners, hotel industry, Government tourism centre, forex departments, cargo companies in private sectors etc.*

*Keywords: Careers, tourism department, jobs, aviation sector, Indian Foreign Services.*

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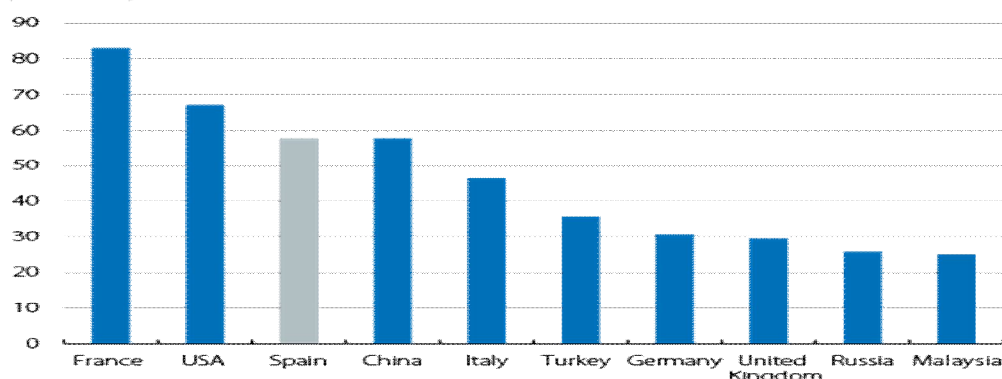
**INTRODUCTION**

India is land of diversity and rich in its heritage, culture and deep rooted value. The Sanskrit words of 'Atithi Devo Bhvo' which means that guest coming to our place is treated as god, depicts the importance of a traveller coming to India. Since ancient times our country has always welcomed the people from around the world with due respect, due to which India is considered as one of the travel hub by the foreigners. India ranks 7<sup>th</sup> in the world in term of geographical area, the diversified ecological spread has all in it, be it dense forest, desert, snow clad mountains, beaches, monuments, forts etc which attracts the tourist around the globe to explore India.

No doubt in it, that Indian travel and tourism industry has grown leaps and bounds in last 2 decades, by creating millions of jobs and revenue to government. Today the world has also recognised the Indian contribution, when a news report from the World Travel & Tourism Council i.e WTTC showed that India ranks 7<sup>th</sup> in the world in terms of total contribution to the country's GDP. The prospect of this sector sees a forward enduring graph with high growth. It is due to various initiatives started by the central government and followed by state governments to improve the infrastructure and encourage tourism. India needs to create a positive environment to promote its tourism industry. Positive steps taken such as Swachh Bharat Abhiyaan, Building of Toilets, stop spitting in public or throwing garbage in open etc have come under the purview of law, wherein a person can be penalise and/or punished by the jail term. We have seen various advertisement medias being use to attract the travellers by the state tourism department is also a very enterprising move.

The position of India as of today is not very healthy in term of travel and tourism. India does not rank in top 10 counties of the world for tourism. The graph below shows top ten countries in ranking by the international tourist arrivals.

### Ranking by international tourist arrivals (Millions)



Note: The 10 countries with the most international visitor arrivals.

Source: "la Caixa" Research, based on data from the World Tourism Organization (UNWTO).

<http://www.caixabankresearch.com/en/1405im-d4-es>

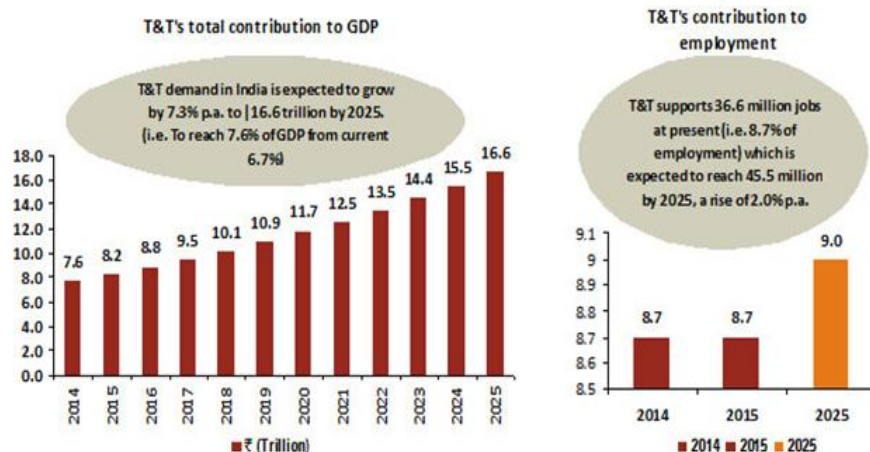
But looking at the various budgetary approvals for infrastructural growth and promotion of tourism, it is assured that growth would be undoubtedly remarkable. Travel and Tourism being the service industry will dominate the sector by its contribution in the GDP. The below estimates shows that India would rank 3<sup>rd</sup> in the world for strongest growth in the total contribution by Travel and Tourism GDP, 2018-2028.

Which countries will show the strongest growth in the total contribution of Travel & Tourism GDP, 2018-2028?

TOTAL GDP GROWTH	
	2017 Constant US\$bn
China	1293.7
United States	404.8
India	240.6
Mexico	75.6
Thailand	73.1
Germany	59.8
United Kingdom	58.7
Indonesia	53.7
Philippines	53.4
Spain	52.7

<https://www.traveldailymedia.com/wttc-world-travel-industry-grew-50-faster-than-global-economy-in-2017/want/>

As per the World Economic Forum's Travel & Tourism Competitiveness Index 2013, India ranked 65 out of 140 countries. India's share in total international tourism was merely 0.7% and hardly 5.4% of total receipts in Asia. But looking at the given estimates in the below graph, T&T would grow by 7.3% and reach 16.6 trillion by 2025. The employment opportunities would increase from 36.6 million to 45.5 million by 2025. This shows tremendous growth potentials in the sector.



<http://content.icicidirect.com/mailimages/IndianTourism.htm>

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**CAREER OPTIONS IN TRAVEL & TOURISM  
TRAVEL AND TOURISM SECTOR CAREERS**

- ❖ Travel Agent/Holiday Agent
- ❖ Tourism Manager in corporate companies
- ❖ Travel Officer or Travel Agent
- ❖ Travel Counsellor or Travel Consultant
- ❖ Airline Ground Staff (Traffic assistance, counter staff, booking & reservation)
- ❖ Airlines Customer Ground Handling
- ❖ Airlines In-flight staff (Airhostesses, stewards)
- ❖ Visa & immigration officer.
- ❖ Adventure tour operator/adventure tour expert
- ❖ Holiday consultant
- ❖ Cruise Liner
- ❖ Tourist Guide
- ❖ Transport Office
- ❖ Travel Educationist
- ❖ Travel Media Specialist
- ❖ Sales and Public Relations in Tourism
- ❖ Global distribution service manager
- ❖ Forex department
- ❖ Destination Manager
- ❖ Itinerary Planner
- ❖ Reservation and Counter Staff
- ❖ Interpreters/Translators

**CAREERS RELATED WITH HOTELS/RESTAURANTS.**

- ❖ Operations
- ❖ Front-Office
- ❖ Food & Beverage
- ❖ Sales & Marketing
- ❖ Accounting
- ❖ Public Relations
- ❖ House Keeping
- ❖ IT
- ❖ HR
- ❖ Security
- ❖ Maintenance

**OTHER CAREER OPTIONS RELATED**

- ❖ Entrepreneurship
- ❖ Franchise Retailer
- ❖ Freelance Writer or Travel Blogger

- ❖ Destination wedding photographer
- ❖ Event Coordinator
- ❖ Skiing and Mountaineering guide/agent
- ❖ Winter/Water sport organisers
- ❖ Travel Researcher
- ❖ Travel Market Researcher
- ❖ Foreign Technical Collaborator
- ❖ Field Publicity, promotion and sales.

### **GOVERNMENT JOBS**

The **Indian Foreign Service** which is highly regarded civil service in administrative diplomatic, Government of India. A candidate need to clear Civil Service Examination to be positioned in such high rank offices. For eligibility for appearing IFS examination. a candidate must hold a degree in any stream from recognised university, minimum age 21 year and maximum age 30 years. A student in general category can have maximum 7 attempts.

#### **Various Positions held are**

1. The Ambassador
2. High Commissioner
3. Consul General
4. Permanent Representative to United Nation
5. Foreign Secretary
6. Posts in Ministry at Home.
7. Head Commonwealth Missions.

### **INDIAN RAILWAYS CATERING AND TOURISM CORPORATION LTD** (A Government of India Enterprise)

There is pool of opportunity available at the Railways for the job aspirants, few are stated above

1. Travel Food service
2. Railways- Hospitality Manager
3. Catering Executive
4. Executive/Manager/Supervisor in IRCTC
5. Chief Quality Manager – Railneer
6. Deputy Chief Vigilant Officer

There are various Diploma, Bachelor and Master Degrees offered at various Colleges/Universities to build career specialised in Travel and Tourism Sector

Travel and Tourism Management, Hospitality Management, Tourism Studies, Aviation, Hospitality and Travel Management, Tourist Guide, Tourism and Ticketing, Airfare and Ticketing, Tourism Administration, International Travel preparation and safety, Arts and Heritage Management, MBA in Hospitality Management/Travel & Tourism/Tourism Administration/Hospitality Management in Travel, Leisure and Tourism

#### **Types of Tourism**

1. Adventure Tourism
2. Pilgrimage Tourism
3. Luxury Tourism
4. Eco-Tourism

5. Medical Tourism
6. Rural Tourism
7. Competition Tourism
8. Educational Tourism
9. Leisure Tourism
10. Sustainable Tourism
11. Research Tourism and so forth

**OBJECTIVE OF THE STUDY**

1. To find and understand various career options in Travel and Tourism sector.
2. To help the students and aspiring job seekers with information for career growth.

**SIGNIFICANCE OF THE STUDY**

The study would help the graduate, post graduate students of college from various streams to know and understand different career options available in the fields of Travel and Tourism. It would also help the job seekers to explore from the know area to unknown and unexplored area. The study emphasis of given a brief about the careers in the government sector. The option of Indian Foreign Service - administrative diplomatic civil service Government of India. There are many aspiring young graduates who does not get proper information about the career options available in the field of travel and tourism and thus end up in making wrong choices for their career. The study would help all those who require career guidance in the given field.

**RESEARCH METHODOLOGY****Universe/ Population of the study**

Under the purview of the study, the colleges affiliated under University of Mumbai offering a Bachelor's degree in commerce, self-finance and vocational are selected and considered as the universe of the study. In all 25 colleges at University of Mumbai are considered as population.

**Sample of the Study**

For the study the researcher has purposively selected 8 colleges affiliated under the University of Mumbai offering bachelor's degree in commerce, self-finance and vocational. This colleges are from western suburbs of Mumbai spread between Virar & Dahisar.

**Area selected for the study**

The area selected for the study under the given title is Western Suburbs of Mumbai between Virar and Dahisar. The selected sample colleges are run by the private management.

**Statistical technique for data analysis**

Following are the technique for data analysis which is used by the researcher to interpret the data.

- i. Tabulation
- ii. Graph

**SOURCE OF DATA COLLECTION****Secondary Data**

The researcher used the secondary data for the pilot study. The websites of the sample degree colleges were surfed to get the required information. The internet and the search engines were browsed which help in review of the literature and find the gap analysis. The college magazines, library sources, university website etc were a useful source for data collection. The domain of study under the title is very much debated and discoursed and has wide and varied ramifications to students and college professors.

**Limitation of the study**

This study has the following limitations:

1. Geographical limitation of a particular area viz. Western suburbs of Mumbai.
2. For the pilot study only secondary data was referred.
3. The secondary data was not objective specific.
4. Limited data was available from the secondary sources.

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**DATA ANALYSIS AND INTERPRETATION**

The data collected from the secondary data reveals that the college organises career orientation for the students to know and understand the opportunities available around, but these orientations are general for the students from commerce, vocational courses and self-finances. No specific career orientation were conducted in the colleges where the learners were involved and provided information for careers in Travel and Tourism. More emphasis is given for convection professional degrees such as Chartered Accountant, Companies Secretary, MBA etc.

The data collected shows that the colleges are keen to provide information but specific information related to a particular sector such as Travel and Tourism, Hospitality Management, Event Management, Aviation Sector, Railways, Government Examination etc need to be shared by the expert from the field. Out of 8 sample colleges only 4 colleges (50%) has organised the career orientation programme. Only one Sample College has a centre for learning and guidance for government examination.

**CONCLUSION AND SUGGESTION**

The research scholar has seen that initiatives are taken by the colleges by conducting workshops, seminars, business fairs, expert talks etc for providing knowledge and information to the students. It is seen that the colleges at metropolitan city of Mumbai focuses on corporate career growth. Here the students are seen involved in earning monetary benefits through internship and part-time jobs, but there are not focuses to build a career in government, semi government jobs. To participate and crack in competitive examination does not seems to work out. The students after their graduation look for a job rather than focusing on competitive examination. No training is provided to the students for such exams.

1. The colleges should take the permission from the University of Mumbai to start the vocational degree course.
2. The colleges should take the initiative in organising the career orientation seminars related to professional vocational degree courses.
3. The college should also motivate and inspire the students for completing their internship from the organisation which deals with those sectors.
4. The college should invite the expert speakers from the field for a talk show and get all the queries solved of the students.
5. There should be conferences organized and the students should be inspired to present papers related to the theme.
6. The colleges should guide the students for government examinations in various fields. They should start the centre for leaning for the IAS/IFS exams.

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**E-TICKETING THE NEW TREND IN TRAVEL & TOURISM PIRANI SOHIL ALTAF RESEARCH  
STUDENT BAMU UNIVERSITY**

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**Chawre Mohammed Najeeb**A. E Kalsekar College

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**ABSTRACT**

*Awariness of Electronic-ticket is Expanding day by day but still people are not preferring to buy travel ticket online .The purpose of this study is to determine the key variables that influence buying Decision of Travel ticket Online . Using Cross sectional approach this study Analyzed key variables that influence buying travel ticket online. Study examines that there is lack of practical knowledge of using the application to purchase travel ticket online & study also throws a light on People who belief that services /promocodes/discounts/Reviews etc are associated with E-ticketing prefer to buy ticket through online portals.*

*Keywords: E-Tickets, Digital Ticket, Online Ticket*

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**INTRODUCTION****Travel**

It refers to movement of people or object such as airplanes,boats,trains,other conveyances etc. between relatively distant geographical locations .Travel can be for various purposes such as Business,Pleasure,Education,Visiting,Employment,etc. Traveler Travels solo or in a small group.It is a broader & wider term.

**Tourism**

Tourism includes journey to a destination + stay at a destination outsides one's usual place of residence + activities undertaken for leisure and recreation. Tourist travels in a large group.All travel is not a tour but all tour is a part of travel.It is a narrow term.

**E-Ticketing**

An Electronic Ticket is the digital ticket equivalent to a paper ticket. It is an electronic ticket issued and sent to your email after confirmation of your online booking. There are several applications and websites through which a person can book Railway,Airlines, Bus etc tickets online .some of the most famous application includes REDBUS,IRCTC RAIL CONNECT,AUTO TATKAL,GOIBIBO,CHEAPFLIGHTS,IXIGO,INDIGO ETC.

**ADVANTAGES OF E-TICKETING**

- ✓ User Friendly & Eco Friendly
- ✓ Cashless Transaction
- ✓ Eliminates The Possibility Of Critical Documents Getting Lost
- ✓ Reduces Booking Expenses
- ✓ Discount/Offers/Promocodes Are Associated With E-Ticketing
- ✓ Faster And More Convenient
- ✓ Revocation Of Loss Tickets
- ✓ Can Check The Review From The Customers And Then Can Take Appropriate Decision.

**DISADVANTAGES OF E-TICKETING**

- ✓ Issue Of Security/Privacy Of Banking Details
- ✓ Risk In Double Deduction Of Charges
- ✓ Risk Of Immediate Transfer At The Time Of Cancellation
- ✓ Slow Internet Facilities
- ✓ Problem Of Illiteracy

**REVIEW OF LITERATURE**

- **Ainin Sulaiman(2008)** In His Research Paper On “E-Ticketing as a new way of buying tickets:malaysian perceptions” Examines the variables that affect the buying decision of the customers are reliability,security,convenience,efficiency and also demographic factors like age group,income level,qualification ,region effects the decision of the customer.



- **C Ruiz-Mafe(2009)** in His Research paper on “Drivers and barriers to online airline ticket purchasing” studied that Internet is the most supreme barrier of purchasing ticket online. He also analysed that purchase risk and perceived usefulness exercise a direct influence on airline ticket.
- **Z Tanrikulu (2013)** in His Research paper on “ Trust factors affecting E-ticket purchasing” studied that trust is the most essential and the most important key factor of being successful and gaining competitive advantage against rivals in e-commerce. The challenging structure of the online vendors to endeavour more to become successful and gain the trust of their customers.

### **OBJECTIVES OF THE STUDY**

1. To Identify Consumer's Perception Towards E-Ticketing
2. To Find Out Various Factors That Influences The Buying Behavior Of Consumer Through E-Ticketing.
3. To Study Impact Of E-Wallet On Offline Market.
4. To Study Future Growth Of E-Ticketing In India.

### **.HYPOTHESIS**

#### **Hypothesis 1**

Ho: There Is No Relationship Between preference of buying ticket & Review Plays an Important Role in Decision making which is only available in case of buying ticket online.

H1 :There Is Relationship Between preference of buying ticket & Review Plays an Important Role in Decision making which is only available in case of buying ticket online.

#### **Hypothesis 2**

H0 : There Is No Association Between preference of buying ticket & belief that care & services in online buying ticket such as feedback call, Immediate paperless ticket via whatsapp/email/sms etc, online tracking link, wake up call, Discount etc is more in online buying option.

H1 : There Is Association Between preference of buying ticket & belief that care & services in online buying ticket such as feedback call, Immediate paperless ticket via whatsapp/email/sms etc, online tracking link, wake up call, Discount etc is more in online buying option.

#### **Hypothesis 3**

Ho: There Is No Relationship Between preference of buying ticket & practical knowledge about usage of E-ticket applications.

H1 :There Is Relationship Between preference of buying ticket & practical knowledge about usage of E-ticket applications.

### **RESEARCH METHODOLOGY**

**Research Design:** A Research Design Is The Plan For Collection And Analysis Of Data In A Manner That Aims To Achieve Research Purpose With The Economy In Procedure. It Constitutes Blue Print For The Collection, Measurement And Analysis Of Data. The Present Study Uses Exploratory And Descriptive Approach.

**Nature Of Study:** The Present Research Study Is Quantitative And Qualitative In Nature.

**Research Plan For Data Collection:** For The Present Study Information Has Been Collected From Both Primary Source And Secondary Source.

**Primary Source:** The Following Plan Will Be Adopted To Collect Primary Data.

- **Research Technique:** Data has been collected through online questionnaire.

#### **Secondary Source:**

- Books, Journals And Magazines

#### **➤ Sampling Plan:**

Sampling Element: The Sampling Element Consist Of Individual

- **Sample Size:**

**No. Of Individual- 43**

- **Sampling Method:** For The Present Study The Researcher Selects Snowball Sampling And Convenience Sampling.
- **Place Of Study:** Mumbai City
- **Statistical Technique:** This Research Study Uses The Spss (Statistical Package For Social Science) .

#### DATA COLLECTION AND RESPONDENT PROFILE

Data is collected from pre schedule questionnaire form. The questionnaire consists of 14 questions. The data collections and analysis has done in an iterative process it consists of 19 females and 24 males.

Table no 1. Univariate analysis of Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	19	44.2	44.2	44.2
	Male	24	55.8	55.8	100.0
	Total	43	100.0	100.0	

Figure 1

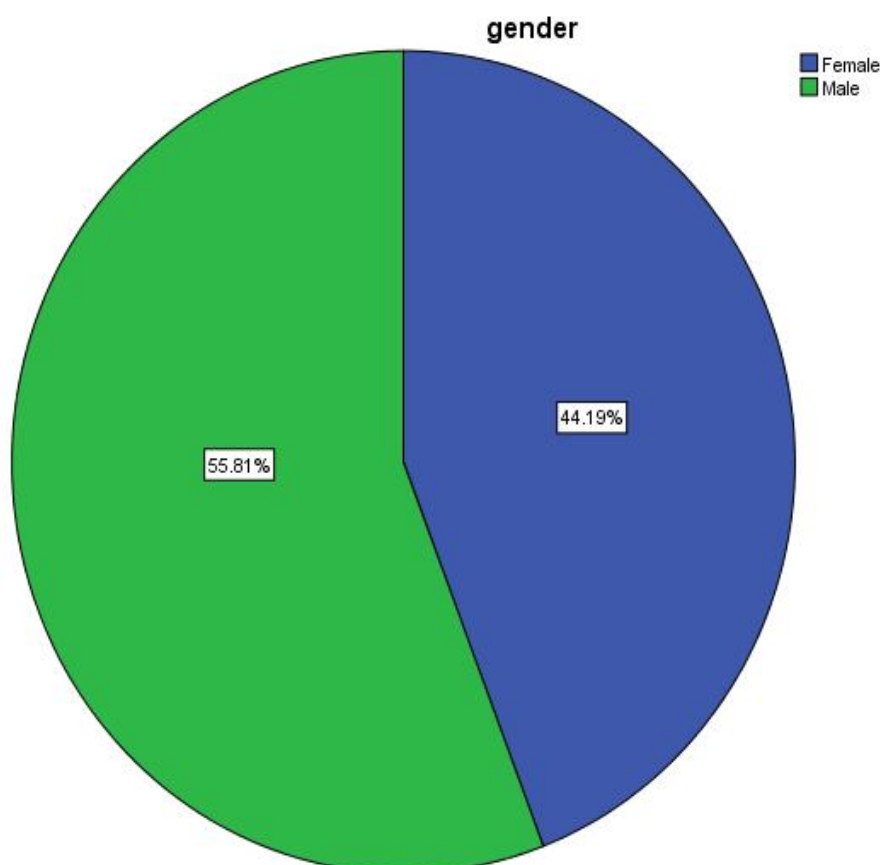
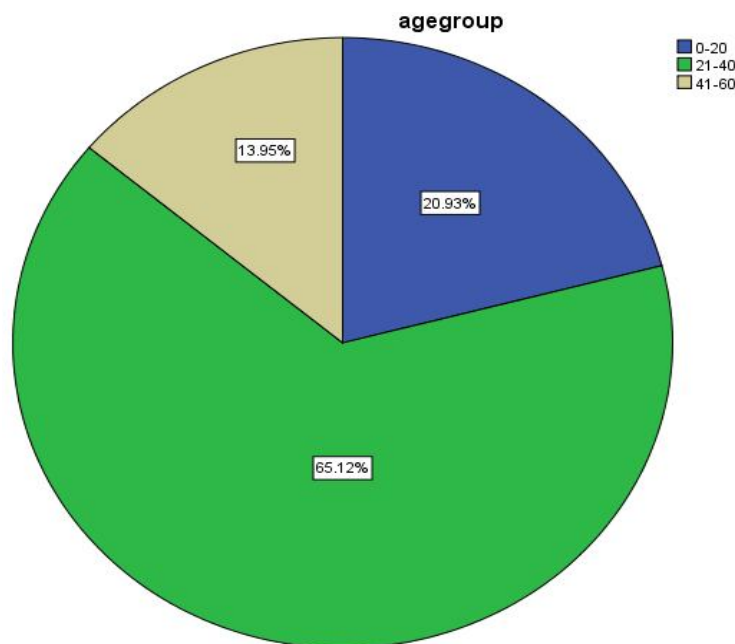


Table no 2. Univariate analysis of Agegroup					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-20	9	20.9	20.9	20.9
	21-40	28	65.1	65.1	86.0
	41-60	6	14.0	14.0	100.0
	Total	43	100.0	100.0	

Figure 2



**Table No 3 Descriptive Statistics Of Association Between Preference Of Buying \* Review Plays An Important Role In Decision Making Which Is Only Available In Case Of Buying Ticket Online.**

		Review vital role in decision					Total
		agree	disagree	Neutral	strongly agree	strongly disagree	
Preference of buying	OFFLINE	4	3	5	1	6	19
	ONLINE(E-TICKET)	12	0	1	10	1	24
Total		16	3	6	11	7	43

**Table no 4 Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.295 <sup>a</sup>	4	.000
Likelihood Ratio	23.183	4	.000
N of Valid Cases	43		

P (value) 0.000 < Level of significance 0.050

Therefore Ho Is Rejected And There Is Significant Relationship Between Preference Of Buying & Review Plays An Important Role In Decision Making Which Is Only Available In Case Of Buying Ticket Online.

**Table No 5 Descriptive Statistics Of Association Between Preference Of Buying & Belief That Care & Services In Online Buying Ticket Such As Feedback Call,Immediate Paperless Ticket Via Whatsapp/Email/Sms Etc,Online Tracking Link,Wake Up Call,Discount Etc Is More In Online Buying Option.**

		Services in online is better					Total
		Agree	Disagree	Neutral	Strongly agree	Strongly disagree	
Preference of buying	OFFLINE	7	4	2	0	6	19
	ONLINE(E-TICKET)	7	1	3	13	0	24
Total		14	5	5	13	6	43

Table no 6 Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.698 <sup>a</sup>	4	.000
Likelihood Ratio	27.886	4	.000
N of Valid Cases	43		

P (value) 0.000 < Level of significance 0.050

Therefore Ho Is Rejected And There Is Significant Relationship Between Preference Of Buying & Belief That Care & Services In Online Buying Ticket Such As Feedback Call, Immediate Paperless Ticket Via Whatsapp/Email/Sms Etc, Online Tracking Link, Wake Up Call, Discount Etc Is More In Online Buying Option

**Table No-7: Descriptive Statistics Of Association Between Preference Of Buying & Practical Knowledge About Usage Of E-Ticket Applications.**

		Usage knowledge		Total
		No	Yes	
Preference of buying	OFFLINE	16	3	19
	ONLINE(E-TICKET)	4	20	24
Total		20	23	43

Table no 8 Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	19.447 <sup>a</sup>	1	.000		
Continuity Correction <sup>b</sup>	16.827	1	.000		
Likelihood Ratio	21.200	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	43				

P (value) 0.000 < Level of significance 0.050

Therefore Ho Is Rejected And There Is Significant Relationship Between Preference Of Buying & Practical Knowledge About Usage Of E-Ticket Applications.

## CONCLUSION

Research Is A Valuable Tool For Development Of Any Field. There Is An Increase Trend In Awareness And Usage Of E-Ticketing In The 21<sup>st</sup> Century. There Are Many Factors

That Influences buying Of E-ticketing. Present Study Contributes That there is a significant

Association between belief that more services and customers concern is associated with E-Ticket And BUYING E-TICKET. IT also shows that awareness of E-TICKETING is increasing day by day but people who have practical knowledge of usage of online portals buys E-ticket. Thus peers and company can play a significant role to bridge the gap and develop skills of usage of online portals. Present Study Also Throws Light On The Future Growth Of E-Ticketing.

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**GILBERT HILL: A NEGLECTED WORLD HERITAGE SITE IN MUMBAI SUBURBAN DISTRICT****Dr. Akshata Arun Kulkarni**

Associate Professor, L. S. Rheja College of Arts and Commerce, Santacruz (W), Mumbai

**INTRODUCTION OF SUBURBAN MUMBAI AND LITERATURE REVIEW**

Popularly known as the capital city of Maharashtra and the commercial capital of India, Greater Mumbai is a coastal city formed by the volcanic eruption of lava along the western coast of India having two separate administrative divisions and revenue districts: 1) Mumbai City District and 2) Mumbai Suburban District. Even though both the districts breathe together, the history and geography of both are different. Mumbai city District is growing for the last five hundred years is neither an ancient city nor a medieval city but was created during the British rule by reclaiming together the seven volcanic islands. (Jones & Bhagat, 2011). On the contrary, Mumbai Suburban District which lies towards the north of Mumbai City District on Salsette island (Salsette is known as “Sashti” in local Marathi language.) is formed recently as an Independent District with effect from 1<sup>st</sup> October 1990 vide notification No.REN2680/855/CR-448/M-10 Dt.1.10.1990 as a consequence of the bifurcation of the Greater Mumbai into two revenue districts.

The name changed from Bombay to Mumbai officially on 4<sup>th</sup> October 1995. The Mumbai Suburban District is having total geographical area of 386.56 sq. kms. and the area under forest is only 44.43 sq. kms. Area wise it is the second smallest district in Maharashtra state out of total 36 districts. But population wise it is securing First Rank in the state of Maharashtra. The current population as per 2011 census is 93.56 lakhs. The district headquarter is located at Bandra (East). Administratively it comes under Konkan Division. Mumbai Suburban District has 3 Talukas namely Andheri, Borivali and Kurla. The jurisdiction of Mumbai Suburban District is from Bandra to Dahisar, from Kurla (Chuna Bhatti) to Mulund and from Kurla upto Trombay Creek.

**Table no.1 showing total area of 3 Talukas in Mumbai Suburban District**

Sr.No.	Name	Total Villages	Total Area	Area under forest
1	Andheri	25	72.17 Sq. km	00.00 Sq. Kms.
2	Borivali	33	179.39	42.97 sq. kms.
3	Kurla	29	135.00 sq. Kms.	01.46 Sq. Kms.
Total		87	386.56 sq. kms.	44.43 Sq. Kms.

Source: Mumbai Suburban District profile, 2011.

**Geology of Mumbai Suburban District:** Mumbai Suburban District is located at the seismically active zone owing to the presence of 23 fault lines. The area is classified as a Seismic Zone III region which means an earthquake up to a magnitude of 6.5 on the Richter's scale may be expected in near future. The 66 million year old monolith rock structure in the form of Gilbert Hill is located in ANDHERI WEST.

**CULTURAL HISTORY AND THE TOURIST PLACES IN SUBURBAN DISTRICT**

Greater Mumbai is the amalgamation of a mixed cosmopolitan culture including both- the culture of the local native people and the culture of the migrants. This is very well reflected not only in the island city but also in the Suburban District. The Mumbai Island City District is quite old having a history of more than 500 years. But the formation of Suburban district took place recently 27 years ago on 1st October 1990. There are very well known places of tourist interest in the Mumbai City District but on the contrary the tourists places in Suburban Mumbai are not very well known. The list of tourist spots in suburban district includes the Religious Places, Beautiful Beaches, Amusement Parks and Gardens, Attractive Malls and Shopping complexes, the Essel world, the Kamala Raheja Garden having the Aeroplane for children, National Park, Kanheri caves, the hills, caves, mangrove areas, the Metro, the Monorail, the Chhatrapati Shivaji International Airport at Vile Parle, Bharat Ratna Sachin Tendulkar's Platinum Bat at Carter Road, Bandra; Snow world and Phoenix Market city at Kurla, The Golden Pagoda in Borivali, and the Gilbert Hill in Andheri (w).

**DESCRIPTION OF SUBURB ANDHERI**

This suburb is the most important suburb in the western part of Mumbai Suburban district because it has the World heritage site in the form of 200 feet high and 66 million old Monolith volcanic rock in the form of Gilbert Hill. As this rock used to block the sun rays in the morning (in the west side) and in the evening, (in the east side) there would be darkness prevailing in the east and west part of this hill every day. That is the reason why this area is known as Andheri. (The Marathi meaning of Andhar means Kalokh or Darkness). Along with the western railway, central railway, BEST buses, this area is served by the Domestic and international airport (located in Sahar village.). Sher-e-Punjab Housing Society is the single largest co-operative residential housing society in Mumbai with 1,251 members.

The Andheri railway as well as Metro stations are the busiest railway stations in the country and also on the Western Line of the Mumbai Suburban Railway and the expansion of the metro in the Versova-Andheri-Ghatkopar corridor is part of the government's master transportation plan. Every year lakhs of tourists come to visit variety of Tourists spot in this suburb. But very few people visit Gilbert hill. So to find out the reason why so less tourists visit Gilbert Hill, we did a survey and tried to find out the reasons.

**AIM:** To find out why the Gilbert Hill in Andheri (w) in Mumbai Suburban District having a history of 66million years is not a favorite tourist attraction in Mumbai Suburban District.

**OBJECTIVE:** The main objective of the study is to explore the problems and potentials of less popularity of Gilbert hill and make more people aware regarding this World Heritage Site which is lying in the heart of Suburban District of Mumbai.

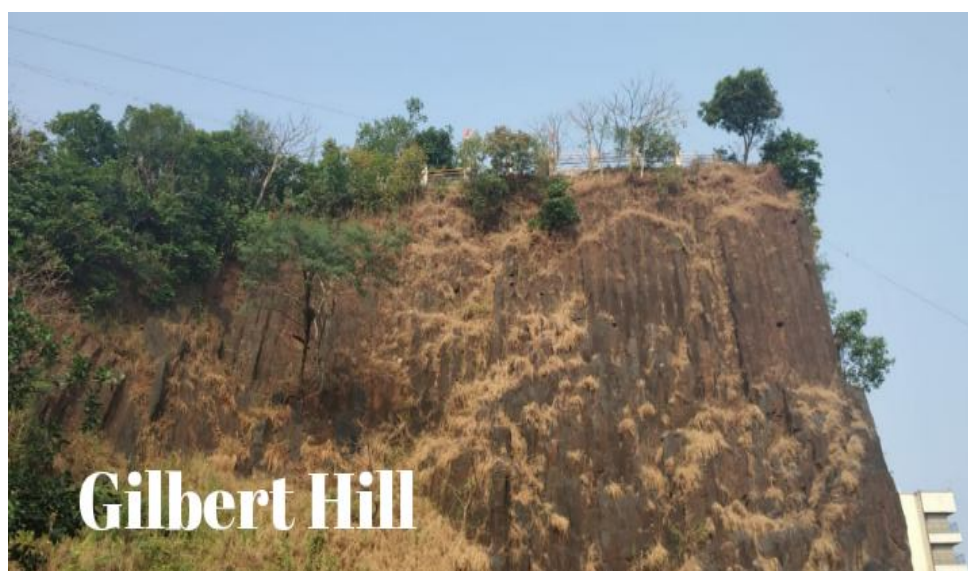
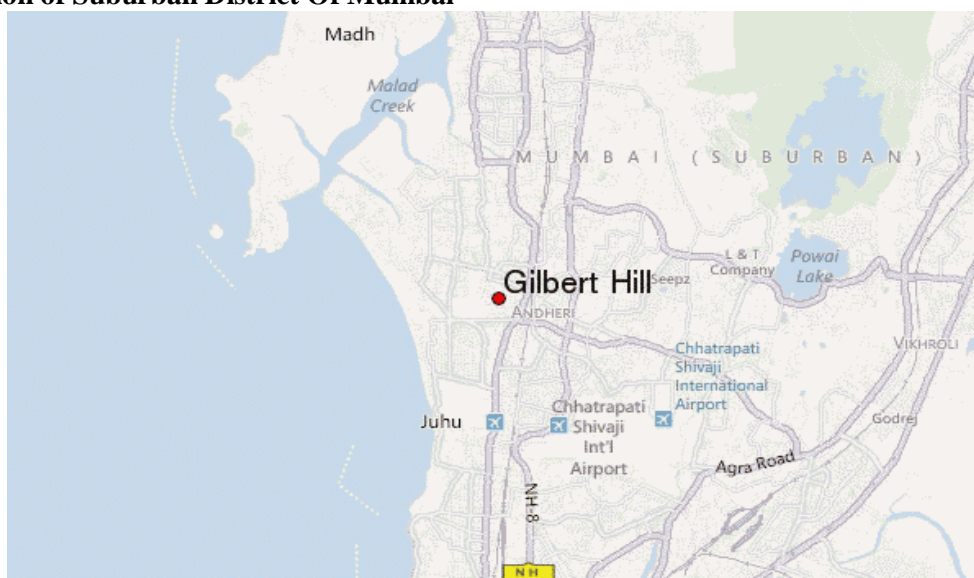
### DATABASE AND METHODOLOGY

The study is based on primary and secondary data. Primary data is collected during three field visits of our nature club Nisarg since last 3 years. The questionnaire is prepared and a survey of total 200 people was conducted at 3 different times in 3 consecutive years and the overall findings obtained after analysis are put forward. Secondary data is obtained from the Wikipedia and Documentary available on the website. Based on all these, the drawbacks are found out and accordingly suggestions are given to make this world famous site more popular.

Writing this small research paper on this topic is my first step to this travel and Tourism Conference.

### LOCATION AND HISTORY

#### Map of location of Suburban District Of Mumbai







### HISTORY OF GILBERT HILL

Gilbert Hill is a 200 feet monolith vertical column of black Basalt rock in 'K' ward of Andheri west. The Geographical History states that this igneous rock Basalt was formed by the volcanic eruption during the Mesozoic Era about 66 million years ago. During that era, molten lava had spread around three Indian states namely Maharashtra, Gujarat and Madhya Pradesh. Nearly 50,000 square kilometres area was covered with molten lava. The volcanic eruptions were also responsible for destruction of plant and animal life during that era. As this was discovered by an American Geologist Grove Karl Gilbert, it is known as Gilbert Hill. Even after independence this is known by the same name.

According to geologists this rare phenomenon was the remnants of a ridge and had clusters of vertical columns in nearby Jogeshwari which were quarried off two decades ago. These vertical columns are similar to the Devils Tower National Monument in Wyoming, and the Devils Postpile National Monument in eastern California, USA.

Gilbert Hill was declared a National Park in 1952 by the Central Government under the Forest Act. in 2007. Because of the efforts of geologists, the hill was declared a Grade II heritage structure by the Municipal Corporation of Greater Mumbai (MCGM). It resulted in prohibiting and stopping all quarrying and other activities around the monument. As it comes under the spell of Monsoons every year, Gilbert Hill has faced severe erosion problems too.

On the rock column, there are two Hindu temples: 1) The Hanuman temple and 2) the Gaodevi or Durgamata temple surrounded by a very small garden. There are 184 steps accessed by a steep staircase carved into the rock. The hill offers a panoramic view of suburban Mumbai.

Efforts are being made to convert Gilbert Hill into a tourist attraction and include it as a stop on a tour of Mumbai by Maharashtra Tourism Development Corporation. But still it has not yet been done by the Govt. of Maharashtra because of lack of publicity and non-awareness.

### DISCUSSION AND RESULT OF THE SURVEY UNDERTAKEN

Besides various popular tourists places in the Mumbai City District, there are few tourist interesting places in Mumbai Suburban District. They are either already existed or created by the residents in the last three decades. They include the following as shown in table no. 2.

**Table 2: Tourist places in various wards in Suburban District of Mumbai**

Ward	Tourist place
H/W	Bandra Bharat ratna Sachin Tendulkar's bat of platinum, Jogger's park, Linking ROAD, Shopper's stop, sky walks, Fly overs', Equal s street on sundays
K/W	Andheri Juhu BEACH, Mahakali & Jogeshwari caves, world site –Gilbert HILL, Hare rama hare Krishna temple., Juhu beach
P/N	Infinity mall, Malad aarey colony, Mahanand dairy, Film city,
R/ C	Borivali national park, Kanheri caves,
R/N	Biggest slum Ganapat Patil nagar, 193 open spaces of various sizes
R/S	Shivaji talao, Powai lake, IIT Campus, Asia's biggest water filtration tank, Vihar & Tulsi lake,
H/E	University of Mumbai, B.K.C. Diamond bourse, MMRDA Complex, Business Hub on par with Hongkong, Santacruz – Chembur Link road
N	GHATKOPAR- Metro Station,
T	S.G.N.P., Borivali, Kanheri and Magathane Caves
P/S	Malad, Aarey colony.
L	Kurla ; Industrial workshop, Monorail

(Source: Compiled through information of NGO Praja, newspaper articles, MMRDA website)

### DISCUSSION, FINDINGS AND CONCLUSION

Following is the result of the findings of a survey of 200 people done by our students about the tourist spot - Gilbert Hill

1. There are people who have not heard the name of Gilbert Hill - 99%.
2. Majority of the people have heard this name for the First time - 99%
3. Previously knowing the name of Gilbert Hill, but did not visit - 1 %
4. No awareness about this cheapest world heritage site-80%
5. Majority of people are not aware that there is no visiting fee to visit this world famous heritage site.95%
6. Following are the reasons for not visiting this world famous site.



- a) Not knowing the exact location - 95 %
- b) Not knowing the exact road in Andheri (w) leading to Gilbert Hill-20%
- c) Not interested in visiting because there is only Hill and nothing else to see – 15%
- d) The area is having slope and the surroundings are very crowded – 35 %
- e) There are more steps (184) to climb to reach the top – 29%
- f) It is very dangerous to climb the Hill ( It is a perception) – 38%
- g) When it will become attractive Tourist spot , then will visit – 48%
- h) Whether visit or not- yet to be confirmed - 52%
- i) Majority of people don't know the geographical meaning of the word Monolith and they don't understand the basic difference between a normal hill and an igneous Monolith Hill formed by lava flow.

From this, it may be stated that majority of people are not aware about this world famous site in Andheri west – K ward i.e. within the suburban district of Mumbai. So when the same people who were told the importance of this Monolithic Basalt Hill, then their reactions changed as follows.

- 1) Will surely visit. - 28 %
- 2) First will visit and confirm the reality - 42 %
- 3) Will do mouth to mouth publicity - 28 %
- 4) Gave thanks to the team of surveyors for informing - 2%

Following are the Solutions to make Gilbert Hill more popular:

- 1) Every school, College in Mumbai should arrange one field visit to Gilbert Hill once a year as a geographical Tour
- 2) The M.T.D.C. should include this site as a must visit site for all the tourists coming to Mumbai Suburban District
- 3) It should be made mandatory for all the Tourist companies visiting places in Mumbai Darshan Package tour.
- 4) The govt. should try to popularize this world famous site by proper advertisements on social media, electronic media and print media as well.
- 5) People who have visited this site should do mouth to mouth publicity.
- 6) This is the place from top of it we get the entire Birds eye view of the surrounding area.
- 7) Two festivals namely Hanuman Jayanti and Makar Sankranti are celebrated atop Gilbert Hill. At that time , there is crowd. But this is also very less crowd in comparison with the other crowded tourist spots in Mumbai.

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**INFORMATION TECHNOLOGY IN TOURISM**

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**ABSTRACT**

*In this information age, there exists a widespread belief that attaining organizational effectiveness is closely related to the organization's ability to use timely, accurate and relevant information for making business decisions. Information Technology has played a pivotal role in each aspect of Tourism Industry. Travel and Tourism is one of the world's largest and also consistently growing industry. But after introduction of Information Technology it has flourished further. Whether it is a business tour or leisure trip, Information technology is helping us to make it more comfortable and enjoyable. Information technology creates win-win situation for both end customer and tourism industry. By using Information Technology, firms can develop and deliver the right product to the right customer, at the right price and place, without over depending on intermediaries.*

*Keywords: Customers, Information Technology, Internet, Tourism, Travellers*

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**INTRODUCTION**

In Today's era there is no field remain untouched by Information Technology. Even in tourism industry Information Technology is widely spread. Right from shortlisting travel destination, booking tickets, to providing online Ratings to Hotels, Information Technology is used at every step. Information technology has changed Tourism industry in last decade. ICT facilitates integration and enables customisation of tourism products to suit the needs of individuals. Due to changes in consumer behaviour of the tourist the market is becoming more segmented with each potential consumer.

**HISTORY OF TOURISM**

Definition of Tourism done by United Nations World Tourism Organisation (UNWTO) is as follows.

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

India has an ancient tradition of Tourism. As an industry it has existed in more of informal way. Indian Tourism industry has recorded tremendous growth since 1990s in terms of International and Domestic Tourists. Tourism Industry is among very few industries which generates high revenue with minimum investment. There are various sub types of Tourism industry like ancient Pilgrimage Tourism, leisure and Business Tourism, recently developed medical and Education Tourism.

**IMPACT OF IT IN TOURISM**

Due to Internet, World has become one global village which can be viewed on a mouse click. This is encouraging potential tourists to view their destination places before finalising. The Internet helps in business to business (B2B) transactions like sharing services and business to consumer (B2C) transactions like online Payment. Internet can be accessed through desktop, laptop or even on mobile phones. This is encouraging more and more travellers who prefer internet over conventional travel agencies to finalise their travel destination. Internet is also used extensively by travel agencies, Government tourism departments etc. End customer, traveller is looking for detailed information, which can be provided by tourist operator, government bodies through internet only, which is helping them to generate revenue. Travellers need various information about destination, like How to reach, nearby accommodation, related history, places must to visit, local conveyance, places of local cuisine etc. All this information can be provided to travellers by travel agencies, tour operators by using internet.

**INFORMATION TECHNOLOGY IN TOURISM INDUSTRY MODULES**

1. Transport Module: Few years back travellers or travel agent used to physically go and book tickets. But due to computerised booking system, anyone can book railway or airline tickets online. Potential traveller can online compare various transportation modes in terms of travel time, Price, Comfort etc., based on which he can choose and book tickets.

Travelers can now get updates regarding their flight status via a website, a mobile app or automated calls. In addition, family and friends can also use online systems to track the arrival of their guests. Travelers can even do online check in to their flights and get Boarding Pass in mobile app. Local commutation has become

easy by using online Map application in mobile. Travellers can store places of interest in this application and find places to visit even offline.

Travel agencies, airlines, hotels can store and access data of their customers through Internet. This helps them to offer customised tour package based on customer liking and traveling pattern. They can attract repetitive customers by offering loyalty points based on this data.

2. **Accommodation Module:** Accommodation is one of the basic needs for any tourism activity. Travelers and tourists need lodging for rest, while they are on a tour. Now potential travellers or travel agents can view accommodation details, actual photographs, other travellers reviews etc. on internet to shortlist their accommodation. Even they can compare prices of various online booking services through one website. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home. These are establishments that provide a place for the tourist to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist.

From Hotel point of view, computerized front desk technology enables to perform check-in duties ranging from room availability and reservations, to inventory, management. Front desk technology provides real-time information to facilitate efficiency and minimize wait time. Information technology help them to provide improved customer service and efficiently manage internal operations.

3. **Attraction Module:** Potential Travellers can view places of attraction before finalising tourist destination. Based on traveller's preferences he can choose historic places, places of adventure, holy places etc. One can find entry details, timing, transportation modes to reach places on internet. All this information enables traveller to choose right destination of his choice.

One more interesting development due to information technology in tourism is audio tour and virtual tour. An audio tour is a pre-recorded message or commentary which includes the details of the places the tourist visits. The commentary which is available on handy devices provides the background information and other context related to the place of visit. Traveller can also take help of virtual tour, which consists of videos and still images along with sound effects. This gives real time experience to traveller, especially for differently abled travellers with the help of audio visual effects. These virtual tours are famous at historic places, museums etc.

## **ICT IN TOURISM**

Information and Communications Technology, usually abbreviated as ICT, is often used as an extended synonym for information technology. Effective usage of ICT infrastructure in the tourism industry is vital for tourism development. ICT provides one easy to use tool which performs various operations like ordering, product selection, tracking, payment etc.

With the help of ICT customers can share information on social media and search on 'search engines regarding ratings on destination, feedback of service in hotels and environmental and social conditions. Number of hotels communicate directly with their customers by posting links about their services and promoting attractive packages. Online rating through social platforms and booking sites is creating positive pressure on hotels to perform and deliver the best services.

## **CONCLUSION**

In developing country like India, tourism industry is not well organised to accept usage of Information Technology at full extent. Internet is commonly available at cheap rate, but awareness of taking advantage of its resources and functionality is very low. To get maximum benefit of Information technology, web services should be fully exploited.

But Information technology has brought slowly and steadily new positive changes in tourism industry. Direct selling to customer has increased through new intermediaries like internet portals where online booking is easy and Payment is secured. There is more transparency between customer and service provider as both are having direct access. Customers are asking for more specific services and service providers can also offer services based on needs and expectation of client.

In order to satisfy tourism demand and service in long term there is no choice but to incorporate technology and enhance the interactivity with the market place.

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**POST TESTING OF TOURISM ADVERTISEMENT IN INDIA WITH SPECIAL REFERENCE TO MUMBAI CITY**

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**ABSTRACT**

*Advertisements plays crucial role and it is integral part in promoting tourism industry. It is through effective advertisement demand for services can be increased to greater extent. Post tests are conducted after running the ad campaign. The evaluation process is a key part of marketing communications. The findings and results of the evaluative process feed back into the next campaign and provide indicators and benchmarks for further management decisions. This paper examines the effectiveness of post testing advertisement of tourism. (Attitude and opinion test) tourism advertisement. Print advertisement was used to understand attitude of students towards five tourism advertisement.*

*Keywords: Post testing advertising, tourism, Attitude test, undergraduate students, effective advertisements, and print media.*

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**INTRODUCTION**

The basic purpose of post-testing is to provide an insight into the performance of ad campaigns & draw some conclusions from it about the future conducting of advertisements. The various post-testing methods are: Inquiry, Readership survey Test, Recall Tests, Attitude Test Method and Sales Test Method. Attitude Measurement Test Method finds out the effectiveness of an advertisement, in the light of consumers evaluation of the company & its brands of product. It is presumed that when attitudes are favourable, the demand for the product is generated & the consumers are likely to buy the product & vice versa.

**REVIEW OF LITERATURE**

**Malhotra, R. K. (1998)** discusses the marketing management of tourism cannot ignore the primary characteristics which set tourism apart from other products. Tourism as specialized service product creates a number of important consideration which need to be fully understood if a tourism enterprise or organization is to be successful. In additions, the need to undertake the tasks of research, analysis, product formulation, recommending price policies, promotion and distribution are of paramount significance for those involved in tourism marketing management. The Tourism Product – With tourism hospitality and leisure products we are dealing with a service product which has specific characteristics. These characteristics set the product apart from the more general goods sold in the market place.

**Kapoor, Bimal Kumar (2007)** regarding promotional techniques state that in order to market a product, it is necessary that information about the product reaches a prospective consumer. As applied to tourism industry, the most important function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumer in the overall market area. All this forms a part of overall tourism promotion.

**Cooper, Chris et al. (1994)**iv state that researching tourism markets is of utmost importance. Many managers and organization in the tourism industry attach value to research, using it to place them in a strong position. Sound market intelligence is gained from a variety of formal and informal methods, and bridges the gap between the provider of the product or service and the consumer. Decisions such as those concerning product development and marketing activity can be based on research findings. Moreover, research can be used to highlight specific problems, and even to demonstrate a caring attitude to customers.

**Chawla, Romila (2003)**v discusses segmentation applications for travel and tourism marketers. The relative slowness of many travel marketers to adopt some of the segmentation techniques long used by packaged goods marketers is not difficult to understand.

According to **Goil, Niraj (2015)** social media can be one of the most effective tools for destination marketing and advertising. The social media proved to be a major Communication vehicle that spread across the region like wildfire. Tourism industry is one of the sectors that have beneficated the most from the internet and as a result social media has become an integral part of any central or state tourism promotion and planning. Social Media is an extremely effective for brand awareness, brand loyalty, customer service, and lead to increased sales. It can be used to present a business brand to millions of people worldwide.

**OBJECTIVES OF THE STUDY**

1. To understand the opinion of students towards various tourism advertisement.

- To evaluate the effectiveness of post testing advertisement of tourism of print media.
- To compare various tourism advertisement on attributes such as awareness, interest, attitude change, usefulness and entertainment.
- To provide valuable suggestion for making post testing tourism advertisement more effective.

## RESEARCH METHODOLOGY

- Data is collected from Primary Source.
- Sample Size - 100 undergraduate commerce students of Mumbai Suburbs
- Print media of tourism advertisement was displayed to the students

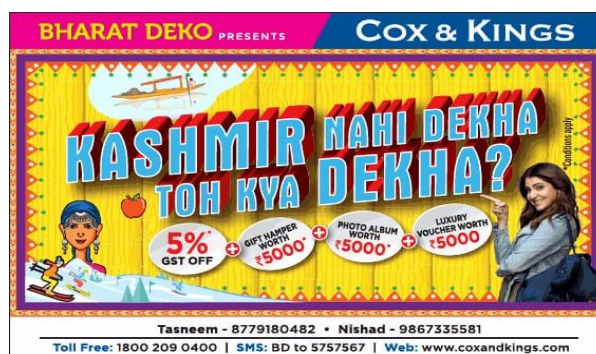
## FINDINGS

Students were shown 5 print advertisements of:

- Goibibo



- Cox & Kings



- SOTC



4. Thomas Cook

**THOMAS COOK PRESENTS**

**THE GRAND INDIAN HOLIDAY SALE**

**11TH - 20TH SEPTEMBER**

**BEST PRICE CHALLENGE**  
If you find a lower price, we'll match it and pay double the difference.

**5% Cash Back** on Thomas Cook Cards & Debit Cards

**Free vouchers of up to ₹4,000 on Cameras & extra 10% off on luggage from Flipkart\***

**Free travel voucher of up to ₹9,000\***

INDIA & AROUND	GROUP HOLIDAYS	INDIA & AROUND	QUICK GETAWAYS
<b>Best Price</b> ₹20,999*	<b>Best Price</b> ₹97,250*	<b>Best Price</b> ₹34,999*	<b>Best Price</b> ₹31,399*
<b>Best Price</b> ₹26,999*	<b>Best Price</b> ₹2,08,400*	<b>Best Price</b> ₹38,999*	<b>Best Price</b> ₹41,199*
<b>Best Price</b> ₹27,999*	<b>Best Price</b> ₹2,64,500*	<b>Best Price</b> ₹39,499*	<b>Best Price</b> ₹63,299*

**1800 2661 500** For Nearest Branch, Call

**1800 2099 100** For Online Booking, Call

**thomascook.in**

5. MakeMyTrip

**make my trip**

**GET UP TO ₹60,000\***  
**INSTANT DISCOUNT ON HOLIDAY PACKAGES**  
**27TH FEB - 1ST MAR' 18**

<b>EUROPE, 8N/9D</b> ₹1,09,990	<b>AUSTRALIA, 8N/9D</b> ₹1,70,000	<b>SINGAPORE, 4N/5D</b> ₹39,990
<b>BHUTAN, 6N/7D</b> ₹51,999	<b>LADAKH, 5N/6D</b> ₹42,999	<b>NORTH EAST, 6N/7D</b> ₹41,499

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Call 079-40304132/34 to connect to your nearest sales outlet

The students were asked to give their feedback on the various parameters in terms of percentages.

	Awareness	Interest	Attitude	Attractiveness	Usefulness	Entertaining	Overall Effective
Goibibo	61%	30%	50%	72%	30%	50%	70%
Cox & Kings	12%	20%	50%	52%	50%	50%	50%
SOTC	22%	10%	30%	37%	10%	10%	10%
Thomas Cook	73%	55%	65%	82%	75%	75%	90%
MakeMyTrip	84%	77%	78%	89%	75%	78%	95%



**The above table indicates the following results**

1. In terms of awareness, students are more aware of Makemytrip ad and least aware of Cox&Kings.
2. In terms of interest, again Makemytrip ad garnered maximum interest amongst the students and SOTC ad was the least interesting.
3. Students found a positive attitude towards Makemytrip ad and unfavourable attitude for SOTC ad.
4. Makemytrip ad was most attractive and SOTC ad was least attractive
5. Students found ad of Thomas Cook & MakemyTrip most useful and whereas SOTC ad was least useful
6. Makemytrip ad was most entertaining while SOTC as was the least

In terms of overall effectiveness, Makemytrip ad was most effective at 95% and Thomas Cook ad came second at 90%. Overall effectiveness of SOTC ad was very less at 10%

**SUGGESTIONS**

In order to make travel and tourism advertisement more impactful the following suggestions were given

1. Students preferred television and social media advertisement more effective as compared to other medium of advertisement.
2. Use of well known sports and film personalities creates a positive impact and image and students are attracted towards the ad.
3. In case of print media, the ad should use colourful illustration and images to attract the attention of students.
4. Use of effective sales promotion tool creates more interest and inclination to buy the product.
5. An attractive slogan helps them to recall the advertisement.
6. Multiple advertisement of the same product should be done as the likes and preferences of students are not same.
7. Size of print media should be big and more of images.

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## IMPACT OF TAXES ON TRAVEL AND TOURISM

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## ABSTRACT

*The Tourism industry plays an important role in the development of the country. The concept of campaigns as the 'Incredible India', which promoted India's culture and tourist attractions in a fresh and tremendous way. Traveling and Tourism has been an integral part of Indian Culture and Tradition. Tourism Industry is the most vibrant tertiary activity and a multibillion industry in India. Tourism is a major social and economic phenomenon of a country like India with enormous economic implication; it is an important instrument for Peace and harmony, socio-economic development Entrepreneurship & Employment generations*

*Tourism is one of the fastest growing service industries in the country with great potentials for its further expansion and diversification. Moreover, it is also one of the important engines to attract more foreign exchanges and development of the country's revenue. Taxes on aviation will reduce the economic benefits accessible from aviation, which will result in a negative impact on economic growth and overall government revenue bases. We need to concentrate to have liberal policies, relaxation in taxes, and provide comprehensive package, so as to influence tourist and foreign investments. There is a need to increase the government's role to make India flourishing in tourism and established in the global market by providing various reliefs and subsidies to achieve success in Travel & Tourism.*



## INTRODUCTION

Tourism is one of the world's largest growing industry, generating not only wealth and employment. India is one of the strong cryptogram of becoming the giants in world tourism. . India has been a hotspot for International and local tourists since ages. India's Tourism and Hospitality industry is set poised to grow to US\$280.5 billion by 2025.

According to data, the travel and tourism sector generated Rs 14.1 trillion (USD208.9 billion) in 2016, which is world's 7th largest in terms of absolute size; the sum is equivalent to 9.6% of India's GDP. Additionally, the sector created 40.3 million jobs in 2016, which ranks India 2nd in the world in terms of total employment generated. The sector accounts for 9.3% of the country's total jobs. India's Travel and Tourism sector was also the fastest growing amongst the G20.

Therefore, most important factors for successful tourism development include promotion, product enrichment, rules and regulations and human resource development. Tourism in India is one of the flourishing sector not only from ancient time but remain thriving till today. Tourism in India is growing constantly not only to generate employment but to earn large amount of foreign exchange in order to stabilize the country's economic and social development. It also helps in preserving, protecting and sustaining the diversity of the India's cultural, heritage and environments.

Modern tourism is closely linked to socio- economic development. Tourism is responsible for one out of 11 jobs and 10% of the world's economic output. The tourism sector apart from providing income, employment, and foreign exchange of the country, has also an positive economic impact on other industries such as food manufacturing, services, construction, handicrafts etc. In addition, investments in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the economy. Hospitality sector not only provide high foreign exchange but it is also generate the largest tax sector in Indian economy. More Taxes on aviation will reduce the economic benefits available from aviation, which in turn resulting in a negative impact on economic growth and overall government revenue bases. Hospitality is not only a high in collection of foreign exchange but it also generate the largest taxes from tourism. There are multiple taxes charged by the Central as well as State Governments on the same Service/Product offered by it. Taxes levied by the government on the Tourism sector is the highest in the country and this is one of the reasons for India losing Foreign Tourists compare with other Asian Countries.

Tourism industry/sector is becoming one of the most important branches of the economy, and hence it is essential to find the best solution, and the best tax rates that would levy to encourage tourism sector and the most important part is that these funds should be used to invested in return in tourism industry only so as to achieve real objects. Which in turn will increase of the income from the tourism industry/ sector. Imposing high tax rates will have negative impact on tourism industry. High rates of taxes would have negative impact not only on competitiveness, but would be a great disaster towards income from tourism industry. Hence it is very important, to have very goods tax system, which will not only encourage tourism but at the same time helps in earning of more foreign exchange. To understand better, the taxation in tourism we are going to bring here some conclusions and recommendations.

1. The Tourism industry contributes nearly \$136 billion to India's GDP and is expected to further grow to US\$ 280.5 billion by 2026. Tourism and Hospitality sectors are among the highest employment generating sectors and among the top 10 sectors in the country with the highest volume of foreign exchange earnings. Apart from being one of the top sources of foreign exchange earnings, tourism is also among the highest tax generating sectors in the country's revenue.
2. The Tourism and hospitality industry is one the important sector in the economy that is to be considered carefully for imposing new tax regime. Hospitality is also one of the most progressively and competitive growing industries in the country and hence require utmost care while imposing new tax regime.

Hospitality/ Restaurant/ Hotels sector and GST: Before and After:

In the former indirect taxation scenario the state government has to charge first VAT, luxury and entertainment tax, while the central government would levy a whole different set of taxes such as excise duty, service tax, customs duty and central state tax. Hence, with different states having their own tax rates, hotels and hospitality businesses had no option to avail an input tax credit since the burden of central taxes cannot be set off against state taxes like VAT, or vice versa. For example in the former scenario, a hotel with room tariffs exceeding Rs. 1,000 would be liable to pay 15 percent service tax. A deduction of 40% allowed on the tariff value would bring the effective rate of service tax down to 9%, but its effect was negligible. Since the VAT and luxury tax would still apply. Such a flow effect of the tax regime rolls down right to the last customer, who in turns bears the burden of paying taxes on taxes.

While assigning GST rates for hotels and restaurant/ hotels one of the major benefits of GST to the hospitality and tourism sector is that it will eliminate multiple taxation by including taxes previously levied under one single component. The Prime Minister Mr. Modi's promise of "One Nation One Tax" will also increase the ease of doing business in the country with the provision of standardized tax rates and flexible criteria through out the territory of India. However the tax rates in hospitality sector have a complex classification and the tax rates are much higher side. The GST are on AC restaurants and those with liquor license, including restaurants in five-star hotels will be levied with 18% GST. Hotels with room tariffs between Rs. 2,500 and Rs. 7,500 will be charged 18% tax while those with daily tariffs above Rs. 7,500 will be levied a GST of 28%. Where as GST rates for non-AC restaurants are 12% on food. The new budget brought the good news for travelers as small hotels with daily room tariffs of Rs. 1,000 will be exempt from the GST scheme, while those charging up to Rs. 2,500 per day will have to pay 12% GST. Further, restaurants that have an annual turnover below Rs. 50 Lakhs will be charged the lowest rate at 5% GST. While allocating lower tax schemes to small restaurants and hotels, with an object to help them raise and enable them to enhance their service quality and standards on a regular basis, which in turn will help to create thousand of new jobs in such industries.

The impact of GST on the hospitality and tourism sector:

1. Making the administration and procedures simple and Easier: By removing multiple taxes under a single category scheme and bringing GST, which will eliminate complexity of taxation procedures and bring one and simple Tax with one time of paying tax.
2. Simplicity for Consumers: Most normal consumers cannot distinguish between multiple taxes and other tax rates. With the introduction of GST scheme the consumers will have a more clear and transparent tax structure with only a single tax charged on their bill.
3. Require technological savvy : One of the essential requirement under the new GST system is that the service providers have to employ technology-based tools for taxation measures. While the guidelines for managing accounts and filing returns of the businesses are required to filled through E process, which will force the business owners to be computer savvy or else they will be force to appoint technologically skilled person which in turn will increasing the cost in compliance of the requirement.
4. Increased Costs: By adding new GST, the Business unit will be forced to recover additional technology costs from their customers, which will result in to higher tariffs / charges.
5. Higher rate of taxes compare with other Asian countries: Other Asian countries such as Thailand and Malaysia and Singapore have much lower tax rates in the Tourism/ hospitality sector (8% and 7% respectively) which is one of the main reasons why tourists prefer to visit these countries rather than in India.

#### **HIGHLIGHTS OF NEW GST RATES ON HOSPITALITY/ RESTAURANT/ HOTELS AND TOURISM SECTOR**

1. Hotels, lodges with tariffs less than Rs 1,000 will be taxed at 0%.
2. Restaurants with a turnover of less than Rs 50 Lakhs will be levied a tax rate of 5%.
3. Hotel lodges with tariffs between Rs 1,000 – Rs 2,500 will be charged 12% tax.
4. Non-AC restaurants will have a 12% tax rate, where as AC restaurants will have 18% tax.
5. Hotel lodges with tariffs between Rs 2,500 – Rs 7,500 will be charged 18% tax.
6. Hotel lodges with tariffs above Rs 7,500 will be charged 28% tax.

#### **POSITIVE IMPACT OF THE GST ON TOURISM SECTOR**

##### **1. Uniformity in Taxes**

The process of multiple taxes would be replaced by one single tax, the rate of such is likely to be between 16%-18%. The sector may benefited in the form of lower tax rates which will help in attracting more tourists in India.

##### **2. Increased Revenue for State Government**

By imposing GST on immovable property, such as in case of Hotels, Restaurant & Monuments for sightseeing, which will increase the revenue of such states where immovable property is located. Before GST on such income, States uses to charges local Luxury Tax on hotel stay and VAT on food supplied.

##### **3. Effect of GST in Food and Beverage operations Companies**

Specializing in food and beverages sector could be the biggest beneficiaries of GST under the hospitality sector. With imposing of new GST it is expected that it result in savings of more than 15-20% on the overall bills.

#### **NEGATIVE IMPACT OF THE GST ON TOURISM SECTOR**

1. Although the Government has been claiming “One Nation One Tax”, practically it is not going to be so. In case of multiple Registration Service providers having centralized registration will have to get registered in each state from where they provide services which should be made centralized process.

##### **2. Complicated process of filing of returns under new GST**

The procedure and the frequency and number of returns to be filed will go up. In place of a half yearly service tax return, under GST law, one will be required to file state wise monthly three GST returns along with an annual return, which will also required to be filed for Income Tax purpose.

##### **3. Absence of no credit on Work Contract Services**

The hotel industry/sector spends every year a lot of money on construction and renovation. The money paid as taxes on the works contract services when supplied for construction of an immovable property is not allowed for this Industry/ sector. This would have a negative effects, in spite of strong promises made by the government in this regard.

**4. GST on Liquor not included**

Liquor should have been included in GST to ensure the seamless credit for the tourism industry. Exclusion of liquor from GST regime defeats the very purpose of bringing in a uniform tax structure across the nation.

Following are the KEY REASONS WHY TAX ON TOURISM SHOULD NOT BE LEVIED:

1. Increased Taxes on aviation may result in unprofitable for Tourism sector, which will result in reducing the frequencies of aviation for destinations to, from or within a country itself.
2. Increased Taxes on aviation will reduce the economic benefits available from aviation, which in turn will have a negative impact on economic growth of the country and overall government revenues.
3. Increased Taxes on aviation charges will have negative impact on tourism industry.
4. Increased Taxes in Hospitality sector not only reduce high foreign exchange but will effect other industries such as food manufacturing, services, construction, handicrafts etc.
5. Increased Taxes in Hospitality Business sector/ Industry, will be forced to recover additional costs from their customers, which will result in to higher tariffs / charges.
6. Which in turn results economic problem, such unemployment and lost foreign exchange.
7. Lack of competitiveness with other Asian countries: GST will make India a larger player in the global hospitality and tourism industry, as India is not par with the global competitiveness in tax rates compare with other Asian countries such as Japan and Singapore which have much lower tax rates in the hospitality sector (8% and 7% respectively) which is amongst the top reasons why tourists prefer to visit these countries and others such as Malaysia, Thailand, etc and not India.

**RECOMMENDATIONS/ SUGGESTION THAT ARE TO BE TAKEN IN CONSIDERATION BEFORE INCREASING TAXES ON TOURISM INDUSTRY IN INDIA**

1. Tourism in India should be promoted on priority basis such as “ Bharat Darshan” should be given on priority basis.
2. Government should adopt liberal policies, relaxation in taxes, and provide comprehensive package, so as to influence tourist and foreign investments.
3. The Government should take initiate and make the provisions for making the tourism as flourishing in India and established in the global market by providing various reliefs and subsidies to achieve success in Travel & Tourism sector/Industry.
4. GST on aviation, Hospitality/ Restaurant/ Hotels and Tourism sector should be reduced, which in turn will create more job opportunities and more foreign exchange earnings for country.
5. Government should impose less taxes in Travel & Tourism and easy and transparent process of enforcement legal process which will attract the tourists to visit India, rather visiting other Asian countries.
6. The Government not only imposes less taxes and give more rabbits to the tourists but also provided them safety and security.
7. Imposing more harsh Penal punishment for those found guilty for doing wrong with Tourists and visitors.
8. Providing adequate information on web site with full details of the Tourist places including hotels, foods, drinking water, travelling tariffs.
9. Providing adequate information on the web site for the tourist to approach in case of Emergency and for Medical help.
10. Special provisions shall be made by the government to provide medical and other help to tourist by 24\*7 \*365 days with full information, e-mail and phone numbers.

**CONCLUSION**

Tourism is Inbound a global phenomenon. It is an economic activity that involves a billion customers and more than trillion dollars of money which is required to be spent on travel and allied activities. Though Tourism is very important economic activity in India, but its share in global market is extremely small and insignificant. Therefore the industry needs a good tax policy to push in order to become more competitive and attractive for the foreign tourists in connection with taxes, export promotion incentives and general measures which may need to be incorporated in the Tourism Policy of India to unleash the true potential of tourism sector in India.

With the motto “Atithi Devo Bhava” (‘Where the guest is considered/ equivalent to God’) Indian tourism industry was expected to obtain greater benefits under the new GST regime. Due to uniform tax rates and better use of input tax credit, the final cost for end-user was apparent to decrease which in turn would attract more foreign tourists and foreign exchange and more employment opportunities. This meant more revenue for the government and assist in the growth of the industry.

Putting one GST Tax on Tourism Industry is going to be an efficient and boom in tax system and will remove the problems faced by the Tourism Industry /sector leading to cost optimization and a free and transparent flow of transactions. The government should make the Tourism Industry par with the global market by providing various reliefs and subsidies to achieve success in Travel & Tourism. Which will result in more number of tourist visit in India rather visiting other Asian countries.

Apart from the above benefits of GST for Tourism Industry if properly implemented can prove to be a major benefit for the tourism and hospitality industry in India. The process to claim and avail ITC (input tax credit) is simple and clear. Earlier, adjusting the tax paid on inputs against the output was complex and error-prone. This is believed to have become easy with GST. Which in turn makes it easier way for the customer / Tourist.

At last but not the least GST is a glimmer of hope for the Hotel and Tourism Industry if we can keep the GST rate between 05 to 08%. With such GST rate it will not only increase employment but also increase the government revenues and will lead the nation to the prosperity.

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**A STUDY ON ECOTOURISM IN INDIA W.S.R.T. TOWN AUROVILLE**

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**ABSTRACT**

*Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial mass tourism. It means responsible travel to natural areas, conserving the environment, and improving the well-being of the local people. Ecotourism is one of the most ethical ways of traveling. It benefits the traveler, the local, and nature. The Ministry of Tourism has the specific agenda to promote tourism in the country in a responsible and sustainable manner and as per this mandate promotion of ecotourism assumes larger importance.*

*Keywords: Eco-tourism, local culture, eco-adventure*

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**OBJECTIVES OF THE STUDY**

1. To study various eco-adventure activities in India.
2. To study eco-tourism destinations in India w.s.r.t. Town Auroville
3. To study eco-accommodation of various destinations.
4. To understand the role and function of State Tourism Development Corp.

**INTRODUCTION**

The International Eco-tourism Society defines eco-tourism as “responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

This means that ecotourism is much more than traveling around the globe and sightseeing. Ecotourism is about ensuring that your visit also has a positive impact on the local community. This includes the people and their natural resources.

**ECO-ACTIVITIES POPULAR IN INDIA**

- **Ayurveda** : Ayurveda is a science dealing not only with treatment of some diseases but is a complete way of life. Kerala, though Ayurveda is practiced in almost all the part of India.
- **Biking** : Biking is pollution free option. A bike to Solang Valley is just unique. It is uphill ride from Manali to Solang. Biking to Kullu via Naggar on left bank of Kullu Valley is another Biking option in Himachal Pradesh, The Beas Valley.
- **Camping** : Camping is probably the most ideal way of enjoying the beauties of nature. Chitraul, situated near the hill station of Nainital in Uttaranchal and is regarded as a prime trekking paradise and outdoor wildlife camping in this region.
- **Bird Watching** : Birds like peafowl, parrots, kingfishers, swans, ducks, cuckoos, wood-peckers, humming birds, etc, are some major bird spotting places like Bharatpur Bird Sanctuary, Rajasthan; Kumarakom Bird Sanctuary, Kerala; Sultanpur Bird Sanctuary, Haryana; Thattekkad Bird Sanctuary, Kerala
- **Meditation** : Meditation relates to positive thinking. Some of the famous Meditation Destinations in India are Haridwar, Rishikesh, Varanasi and Nashik. Rishikesh is called the yoga capital of the world.
- **Mountaineering in India** : The foothills of Himalayas are the core of mountaineering activities in India. The area around Manali, Beas Kund and Hunuman Tibba are some of the popular mountaineering destinations in Himachal Pradesh. Num, Kun and Zaskar ranges are choicest summits that are loved mountaineers. Garhwal draws an large number of trekkers in India
- **Trekking** : Trekking through Ladakh isn't easy- its' harsh, rugged terrain and in hospitable climate is enough to overwork the most seasoned of hikers.
- **White water rafting** : White water rafting has become one of the most popular activities at Alaknanda, Bhagirathi, Indus, Zaskar and Teesta.
- **Bunjee jumping** : This is an activity that involves jumping from a tall structure while connected to a large elastic cord.

- **Paragliding** : Involves free flying where in the pilot sits in a harness suspended below a fabric wing, the shape of which is formed by air pressure.
- **Hiking** : Hiking is a form of walking undertaken with the purpose of exploring and enjoying the scenery. It usually takes place on trails in rural or wilderness areas.
- **Rock Climbing** : This involves climbing up rock formations or walls with the goal of reaching the summit or the endpoint of a route.

Ecotourism in India is shaping up and making its presence felt in popular as well as lesser explored destinations in India.

### 1. Ladakh

Leh Nutrition Project, established by Save The Children Fund (UK) in 1979, happens to be the NGO working towards the overall upliftment in Ladakh. They have been addressing issues related to child care, development, education, livelihood, and watershed development in the difficult terrains. In addition to that, Leh Nutrition Project and Ladakh Ecological Development Group have been actively working to promote the sustainable society in Ladakh.



Attractions : Hemis National Park, Tsomoriri Wetland Conservation Reserve, ancient monasteries, treks spanning across villages, chance to experience the life in the valley.

Eco-friendly stays in Ladakh: Eco Popular Resort in Leh, Himalayan Eco Resort in Leh, and homestays in Leh

### 2. Himachal Pradesh

The Ecotourism Society in Himachal has been practicing Community-Based Ecotourism (CBET), which is a collaborated effort towards the conservation of nature and cultural resources in the region. Various approaches like Participatory Forestry Management for the development of forests have been initiated.

The efforts have been widely appreciated by the people of Himachal as well as tourists. Besides, they've generated a lot of revenue for the state.



Ecosphere – an organization that focuses on initiatives for saving the rich bio-reserve, keeping the environment sound, and making lesser known places more popular.

Attractions : Great Himalayan National Park, Pin Valley National Park, Chandratat, 3300 plus varieties of flora, the indigenous tribes of the region

Eco-friendly stays in Himachal Pradesh: Oakwood Hamlet in Shimla, The Himalayan Village in Kullu, and Homestays in Spiti Valley

### 3. Delhi

New Delhi has seen a commendable effort from organizations like Ecotourism Society of India that have been encouraging sustainable practices in the capital. Chhawla-Kanganheri – an ecotourism park near Najafgarh drain has been revamped and recreational activities like boating, camping, paintball and obstacle course are available for the entertainment of tourists. Farmstays also have a major role in the promotion of ecotourism; a few have come up in the heart of the city, besides many in the outskirts.



Attractions : JNU Caves, Yamuna Biodiversity Park, The Ridge, and The Yamuna

Eco-friendly stays : Surjivan Resort, Thakran Farm, and Uppal's Orchid



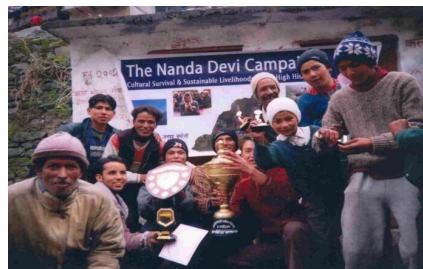
#### 4. Uttarakhand

Group of travelers in Nanda Devi Biosphere Reserve taking up adventure programs to promote ecotourism in India. Several village treks have been initiated by the tourism department of Uttarakhand. These trails give an insight into the lives of Kumaoni villagers. It is a collective effort from Uttarakhand Tourism Development Board, Garhwal-Kumaon Mandal Vikas Nigam, and ecotourism division of the state forest department. They also run homestays.

State Bird Spring Festival organized by forest department has been a boost to the tourism. Communities like Pawalgarh Conservation Reserve – a tiger conservation reserve in Ramnagar has been highly benefitted because of all the eco-friendly initiatives taken at places in Uttarakhand.

Attractions : Valley of Flowers, and Nanda Devi Biosphere Reserve

Eco-friendly stays : Emerald Trail, camps and eco lodges in Jayalgarh, Auli, and Ghangaria



#### 5. Arunachal Pradesh

Future Generations Arunachal and Green Pastures have been focusing on awareness on ecotourism and encourage homestays. Ngunu Ziro by Future Generation Arunachal have been contributing towards the cause of preservation of tribal culture and safeguarding the nature around.

Apatani Plateau Initiative, Ziro and Tangsa Community Conservation Reserve Initiative, Changlang District have been major initiatives executed by Association for Conservation and Tourism in the state to create a friendly environment for tribals and conserve the pristine environment. Game viewing at wildlife sanctuaries, climbing, trekking and nature walk in the valleys and splendid sightseeing make Arunachal Pradesh an ideal place for ecotourism.



Attractions : Namdapha National Park, Tsanga Community Conservation Reserve, and Apatani Plateau

Eco-friendly stays: Homestays in Ziro run by an NGO called Ngunu Ziro, homestays at Bagun Welfare Society in Thembang, responsible guesthouse in Namdapha National Park run by an NGO called SEACOW

#### 6. Meghalaya

This unexplored paradise in the northeast has a lot of cultural diversity and plenty of secluded wonders. Living Roots Ecotourism Society has unearthed a hidden treasure in the northeast and glorified Nongblai – a lesser-known village in the East Khasi Hills district. The village has record 16 living root bridges. Raid Nongblai – a collective organization of Nongblai, Suthim, and Wahlyngkhat villages have jointly taken up the responsibilities of these living root bridges that are like a god to them. Regional Workshop on Environmental Service Learning, conservation of Hotspots of Biodiversity and Ecotourism that focusses on biodiversity conservation and ecotourism.



Attractions : Mawlynnong Village, Mawphlang Sacred Forest, East Khasi Hills, and Jakrem Hot Spring

Eco-friendly stays : Ecotourism homestays with the Khasi tribe in Mawlynnong, NG Eco Homestay in Cherrapunjee, and Ri Kynjai Eco-resort in Shillong

#### 7. Assam

Remote places, tribes, and their exciting traditions make Assam an exciting destination for ecotourism in India.

Ecotourism Society of India in partnership with Assam Tourism has been organizing workshops to promote responsible tourism. Assam Tourism Development Corporation (ATDC) has also been keen on supporting initiatives by setting up eco-camps by deprived youths.



Attractions : Kaziranga National Park, Manas National Park, and The Pobitora Wildlife Sanctuary

Eco-friendly stays : The Singpho Eco Lodge at Margherita-Pengari road, Faneng Village at Lekhapani, The Nature Hunt Eco Camp at Kaziranga National Park, and Chandubi Jungle Camp at Chandubi Lake



### 8. Sikkim

To save the beautiful environment of the northeast, sustainable tourism and eco-friendly measures have been devised by Directorate of Ecotourism in association with Forest Department of Sikkim. In this region, promotion of wildlife and nature has remained a prime focus.

Going Wild is another responsible organization in the northeast working towards the development of ecotourism by promoting several wildlife and birding tours.



Attractions: Maenam Wildlife Sanctuary, and Khangchendzonga National Park

Eco-friendly stays : Teen Taley Garden Resorts in Rumtek, Eco Paradise Resort & Spa in Gangtok, and Cherry Village Resort in Pelling

### 9. Karnataka

Jungle lodges, heritage sites, and resorts make Karnataka a popular ecotourism destination in the country. Karnataka Ecotourism Development Board (KEDB) and National Tiger Conservation authority have collectively rolled out policies aimed at attracting more investment, creating more awareness at the tourist hotspots, and facilitating ambitious activities to attract tourists.

Attractions : Bisle Rainforest, Nagarhole, Kabini Backwaters, Hassan, Chikmagalur, and Devbagh near Karwar



Eco-friendly stays : Jhari Ecostay, Silver Oak Resort, and Chukki Mane

### 10. Kerala

Hill stations, plantations, backwaters, and the unique biological settings of Kerala make it a perfect ecotourism destination. The infinite gardens and tea estates are perfect for nature walk and treks. Thenmala Ecotourism Project is a prominent development in the South India that works towards the development of Shendurney Wildlife Sanctuary Reservoir and Deer Rehabilitation Center. The sanctuary offers a number of leisure and adventure zone for tourists. Center for Ecotourism of Kerala Institute of Tourism and Travel Studies has been promoting sustainable tourism by organizing seminars and community service in the area.



Attractions: Thenmala, Konni, Parambikulam, Aralam, Silent Valley National Park, and Periyar Tiger Reserve

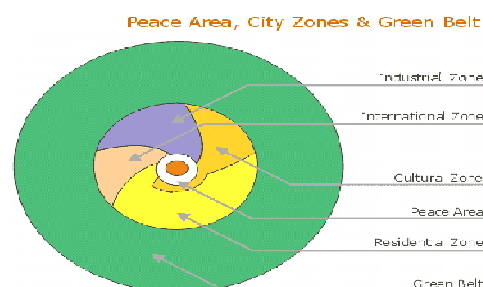
Eco-friendly stays: Wild Elephant Eco-Friendly Resort, Ela Ecoland, Shendurney Wildlife Sanctuary Reservoir, and Hinterland Village

### AUROVILLE

Auroville is however an experimental, very interesting township near Puducherry in Tamil Nadu, India. Popularly known as the City of Dawn. It is 'a universal town where men and women from all countries are able to live in peace and progressive harmony, above all politics and all nationalities.' Aurovillians runs schools, IT, organic farming, renewable energy, and handicraft production employing nearly 4000-5000 villagers from nearby villages.

It is one of the destinations promoting ecotourism projects like no other in India. The economy is self-sustained and there are a variety of volunteering programs. Green belt is a zone for organic farms, dairies, orchards, forests, and wildlife areas. It will be created as source for food, timber, medicines etc. and as a place for recreation.

Those who have specifically come for Auroville's spiritual vision and call, are practicing the 'Integral Yoga' to seek truth and light over and above ignorance.



**AUROVILLE NATURE CAMP**

**Objectives :** To foster increased communication, cooperation, and connection amongst a diverse group of students and adults while simultaneously connecting with and learning about the natural surroundings.

**Program/Activity Details :** The Auroville Nature Camp aspires to be one of the manifestations of “a living embodiment of an actual Human Unity.” This educational activity brings together the children of Auroville and those of its surrounding villages for a collective experience of nature in the forest of Kavunji near Kodaikanal. Each camp offers a range of experiences designed to introduce the children to the flora and fauna of the area, to increase their environmental awareness, to awaken the spirit of adventure through treks and climbs, and to deepen their relation to and appreciation of nature. In the simple rustic camp setting children learn to live together in a group and to care for each other and the environment. Everyone, including students, teachers and other adults, work together to create the camp and to maintain a harmonious atmosphere.

Specific activities vary from week to week and are determined by the group leaders. Some activities include:

- Daily morning fitness exercises and game playing, treks, both half and full day, in the adjacent wilderness with simultaneous search for wildlife.
- Playing sports, including cricket, football, and ultimate Frisbee and including name games, “Bear, Ninja, Cowboy,” Rock-climbing , etc.
- Playing mental games, including Sudoku, riddle solving, etc.
- Learning basic outdoor skills, including how to use a compass, how to build a fire, how to catch fish.
- Crafts, including beadwork, friendship bracelets, wood craft, and basket making
- Food preparation/helping in the kitchen.
- Theater skits, improvisation, capoeira, dancing, and group sing-alongs.
- A camp-wide treasure hunt utilizing skills learned throughout the week to complete the task, including compass reading, fire building, and group cooperation.

**Outcome :** Auroville Nature Camp provides students with a week in the wilderness, exposing them to numerous challenges in all aspects of the being. Their physique is challenged in arduous treks to the big waterfall. Handling oneself in a group, learning to communicate one’s needs clearly, participating in common chores, and cooperating with others to accomplish particular tasks, etc. The mind is challenged in games and activities that encourage problem-solving skills and concentration. The spiritual being is awakened in the spectacular beauty and silence of the hilly wilderness.

While each individual is challenged, each person is simultaneously challenged to work and live in a collective, enhancing communication and cooperation skills. It is a rich exercise for future living – in harmony with nature – within the township of Auroville.

**CONCLUSION**

Ecotourism in India might not be a very popular terminology, but those who care about it are doing their bit to conserve country’s natural heritage, even if it’s one baby step at a time. Ecotourism in India is has taken over like a movement and the effects can be seen in the extreme places. where youngsters can be spotted moving around picking up the leftovers voluntarily, teaching the underprivileged kids and helping the locals grow. Let the environment be the winner as you travel.

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**EDUCATIONAL TOURISM - NEED OF AN HOUR**

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**ABSTRACT**

*As we can see and feel that due to busy schedule of an individual, they are not able to learn new things. In order to survive in competitive environment, we have to update ourselves for e.g.: A doctor is available in clinic for 2 hours in morning and 2 hours in evening a day, so everyone feels that they are free in leisure time but that is not true, they keep on updating by attending seminars or visit to a company. As a professor even we keep on updating on course through industrial visit or educational trip. We as an individual always have the thirst for more and more knowledge, therefore there is a growth of educational tourism. Educational tourism assists an individual or group to acquire knowledge with fun. Through this paper I would like to conclude that tourism industry should have tie up with various stakeholders of the society in order to make educational tourism economical with good quality service for each age group people.*

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**RESEARCH OBJECTIVE**

- Need for professionalism in tourism industry
- Need for educational tourism
- Challenges in educational tourism

**INTRODUCTION**

Educational tourism is an activity where each individual can learn with fun. I personally feel travel starts as soon as a born baby is taken from hospital to home. Small kids when taken in arms during evening walk, keep on observing and recognizing colour, objects, climate etc., here starts educational tourism. You will be amazed to see a kid's smiley face during evening walk though you walk on same path, you see the same things, you meet the same people, you eat the same food etc. The reason behind kid's happiness is their quest for new objects and to have innovative approach towards old objects.

You all might be wondering why I am associating kids learning with education tourism because I want you all to understand that a small kid is learning how to walk, still they prefer to be out of home every day to learn something new.

So, why we have industrial visit, school trip or tours etc. once or twice in a year.

Educational tourism is a broader concept which includes various educational tours with different age groups e.g. school trips, school tours, industrial visit, conference, seminar outside office premises or any religious tours



**METHODOLOGY OF THE STUDY**

The present study is based on qualitative and quantitative data. The qualitative data is collected through the sampling from the respondents. The sample size is 116. The different age group of people including majority students, working and retired are considered as sample for the study.

DATA SOURCES-	PRIMARY DATA	Primary data is collected through survey. Data is collected by using GOOGLE FORMS
	SECONDARY DATA	Secondary data is collected from Google , books and Research papers

**LITERATURE REVIEW**

Matthew J. Stone and James F. Petrick (AUGUST 27,2013)

This paper reviews the literature on the educational benefits of travel, beginning with the literature on study abroad. Learning outcomes have been found from the travel portion of the study experience, and some research has found that out-of-class experiences were the most impactful portion of study abroad. Personal growth, increase in life skills, and knowledge also result from independent international travel, as well as “objective less” travel. The research primarily has focused on young adults and college students.

Rethinking educational tourism: proposing a new model and future directions by Christine A. Mc Gladdery (2017). This paper argues that this stems from a lack of consensus regarding the nature and scope of educational tourism as a theoretical concept and market segment.

Sinha (2008) in their study made an attempt to evaluate the impact of religious tourism on Gir National Park. The objective of the study was to generate awareness about need of visitors’ management in protected areas like Gir National Park. The author revealed that a large number of religious tourists and wildlife tourists visited the area which leads to problems like overcrowding, non-biodegradable garbage and human waste etc. They also highlighted the disturbances in river system due to bathing and washing of clothes, utensils and vehicles by the pilgrims. The researcher suggested that efforts should be made to protect the flora and fauna in Gir forests by convincing the temple authorities and by educating the pilgrims regarding the above mentioned aspects.

Wichasin (2008) in his study illustrated the relationship between pilgrimage and tourism with the help of Stupa worship. He highlighted that pilgrimage involved three essential steps i.e. journey to the sacred sites, performance of ritual acts and lastly returning home with sense of renewal. Further, tourism shared some similarity with the pilgrimage but also included sightseeing, travelling and visiting different places. The author discussed the model explaining the features of the pilgrims and provided two continuum namely secularism-sacredness and tourism-pilgrimage.

**CHALLENGES OF TOURISM IN INDIA****1. Training and Skill Development in tourism sector of India**

As per a study by the Ministry of Tourism, only 50 per cent of the employees in the key functional domains of hotels are fully trained with this statistics reducing to 35 per cent for restaurants and other eating outlets.

**2. Safety and Security of Tourists**

It holds special significance for India which has been ranked at a low level of 114th amongst global economies on safety and security parameters as per the World Economic Forum’s Travel and Tourism Competitiveness Report 2017.

**3. Healthcare for Tourists**

There is a significant need for improvement in ensuring sound health of tourists in India especially considering the low rank of 104th for India in terms of health and hygiene standards as compared to world economies.

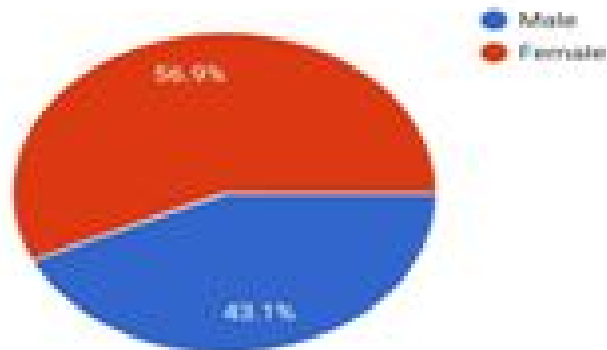
**DATA ANALYSIS AND INTERPRETAION****DATA INTERPRETAION:**

a. 57% i.e. 66 out of 116 are female respondents.

b. 43% i.e. 50 out of 116 are male respondents.

### 1. Gender

116 responses



DATA INTERPRETATION

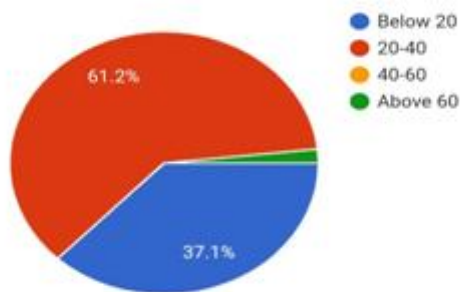
a. The age group 20-40 indicates the highest percentage (61.2%) i.e. 71 responses.

b. The age group below 20 indicates 37.1% of responses i.e. 43 responses.

c. Lastly the combined percentage for age groups 40-60 % above 60 indicates lowest percentage i.e. 1.7% indicates 2.

### 2. Age (in Years)

116 responses



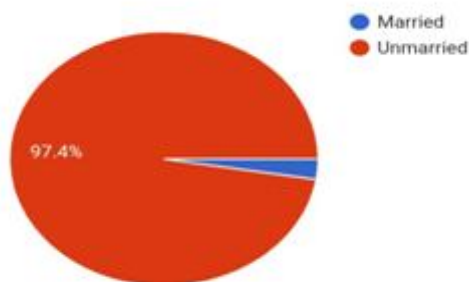
DATA INTERPRETATION

a. 112 out of 116 sample size indicates unmarried as marital status i.e., 97.4%.

b. Only 4 are married i.e. 2.6%.

### 3. Marital Status

116 responses



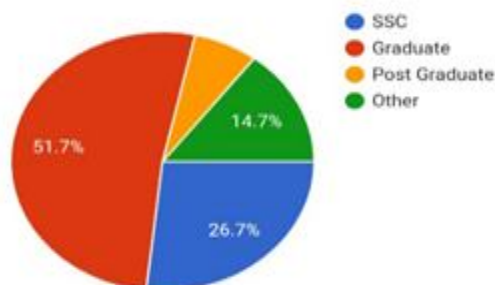


#### DATA INTERPRETATION

- Out of 116, the highest numbers are of graduates (51.7%) i.e. 60
- The S.S.C degree holders comes next with 26.7% i.e. 31 of the sample size.
- Others and post graduates comes next with 14.7% i.e. 17 & 6.9% i.e. 8.

### 4. Education Qualification

116 responses

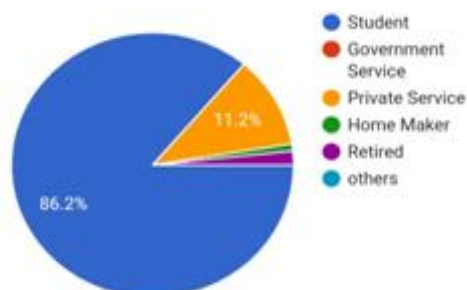


#### DATA INTERPRETATION

- Out of 116, 100 are students' i.e. 86.2%.
- Private Service indicates 11.2% i.e. 13 responses.
- Combined percentage of home makers and retired indicates 2.6% i.e. 3 out of 116 of the sample size.

### 5. Occupation

116 responses

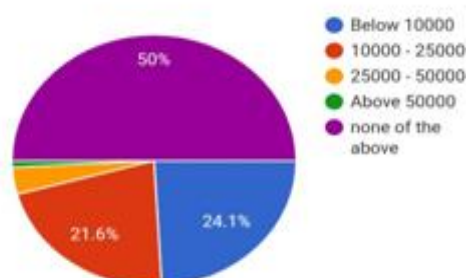


#### DATA INTERPRETATION

- The highest percentage (50%) are with no income i.e. 58 out of 116 of the sample size.
- Whereas monthly income with categories below 10000 & 10000-25000 are 21.6% and 24.1% i.e. 25 and 28, with total 53 out of 116 of the sample size

### 6. Monthly Income

116 responses

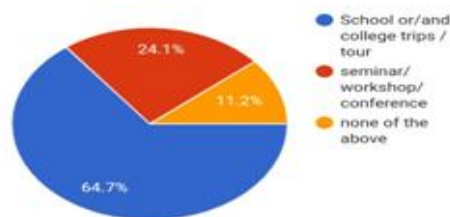


#### DATA INTERPRETATION

- a. 64.7% of the sample size have attended school trips or /& college trips i.e. 75 out of 116.
- b. 24.1% of the sample size has attended seminars /workshops/conference whereas 11.2% i.e. 13 have attended none.

#### 7. Mention the type of Educational tours attended by you

116 responses

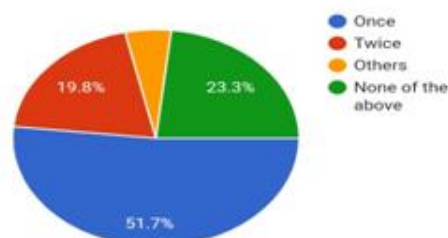


#### DATA INTERPRETATION

- a. 60 out 116 have been for educational tours once in a year i.e. 51.7%.
- b. 23 out of 116 went twice for educational tours in a year i.e.19.8%.
- c. Others are with 5.2% i.e. more than twice indicate s 6 out of 116 and none with 23.3% i.e. 27 out 116 indicates second highest sample size

#### 8. How many times in a year you have been for Educational tours ?

116 responses

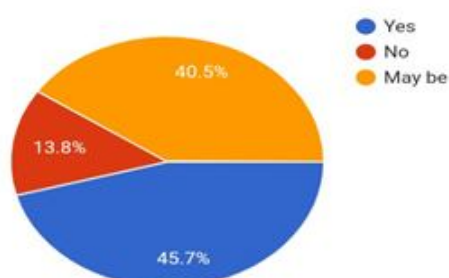


#### DATA INTERPRETATION

- a. According to 45.7% i.e.53 sample size educational tours are economical.
- b. For 13.8% i.e.16, educational tours are not economical whereas 40.5% case is either or.i.e.47

#### 9. Are Educational tours Economical ?

116 responses



#### DATA INTERPRETATION

a. 60.3% i.e. 68 out of 116 says educational tours provide quality services whereas for 9.5% i.e. 12, tours do not provide quality service.

b. 30.2% of the sample size are not sure i.e. 36 out of 116

#### 10. Do Educational tours provide quality service ?

116 responses



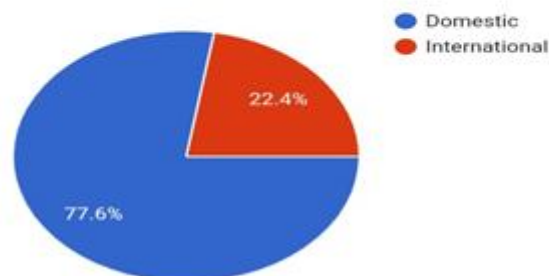
#### DATA INTERPRETATION

a. Highest percentage are in favour of domestic educational tours (77.6%) as compared to international educational tours (22.4%)

b. So for domestic tours 90 out of 116 are in favour.

#### 11. Mention your Educational tour preference

116 responses



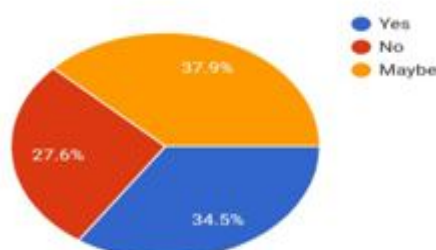
#### DATA INTERPRETATION

a. Highest sample size says MAY BE i.e. 37.9% indicates 44 are not sure.

b. 34.5% i.e. 40 and 27.6% i.e. 32 are with YES and NO.

#### 12. Do you prefer same educational tour service provider ?

116 responses



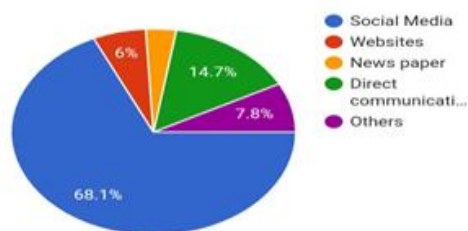


#### DATA INTERPRETATION

- 79 out of 116 of the sample size says promotion can be done through social media i.e. 68.1%.
- For Web sites and newspaper, combined percentage is 6% i.e. total 7 out of 116.
- For 14.7% i.e. 17, direct communication with client is the better option. Whereas, for 11.2%, other than the mentioned can be applied

#### 13. How can one promote Educational Tourism?

116 responses

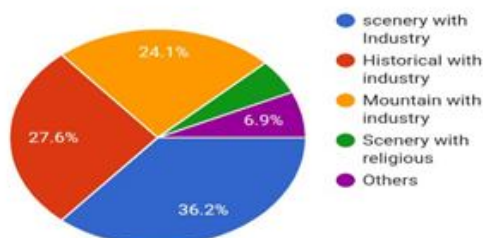


#### DATA INTERPRETATION

- 36.2% i.e. 42 prefers scenery with industry whereas 27.6% i.e. 32 prefers historical with industry as their criteria for selection of place for tour.
- Next selected place comes to mountain with industry i.e. 24.1% indicates 28 out of 116.
- Others and scenery with religious gets 6.9% & 5.2% i.e. total of 14 out of 116.

#### 14. According to you which places are best for Educational Tourism ?

116 responses

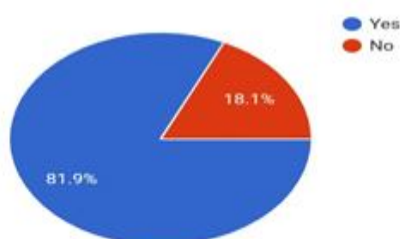


#### DATA INTERPRETATION

- 95 out of 116 i.e. 81.9% believes that-YES, educational tours are meant for well to do family.
- 18.1% i.e. 21 out of 116 says -NO

#### 15. Is Educational tours are meant for well to do customer?

116 responses



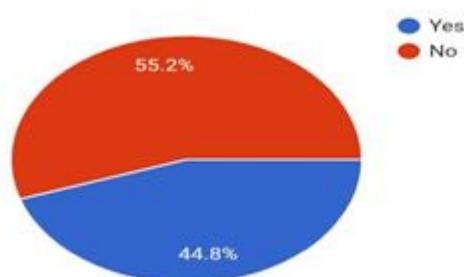
#### DATA INTERPRETATION

a. 55.2% i.e. 64 out of 116 are with –NO .i.e. according to them government and other stakeholders are not taking any initiative to make educational tour available to all .

b. 44.8% i.e. 52 out of 116 says-YES

**16. Are government and other stakeholders of society taking any initiative to make available Educational tourism to all?**

116 responses



#### CONCLUSION

For concluding my paper, I would say that majority of respondents feel that their educational tours are costly with quality services. Respondents are also of an opinion that educational tourism are meant for only well to do customers and very few governments or other stakeholders are taking initiatives to make it available to all. The sector is facing challenges such as lack of good quality tourism.

#### SUGGESTIONS

Various stakeholders must try to make educational tourism available to majority of the population for e.g. Due to JIO, the rates of data usage to the customer has reduced. Government and private sector should encourage institutions which provides career opportunities in tourism. Which will increase professionalism that will lead to quality service for customers. Educational tour operators should maintain client records and provide customize package so that client will prefer to stick with you.

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**SUSTAINABLE TOURISM: A CASE STUDY OF KONKAN**

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**INTRODUCTION**

Maharashtra has almost 720km of coastal area known as the Konkan region. It is one of the most beautiful places in India. It is blessed with beaches, the Sayadhri mountain range and evergreen forest. Tourism has begun to develop recently in Konkan, making it a very attractive tourist destination but also making it vulnerable to the after effects of a being most visited tourist place.

The tourism industry in general, includes the supply-chain like accommodation units, tour operators, MSME providers of visitor services, transporters and nature tour outfitters etc. The challenge before all of them is to preserve the cultural identity and natural and historical heritage of the region and also to diversify the livelihood of the local population. The real challenge is balancing conservation of bio-diversity and also maintaining professional quality of visitor experiences. This paper analyses the scope of sustainable tourism in Konkan.

**MEANING OF SUSTAINABLE TOURISM**

Sustainable tourism refers to tourism with responsibility. In 1988, the United Nations World Tourism organization (UNWTO) defined sustainable tourism as 'leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems'. Sustainable tourism is one that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. In 1992, the 'Earth Summit' in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide.

In 1995, United Nations conference on Environment and Development has elaborated and expressed the sustainable development approach in travel and Tourism Agenda-21. The United Nations World Tourism Organization (UNWTO) has adopted the sustainable approach to tourism and applied sustainable development studies.

Konkan region is a gifted region in Maharashtra with abundant forest area and wildlife, many historical forts, virgin beaches, old temples, lush green valleys and seasonal waterfalls which have become important attraction for the tourists. This paper analyses the various attractions of the Konkan region and suggests steps towards maintaining these places for overall sustainability of tourism industry. The following are the attractive destinations for which Konkan is known. All are natural endowments and need care and conservation.

- 1. Beaches :** There are many undiscovered beautiful beaches in Konkan most of which are virgin beaches. Guhagar, Harihareshwar, Alibag, Kihim, Ganpatipule, Karde, , Revdanda, Murud, Srivardhan, Velneshwar, Hedvi, Bhandarpule, Ratnagiri, Bhatye, Malvan, Tarkarli, Bagmandla, Diveagar, Kelshi, Vengurla – Mochamad, Kunkeshwar, and Mithbav are some famous beaches. These are yet to be fully commercialized and have a good scope to increase tourism in these places.
- 2. Forts:** The forts in Konkan are also the tourist attractions for their archeological, engineering and morphological, historical value. These forts represent the vision and mission and struggle of the visionary king Chatrapati Shivaji Maharaj to establish Swarajya. The Kulaba fort, Revdanda fort, Korlai fort, khanderi fort, Underi fort, Janjira fort, Bankot fort, Suvarnadurga, Kanakdurga , Gopalgad fort, Jaygad fort, Ratnadurga, Purnagad, Sindhudurg fort and Vijaydurg forts are the famous forts in Konkan region.
- 3. Temples:** Siddhivinayak temple in Nandgaon, Suvarnaganesh, Rupnarayan temple in Diveagar; temples in Harihareshwar, Ballaleshwar (Pali); Bhagwati devi temple in Ratnagiri, Kunkeshwar, Redi Ganpati, Marleshwar and Ganpatipule etc are the famous temples that attract religious tourist in Konkan. The festivals of Ganeshchaturthi and Shimga (Holi) are celebrated very enthusiastically which attract the domestic tourists.
- 4. Waterfalls:** Waterfalls of Marleshwar, Garambi, Nivali, Pandavgat, Peb and Gavlideo are very famous. The water falls are the result of heavy rainfall in the western ghats and the short length rivers flowing through the mountains These are the major tourist attractions during rainy season.

- 5. Konkan Railway:** Travelling by Konkan railway itself is an adventure. The length of the Konkan railway route in Maharashtra is 381.181km. An interesting fact about Konkan railway is that the scenic beauty of this route prompted, train routes being modified to enhance tourism in this region. The presence of Arabian Sea and Sayadhri Ghats on either side of the track leads to a large number of tunnels and bridges throughout the route. There are more than 2000 bridges and more than 90 tunnels on this route. Karbude tunnel was the longest rail tunnel in India before Pir Panjal tunnel. The Karbude tunnel is 6.5 km long and one of the India's biggest engineering marvels is located near Ratnagiri. Apart from tourism industry the Konkan railway has increased the pace of industrialization and commercialization in the region.
- 6. Scuba Diving :** Malvan scuba diving offers excellent underwater visibility for scuba diving near Sindhudurg fort as well as near Tsunami Island of Tarkarli. It is simply out of the world experience for its beautiful aquatic life, colorful and rich corals. These sea water sports have become a huge attraction for both domestic as well as foreign tourist.

These beautiful and natural gifts of the Konkan region are the most attractive tourist spots. These places also face a threat from the tourists that visit them. Tackling the problems like environmental hazards, increase in waste products, avoiding damage to wild-life, ensuring no disruption in socio-economic and cultural setup and conservation of architecture and ecological balance in the host region will truly help to achieve sustainable tourism in Konkan. There is a need for proper training programmes for the locals to encash the increasing fame of the Konkan amongst tourist. The following steps can be taken by the government to conserve the natural scenic beauty of this region along with encouraging tourism industry.

The beaches in Konkan are lonely, deserted, uncommercialized, with very clean waters; as many of them are not even known to the tourist. There is a huge scope for the locals to commercialize such beaches. Along with proper promotion of such places, it is important that the natural beauty and cleanliness of sea water at these beaches is maintained. This would sustain the quality of the place as well attract many more tourist. Encouragement to tourism at the cost of nature is self-destructive. The role of the local residents in implementation of such environmental sustainability tourism policy is more. This requires proper training to the local residents about conservation of their natural endowments.

Similarly, the coral reef in Tarkarli, Malvan in Sindhudurg attracts tourists interested in sea water sports. There is a need of conservation of such coral reefs and promoting them to attract more tourists. Awareness among the local residents and tourists about cleanliness and waste management will help maintain the clean waters and marine life. The government must invest in discovering such coral reefs and developing the required infrastructure for development of tourism as a part of sustainable tourism.

The maintenance of historical places like forts and temples and renovating them is essential to enhance their life and value. Such places are testimonials for the past and hence attract different tourist from various study fields like history and archaeology, engineering science, aesthetics, sculpture and arts etc. The forts like Janjira, Suvarnadurga and Ratnadurga etc. are the historic naval bases of the kingdom of Chatrapati Shivaji Maharaj. Many forts exemplify the best engineering of all the times. Konkan is full of such cultural and historical heritage and there is a need to preserve this jewel.

The government of Maharashtra has implemented some power projects in the Konkan region which are affecting the flora and fauna of the place. Power projects like Enron, Dabhol Power have already affected the mango and cashew plantations. The proposed Jaitapur Nuclear power project and the following proposed Coal-Based Power Projects in Konkan are in Shahapur, Raigad(Tata), Bhopani, Dapoli(GMR), Dhopave, Guhagar(NTPC), Jaigad, Ratnagiri(JSWEL), Ranpar, Ratnagiri(Finolex), Munage, Devgad (Ultramega), Dhakore, Ajsaon, S'wadi(Ind BharatPower) etc. All these power projects are a potential danger to the cultivation, the fruits and crops and environment in Konkan region apart from the production of electricity. People against these projects are mainly the environmentalist and the local residents who are worried about the sustainability of these decisions of the government.

The report prepared by the National Environmental Engineering Research Institute (NEERI) in Pune was flawed. It showed cashew and mango orchards and paddy fields at the project site as wasteland. Due to such ambiguity in the process the local residents have agitated against several mega projects in Konkan region.

The sustainable tourism will thrive in Konkan only if the government and the local residents work hand in hand for environmental, social as well as economic sustainability. Each one of these conditions complement one another and no development is complete if any one of these factors is missing. There is wide scope in Konkan to develop its undiscovered tourist places. But it is the government that should decide how it wants to perceive

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Konkan in the near future; as a nature hub and a well known tourist attraction for its flora, fauna and marine life or, a power production hub with the consequences of environmental degradation and destruction of biodiversity.

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**ROLE OF VARIOUS ATTRIBUTES FOR GROWTH OF ONLINE TOURISM AGENCIES**

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**Dr. Sangeeta Makkad**Associate Professor & HOD BMM Department

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**ABSTRACT**

*In the current digital era, tremendous growth of travel and tourism industry in our country. Apart from domestic, international travel has also seen high development in GDP. People in India who initially considered saving for a rainy day in form of wealth and good and property, they now also have opened their horizons to utilize their money for travel and experience both at the domestic and international forums. The industry has also been able to match up to expectations in creating various strategies and interesting destinations to explore. Both off-line and online it travel agencies are penetrating the market with variety of services trying to attract and influence the customer base. It's important that these travel agencies understand the biggest factors of customer engagement about decision making which would motivate the traveler towards off-line and online travel packages through these agencies The attempt of this paper is to examine the various reasons that are influencing the connect of the services which are offered both by off-line and online travel agencies. The attempt to understand the factors that can motivate and strategies towards giving the best services to the travelers. The paper will attempt to examine a baseline understanding to about various elements that can influence consumer decision-making which could be an incorporated by the online and off-line travel agencies for strategizing to reach to their prospective customers.*

*Keywords: travel, online tourism, consumer perception, online and off-line agents.*

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**INTRODUCTION**

Tourism has taken a new dimension growth in India. Reaching a new Horizon both in domestic and international travel GDP towards tourism has seen new heights. People of all age, of various social economic sectors income, interest, gender et cetera are now more keen to explore new destinations and indulge their interest and the money in these travel activities. The business of travel and tourism, tourist agencies, agents, bookings of hotels, travel with a high degree of comfort and with reasonable budgets coupled with discounts and personalized attention are the new game buzz in the field of travel and tourism. Booking of tourism packages holiday packages months in advance and getting the tourist agencies to integrate the respective bookings of the hotels with specification of the customer choices need a close interaction of the travelers with the agents. What is the perception and what is the comfort zone of the customer in choosing and preferring one tourist agency over the other is matter of understanding the consumer perception towards various factors that motivate them to decide. The facilitation of online portals for ticket booking, airline departure streamlining travel from one city to the other with reasonable budget and discounts needs a through strategizing to reach out to customers.

**LITERATURE REVIEW**

The Author highlights the fact that there has been a strong shift in the perception and consumption patterns of the masses to words travel. Initial version of saving a Penny and saving for the rainy years has now changed where people are more open to experience and are travelling International new destination and domestic sectors.

The Author examines also the various social, economic sectors which have now opened up in experiencing different travel destinations and indulging in travel.

Absorbing the fact that the PCI per capita income of youth has increased and priorities and choices and career options have changed, the author states that possibility of growth of online travel portals are immense .

Technology too plays a very important role to ensure the presence of easy access and interface of the consumer with the online travel portals.

Conservative approach to travel and hotel bookings coupled with price and value appropriation has created a niche market for online bookings and travel agents.

Interesting to note is the growing competition amongst various travel agencies which integrate insurance with the booking hotel booking air and rail travel booking, bus booking and sightseeing destinations. Amalgamating with this the comfort of the human interaction which is the USP of competing travel agencies to various destinations across the globe both on air, road and water travel

The growth of competencies towards giving best comfort and service to consumers is growing. Likewise perception of elements and factors considered imports for decision making by travelers is undergoing a sea change and to grow in this industry it's important to be abreast of same.

In India the travel industry is strongly dotted by both off-line and online channels of travel agencies. People reaching out to these channels are of varied social demographic characteristics. The various variables of education income, age, gender, their orientation, the lifestyle that technology ease of usage their preferences for travel their job and occupation and many such other factors influence the choice of online or off-line distribution channels of travel agencies. Concerns about transactions conducted online and security to words sharing the debit and credit card details is another factor a lot of Indian population specially the middle aged do not connect with Online travel agencies.

### OBJECTIVES OF THE STUDY

- To study the attributes of consumer choice online travel booking.
- To find out the choices for online off-line booking travel agencies as facilitators
- To find out about consumer perception and choices to words decision-making for online agencies travel agency.
- To suggest various measures to generate more traffic online travel bookings.

### SCOPE OF THE STUDY

The study is undertaken in the city of Mumbai. Primary data is collected from working youth of metro city of Mumbai. Views of 100 respondents as sample size are gathered in this study.

### RESEARCH DESIGN

This study is descriptive and exploratory in nature. Both primary as well as secondary analysis of data is undertaken. The researcher has made an attempt to satisfy the objectives of the study by testing the hypothesis. Secondary data is collected through the books and related websites. The instrument used to collect primary data is structured questionnaire which is duly filled by the women.

The sample size is 100.

### LIMITATIONS OF THE STUDY

1. Only ratio analysis and basic statistics have been used for primary analysis.
2. Due to limitation of time and cost the sample size is kept small.
3. The sampling universe is also limited to Mumbai only.

### HYPOTHESIS OF THE STUDY

#### H0:

There is no relationship between low price travel packages towards being more attractive for consumers

#### H1:

There exists a relationship between Low Price travel packages towards being more attractive for consumers.

#### H0:

Discount coupons and vouchers do not have a strong significant relation for online portals.

#### H1:

Discount coupons and vouchers have a strong significant relation for online portals.

### Sample Distribution

**Table-1: Mumbai Postgraduate Schools for Survey**

Five Postgraduate Schools for Survey	PG1	PG2	PG3	PG4	PG5
Sample size	20	20	20	20	20

These Five Postgraduate Schools for Survey had 20 sample size each as respondents.

**Table-2: Profile of respondents for Survey**

Profile	Working Travels frequently (Full/Part time)			
	Age :21-24 years			
Sample Size Category Wise	Smart Phone users		Active on Social Media	
Total	Male	Female	Male	Female
100	25	25	25	25

# DATA ANALYSIS AND INTERPRETATION

**Table-3: Regression Statistics model for Travel Agencies**

<i>Regression Statistics</i>	
Multiple R	0.985459
R Square	0.97113
Adjusted R Square	-1.25
Standard Error	2.763366
Observations	1

**Table-4: ANOVA Statistics model for Travel Agencies**

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
<b>Regression</b>	<b>5</b>	<b>1027.455</b>	<b>205.4910477</b>	<b>134.550762</b>	<b>#NUM!</b>
<b>Residual</b>	<b>4</b>	<b>30.54476</b>	<b>7.636190399</b>		
<b>Total</b>	<b>9</b>	<b>1058</b>			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
<b>Intercept</b>							<b>0.0078125</b>	<b>0.007812502</b>
<b>12</b>							<b>0</b>	<b>0</b>
<b>26</b>							<b>7.566E-307</b>	<b>7.566E-307</b>
<b>18</b>							<b>1.051E-269</b>	<b>-1.051E-269</b>
<b>10</b>	<b>0</b>	<b>#N/A</b>	<b>0</b>	<b>1</b>	<b>-2.22E-306</b>	<b>2.2242E-306</b>	<b>-2.22E-306</b>	<b>2.2242E-306</b>
<b>5</b>	<b>0.408206</b>	<b>0.035191</b>	<b>11.59960181</b>	<b>0.00031562</b>	<b>0.31049929</b>	<b>0.505913298</b>	<b>0.31049929</b>	<b>0.505913298</b>

**Table-5: Frequency model for various important attributes to customers for Travel Agencies**

PACKAGES	DISCOUNTS	VOUCHERS	GIFTS	OTHERS	RESPONDENTS
<b>4</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>0</b>	<b>29</b>
<b>12</b>	<b>26</b>	<b>18</b>	<b>10</b>	<b>5</b>	<b>71</b>
<b>16</b>	<b>36</b>	<b>24</b>	<b>20</b>	<b>4</b>	<b>100</b>

**Table-6: Descriptive Statistics for various important attributes to customers for Travel Agencies**

PACKAGES		DISCOUNTS		VOUCHERS		GIFTS		OTHERS		RESPONDENTS	
Mean	10.67	Mean	24.00	Mean	16.00	Mean	13.00	Mean	3.00	Mean	66.67
Standard Error	3.53	Standard Error	7.57	Standard Error	5.29	Standard Error	3.51	Standard Error	1.53	Standard Error	20.61
Median	12.00	Median	26.00	Median	18.00	Median	10.00	Median	4.00	Median	71.00
Mode	#N/A	Mode	#N/A	Mode	#N/A	Mode	#N/A	Mode	#N/A	Mode	#N/A
Standard Deviation	6.11	Standard Deviation	13.11	Standard Deviation	9.17	Standard Deviation	6.08	Standard Deviation	2.65	Standard Deviation	35.70
Sample Variance	37.33	Sample Variance	172.00	Sample Variance	84.00	Sample Variance	37.00	Sample Variance	7.00	Sample Variance	1274.33
Kurtosis	#DIV/0!	Kurtosis	#DIV/0!	Kurtosis	#DIV/0!	Kurtosis	#DIV/0!	Kurtosis	#DIV/0!	Kurtosis	#DIV/0!
Skewness	-0.94	Skewness	-0.67	Skewness	-0.94	Skewness	1.68	Skewness	-1.46	Skewness	-0.54
Range	12.00	Range	26.00	Range	18.00	Range	11.00	Range	5.00	Range	71.00
Minimum	4.00	Minimum	10.00	Minimum	6.00	Minimum	9.00	Minimum	0.00	Minimum	29.00
Maximum	16.00	Maximum	36.00	Maximum	24.00	Maximum	20.00	Maximum	5.00	Maximum	100.00
Sum	32.00	Sum	72.00	Sum	48.00	Sum	39.00	Sum	9.00	Sum	200.00
Count	3.00	Count	3.00	Count	3.00	Count	3.00	Count	3.00	Count	3.00
Largest(1)	16.00	Largest(1)	36.00	Largest(1)	24.00	Largest(1)	20.00	Largest(1)	5.00	Largest(1)	100.00
Smallest(1)	4.00	Smallest(1)	10.00	Smallest(1)	6.00	Smallest(1)	9.00	Smallest(1)	0.00	Smallest(1)	29.00
Confidence Level(95.0%)	15.18	Confidence Level(95.0%)	32.58	Confidence Level(95.0%)	22.77	Confidence Level(95.0%)	15.11	Confidence Level(95.0%)	6.57	Confidence Level(95.0%)	88.68



The null hypothesis is rejected if the p-value is less than a predetermined level,  $\alpha$ .  $\alpha$  is called the significance level, and there is the probability of rejecting the null hypothesis given that it is true (a type I error). It is usually set at or below 5%.

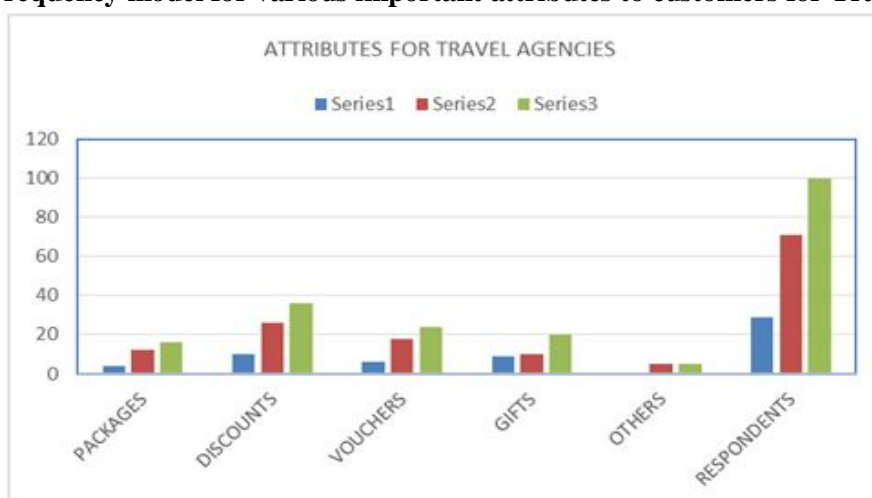
Understanding regression analysis is to generate the equation where is predictable is for tourism indicates that the value is less than 0.05 by which the null hypothesis is rejected and the confidence level is 95%.

Therefore the alternate hypothesis gets accepted.

Assessing the correlation and importance of the various attributes of packages, discount ,vouchers gifts and others it has been found in the co-relation to the discount has the highest positive correlation followed by vouchers,gifts and the last thing the packages. Among the gender differentiation it was found that males are most responsive towards discounts followed by vouchers and subsequently package, whereas females had a strong linkage towards gifts and discount

Thus the analysis clearly points out that the H1 HYPOTHESIS: *There exists a relationship between Lower Price travel packages being more attractive for consumers*, is correct.

**Graph-1: Frequency model for various important attributes to customers for Travel Agencies**



And the second alternate hypothesis

H1: Discount coupons and vouchers have a strong significant relation for online portals is also correct.

### SUGGESTIONS AND RECOMMENDATIONS

- The travel agency to exist and grow online need to give more personalized services along with the human interface through automation.
- The constant integrated services can be made available to the consumers with up-to-date information.
- Need to have strong penetration through various social media networks for branding exercises remains a constant effort by the online travel agencies.
- The online communities of tourist network can be harnessed to generate a lot of positive comments to build and energies the image of the agencies
- Travel agencies can start streaming their portal and conduct live FB page talk shows discussing various tour destinations and the ease to reach the same through.

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**IMPACT OF MARKETING STRATEGIES OF TOURISM INDUSTRY ON THE SATISFACTION OF TOURISTS IN MUMBAI**

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**ABSTRACT**

*Tourism industry is one of the most important factors in GDP contribution in worldwide today. Lack of marketing in the developing country is one of the main reasons that the tourism industry has not been able to reach to its optimum levels. This study is restricted to tourists (Domestic and International) visiting Mumbai. The study focuses on identifying the impact of marketing strategies of tourism industry on the satisfaction of tourists visiting Mumbai. The primary data and secondary data have been used for the study. The primary data was collected through structured questionnaire and the secondary data was obtained from various reports of department of tourism of Government of India and State Governments, World Tourism Organization etc. Simple random sampling technique was used to gather data from the respondents, because of which respondents diverged from every age group, gender, professions, religions, marital status, states and countries etc. but were restricted only to tourists (Domestic and International) visiting Mumbai. It is concluded from the study that Indian tourism industry would not be able to get the desired growth and impetus unless it is backed up by intense promotional and marketing strategies. Further, even though the marketing is done, it lacks innovation and creativity. Also, the place and promotion need to be focused upon by developing the infrastructure and hospitality among people.*

*Keywords: Marketing Strategies, Satisfaction, Product and Promotion*

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**INTRODUCTION**

Tourism industry is one of the most important factors in GDP contribution in worldwide today. It plays an important role in socio-economic development of a country. Most of the tourists prefer to visit in different destinations for different reasons. It is recognized that most of the developing countries now generate economic benefits through its tourism industry. In the past, the government may have been reluctant to invest for tourism development, but in this modern age the situation has changed. Now government concentrates on not only tourism but also hospitality management like hotels, motels, restaurants, transportation, security and entertainment etc.

**STATEMENT OF THE PROBLEM**

Marketing is much more important in today's competitive world than the productions and sales of the product. Lack of marketing in the developing country is one of the main reasons that the tourism industry has not been able to reach to its optimum levels. Tourism industry has not achieved considerable progress due to the lack of attention towards tourism marketing. The economic growth and contribution to the GDP and indirect benefits namely the better infrastructure facilities and further strengthens the social institutions like health care and other welfare facilities.

Till now all the people discuss about Indian tourism industry being underdeveloped and need of marketing has been mentioned. But the annual report by Ministry of Tourism, India mentions that the lack of marketing has become an obstacle in the development of tourism industry to its full potential in India. In these circumstances, the researcher has selected the title, 'Impact of Marketing Strategies of Tourism Industry on the Satisfaction of Tourists in Mumbai'.

**OBJECTIVES OF THE STUDY**

- ✓ To analyze the satisfaction on marketing strategies of tourism industry among different profile variables of tourists in Mumbai
- ✓ To identify the impact of marketing strategies of tourism industry on the satisfaction of tourists in Mumbai

**RESEARCH DESIGN**

The study is exploratory in nature. A study was done to reach the objectives of the study. The responses obtained from tourists (Domestic and International) visiting Mumbai is analyzed using various statistical techniques. This study is restricted to tourists (Domestic and International) visiting Mumbai. The study focuses on identifying the impact of marketing strategies of tourism industry on the satisfaction of tourists visiting Mumbai.

## SOURCES OF DATA

The primary data and secondary data have been used for the study. The primary data was collected through structured questionnaire and the secondary data was obtained from various reports of department of tourism of Government of India and State Governments, World Tourism Organization, web sites, and journals etc.

## SAMPLING TECHNIQUE

Simple random sampling technique was used to gather data from the respondents, because of which respondents diverged from every age group, gender, professions, religions, marital status, states and countries etc. but were restricted only to tourists (Domestic and International) visiting Mumbai.

## DATA COLLECTION TECHNIQUE

Primary data were collected from various tourists (Domestic and International) visiting Mumbai. There were 75 respondents of which 50 were domestic tourists and 25 were International tourists. Structured questionnaire was used to collect the data from the various tourists (Domestic and International) visiting tourist destinations at Mumbai.

## STATISTICAL TOOLS USED

Statistical Package for the Social Sciences (IBM SPSS 20) was used for data analysis which includes regression analysis and for the reliability the Cronbach's Alpha was also calculated.

## ANALYSIS AND INTERPRETATION

### Reliability and Validity of Variables regarding the Satisfaction on Marketing Strategies of Tourism Industry

The satisfaction of tourists towards the marketing strategies of tourism industry was measured with the help of five components. The variables included in each component are varying from 4 to 7. Before summarizing the scores of the variables in each component, it is essential to examine its reliability and validity. The overall reliability is tested with the help of Cronbach Alpha. The results are given in Table 1.

**Table-1: Reliability and Validity of Variables Relating to the Satisfaction on Marketing Strategies of Tourism Industry**

Particulars	No. of variables	Range of standardized factor loading	Range of 't' statistics	Cronbach Alpha	Composite Reliability	Average variance extracted
Product	4	0.8643-0.8092	2.9277*- 2.5229*	0.8065	0.7930	55.40
Price	5	0.8782-0.8149	2.9247*- 2.5372*	0.8042	0.7915	56.24
Place	6	0.8639-0.8258	2.9465*- 2.5498*	0.8134	0.7942	55.19
Promotion	7	0.8757-0.8365	2.9396*- 2.5427*	0.8105	0.7921	56.05
Physical Evidence	5	0.8695-0.8253	2.9136*- 2.5378	0.8236	0.7936	56.11
Overall	27	0.8437-0.7756	2.9328*- 2.5329*	0.8088	0.7892	58.85

\*Significant at five per cent level

The standardized factor loading of the variables in the satisfaction of domestic and international tourists towards the marketing strategies of tourism industry are greater than 0.60 which reveals the content validity. The significance of 't' statistics of the standardized factor loading of the variables in the satisfaction of domestic and international tourists towards the marketing strategies of tourism industry shows the convergent validity. It is also confirmed by the composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The Cronbach Alpha of the satisfaction of domestic and international tourists towards the marketing strategies of tourism industry is greater than the standard minimum of 0.60. All these results indicate the reliability and validity of variables in satisfaction of domestic and international tourists towards the marketing strategies of tourism industry.

### Satisfaction on Marketing Strategies of Tourism Industry and Profile Variables of Domestic Tourists

In order to find out the relationship between satisfaction on marketing strategies of tourism industry namely product, price, place, promotion and physical evidence and profile variables of the domestic tourists, the null

hypothesis is framed as, “There is no significant relationship between satisfaction on marketing strategies of tourism industry and profile variables of the domestic tourists in Mumbai”. The result is given in the Table 2.

**Table-2: Satisfaction on marketing strategies of tourism industry among different profile variables of domestic tourists - ANOVA**

Factors	Profile Variables (F Statistics)							
	Gender	Age	Educational qualification	Marital Status	Type of Family	Family Size	Occupation	Monthly Income
Product	2.175*	2.572*	4.237*	1.072	4.089*	2.509*	4.388*	6.330*
Price	1.614	1.325	2.270*	1.162	1.259	1.594	2.599*	2.456*
Place	0.549	1.179	1.783	1.502	1.008	1.737	1.105	1.188
Promotion	0.145	0.763	2.523*	3.265*	1.215	1.357	3.279*	4.085*
Physical Evidence	1.847	0.770	1.724	1.574	1.336	1.480	1.943	5.185*

Source: Primary data

\*-Significant at five per cent level

It is understood from table 2 that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely product and profile variables of the domestic tourists namely gender, age, educational qualification, type of family, family size, occupation and monthly income. Table further shows that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely price and profile variables of the domestic tourists namely educational qualification, occupation and monthly income. It is found from table that there is no significant relationship between satisfaction on marketing strategies of tourism industry namely place and profile variables of the domestic tourists namely gender, age, educational qualification, marital status, type of family, family size, occupation and monthly income. It is identified from table that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely promotion and profile variables of the domestic tourists namely educational qualification, marital status, occupation and monthly income. It is further identified from table that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely physical evidence and profile variables of the domestic tourists namely educational qualification, occupation and monthly income.

#### **Satisfaction on Marketing Strategies of Tourism Industry and Profile Variables of International Tourists**

In order to find out the relationship between satisfaction on marketing strategies of tourism industry namely product, price, place, promotion and physical evidence and profile variables of the international tourists, the null hypothesis is framed as, “There is no significant relationship between satisfaction on marketing strategies of tourism industry and profile variables of the international tourists in Mumbai”. The result is given in the Table 3.

**Table-3: Satisfaction on marketing strategies of tourism industry among different profile variables of international tourists - ANOVA**

Factors	Profile Variables (F Statistics)							
	Gender	Age	Educational qualification	Marital Status	Type of Family	Family Size	Occupation	Monthly Income
Product	3.728*	2.505*	3.475*	3.079*	2.199*	0.929	2.236*	3.125*
Price	2.449*	1.292	1.969*	0.748	0.989	0.610	1.370	3.563*
Place	2.823*	3.313*	2.992*	0.657	1.765	1.499	1.263	4.257*
Promotion	2.104*	2.052*	1.450	1.063	1.794	2.058*	2.134*	3.054*
Physical Evidence	3.166*	1.829	1.342	1.059	1.380	1.586	2.250*	2.812*

Source: Primary data

\*-Significant at five per cent level

It is understood from table 3 that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely product and profile variables of the international tourists namely gender, age, educational qualification, type of family, occupation and monthly income. Table further shows that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely price and profile variables of the international tourists namely gender, educational qualification and monthly income. It is found from table that there is no significant relationship between satisfaction on marketing strategies of tourism industry namely place and profile variables of the international tourists namely gender, age, educational qualification and monthly income. It is identified from table that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely promotion and profile variables of the international tourists namely gender, age, family size, occupation and monthly income. It is further identified

from table that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely physical evidence and profile variables of the international tourists namely gender, occupation and monthly income.

### Impact of marketing strategies of tourism industry on the satisfaction of tourists

Marketing strategies of tourism industry may influence the satisfaction of tourists in Mumbai. The present study has made an attempt to examine it with the help of multiple regression analysis. The fitted regression model is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where

Y - Impact of marketing strategies of tourism industry

X<sub>1</sub> - Score on product

X<sub>2</sub> - Score on price

X<sub>3</sub> - Score on place

X<sub>4</sub> - Score on promotion

X<sub>5</sub> - Score on physical evidence

b<sub>1</sub>, b<sub>2</sub>,.....b<sub>5</sub> –regression co-efficient of independent variables

e - error term

a - Constant

The influence of marketing strategies of tourism industry on the satisfaction of tourists in Mumbai has been examined among domestic and international tourists and also for pooled data separately. The results are given in Table 4.

**Table-4: Impact of marketing strategies of tourism industry on the satisfaction of tourists**

Sl. No	Independent Variables	Regression co-efficient in		
		Domestic Tourists	International Tourists	Pooled data
1.	Product	0.2460*	0.2390*	0.2420*
2.	Price	0.2140*	0.2909*	0.2340*
3.	Place	0.2290*	0.2610*	0.2370*
4.	Promotion	0.1330	0.1070	0.1250
5.	Physical Evidence	0.2180*	0.2540*	0.2200*
	Constant	0.2250	0.2320	0.2170
	R <sup>2</sup>	0.640	0.712	0.670
	F-statistics	12.5505*	13.2280*	12.9904*

\* Significant at five per cent level.

The significant impact of marketing strategies of tourism industry on the satisfaction among domestic tourists and international tourists are product, price, place and physical evidence since their regression co-efficient are significant at five per cent level. A unit increase in the above said impact of marketing strategies of tourism industry on the satisfaction among domestic tourists by 0.2460, 0.2140, 0.2290 and 0.2180 units respectively. The changes in the impact of marketing strategies of tourism industry explain the changes in the satisfaction among domestic tourists to an extent of 64.00 per cent.

A unit increase in the above said impact of marketing strategies of tourism industry results in increase in the satisfaction among international tourists by 0.2390, 0.2990, 0.2610 and 0.2540 units respectively. The changes in the impact of marketing strategies of tourism industry explain the changes in the satisfaction among international tourists to an extent of 71.20 per cent.

The analysis of pooled data reveals the importance of marketing strategies of tourism industry namely product, price, place and physical evidence in the determination of satisfaction of domestic and international tourists.

### FINDINGS

- ✓ It is understood that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely product and profile variables of the domestic tourists namely gender, age, educational qualification, type of family, family size, occupation and monthly income.

- ✓ It is noted that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely price and profile variables of the domestic tourists namely educational qualification, occupation and monthly income.
- ✓ It is found that there is no significant relationship between satisfaction on marketing strategies of tourism industry namely place and profile variables of the domestic tourists namely gender, age, educational qualification, marital status, type of family, family size, occupation and monthly income.
- ✓ It is identified that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely promotion and profile variables of the domestic tourists namely educational qualification, marital status, occupation and monthly income.
- ✓ It is identified that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely physical evidence and profile variables of the domestic tourists namely educational qualification, occupation and monthly income.
- ✓ It is understood that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely product and profile variables of the international tourists namely gender, age, educational qualification, type of family, occupation and monthly income.
- ✓ The study shows that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely price and profile variables of the international tourists namely gender, educational qualification and monthly income.
- ✓ It is found that there is no significant relationship between satisfaction on marketing strategies of tourism industry namely place and profile variables of the international tourists namely gender, age, educational qualification and monthly income.
- ✓ It is identified that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely promotion and profile variables of the international tourists namely gender, age, family size, occupation and monthly income.
- ✓ It is identified that there is a significant relationship between satisfaction on marketing strategies of tourism industry namely physical evidence and profile variables of the international tourists namely gender, occupation and monthly income.
- ✓ The significant impact of marketing strategies of tourism industry on the satisfaction among domestic tourists and international tourists are product, price, place and physical evidence.

## **SUGGESTIONS**

- ✓ The tourism industry should pay attention to all tourism marketing mix elements.
- ✓ Tourism industry should implement marketing strategies according to the marketing and tourist mix elements that will lead to the satisfaction of the tourists in Mumbai.
- ✓ Increase the attention to the tourist product as one of the marketing mix element which should prove in influencing the satisfaction of foreign tourists coming to Mumbai.
- ✓ The need for diversification of the tourist product to attract a greater number of tourists and extend the duration of their stay.
- ✓ The need for attention to develop new promotional means that will provide information for foreign tourists and inform about the tourist places in Mumbai, which enhances satisfaction.

## **CONCLUSION**

It is concluded from the study that Indian tourism industry would not be able to get the desired growth and impetus unless it is backed up by intense promotional and marketing strategies. Further, even though the marketing is done, marketing lacks innovation and creativity. Also, the place and promotion need to be focused upon by developing the infrastructure and hospitality among people.

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**OVERVIEW OF MEDICAL TOURISM IN INDIA**

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**INTRODUCTION**

Tourism is the act of travel for predominantly recreational or leisure purposes and also refers to the provision of services in support of this act. It has become an extremely popular global activity. As a service industry, tourism has numerous tangible and intangible elements. Tangible elements of tourism include transportation, accommodation and other components of hospitality industry. Intangible elements of tourism, on the other hand, include many benefits enjoyed by tourists. Medical tourism seems to have originated in England. During the seventeenth century, it became fashionable in England to undertake a grand tour/educational experience. Health tourism existed for many years but its importance began to increase from eighteenth century onwards. In England it was associated with Spas- places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis. Continental Spas like the Karlstad attracted many fashionable travellers by the nineteenth century. King George III made regular visits to Weepnouth when in poor health. At that time a number of doctors argued the benefits of bathing in sea water.

**OBJECTIVES OF THE STUDY**

1. To identify the reasons for the popularity of Medical tourism in India
2. To identify the scope of Medical tourism in India and other countries
3. To identify the services offered by Indian hospitals to foreign patients.

**RESEARCH METHODOLOGY**

The researcher has used secondary data from books, websites, and other publications.

**MEDICAL TOURISM IN INDIA**

Medical Tourism is one of the fastest growing healthcare industries. The patients worldwide have begun to travel overseas in search of best quality and the most efficient medical services. Almost 50% of tertiary hospitals are actively focusing on tapping medical tourists as a significant chunk of their patient base. India ranks among top three medical tourism destinations in Asia. Medical tourism is a growing sector in India. The 21st century has made healthcare services and premier technologies much more accessible to many developing countries. India gets an average of two hundred thousand international medical tourists annually. India is a preferred destination for cardiology, orthopaedics, transplants and ophthalmology. India also enjoys high credibility in wellness, preventive and alternative medicines. The Niti Ayog has identified Medical Value Travel (MVT) as a major source of foreign exchange earnings. India currently has around 18% of the global medical tourism market. Its MVT was pegged at \$3 billion in 2015 and is estimated to grow at 15% according to report of FICCI. It has been estimated that by 2020, India's medical tourism industry could be worth \$9 billion and account for 20% of the global market share. In 2015, it was US \$3 Billion and is projected to grow \$9 billion by 2020. The National Health Policy, 2002 makes it clear and supports medical tourism 'To capitalise on the comparative cost advantage enjoyed by domestic health facilities in the secondary and tertiary sector, the policy will encourage the supply of services to patients of foreign origin on payment. The rendering of such services on payment of foreign exchange will be treated as deemed exports and will be made eligible for all fiscal incentives extended to export earnings.' Recently launched MTC (Medical Tourism Council) aims at making India a prime destination for medical tourism. Since 2006, the government has also started issuing medical visas to patients and MX visas to their accompanying spouses. In the world, India has 33 JCI (Joint Commission International accredited hospitals. Noida is emerging as a hotspot in medical tourism. Private institutions like Max Healthcare have treated up to 50,000 foreign patients in its hospital. Apollo now has 46 hospitals with over 7000 beds and is in partnership with hospitals in Kuwait, Shrilanka and Nigeria. Promoted by the government and fuelled by the corporate boom in medical care, India is increasingly seen as the favoured destination of medical tourists who cross the boundaries to seek medical treatment. Medical tourism is a multi-dollar industry promoted by government, medical and tourism industry.

Top hospitals best known for medical tourism are

1. FORTIS LAFEMME, NEW DELHI
2. FORTIS ESCORTS HEART INSTITUTE, NEW DELHI
3. ROCKLAND HOSPITAL, NEW DELHI



4. BLK SUPERSPECIALITY HOSPITAL, NEW DELHI
5. PRIMUS SUPERSPECIALITY HOSPITAL, NEW DELHI
6. COLUMBIA ASIA REFERRAL HOSPITAL, NEW DELHI
7. APOLLO HOSPITAL, BANGLORE
8. FORTIS HOSPITAL, BANGLORE
9. NARAYANA INSTITUTE OF CARDIAC SCIENCES
10. GLOBAL HOSPITAL, CHENNAI

#### MEDICAL TOURISM IN INDIA AND OTHER COUNTRIES:

Medical tourism is not a new concept. But the factors like high cost of treatment, long waiting period for certain kinds of operations, increasing affordability to get treated abroad, improvement in technology and standards of medical treatments in the developing countries have been responsible for the current popularity of the same. Due to globalisation, medical tourism has got a boost in all countries including Asian countries. Developing countries in Asia are the competitors to India.

1. **Brazi** : Brazil is known for cosmetic surgery. The Strength of medical tourism in Brazil is its Joint Commission International (JCI) accreditation. It is entering into the global market for non-cosmetic procedures as a new player just recently.
2. **Canada**: Canada is about 30 to 60% cheaper in the health costs in comparison with the USA. But at the same time, the WTO has declared that the quality of Canada's healthcare is equal to that of the USA.
3. **Cuba**: It is a popular medical tourism destination for more than 40 years. This is mainly due to a good reputation of Cuban doctors, low costs and the beautiful beaches nearby. There are special hospitals that focus on foreigners and diplomats. It is convenient for patients from Latin America, Europe Canada as they can travel on tourist visa. However to date no Cuban hospital has achieved JCI accreditation.
4. **Mexico**: It is popular destination for Americans particularly those living near the Mexican border. Its speciality is dentistry and plastic surgery. The cost for dentistry is one fourth of US charges whereas other procedures cost one third of US cost. Mexican hospitals are popular for bariatric surgery for weight loss considered as elective procedure that is not covered by some US insurers. However the US doctors point out that the Mexican Legal system makes it almost impossible to sue Mexican doctors for malpractices. The trend has alarmed American health providers.
5. **Panama**: In Panama, health and medical tourism is growing rapidly. The strengths are Panama's tourist appeal, position as a hub for international travel, use of American dollar as an official currency. Many of Panama's doctors are bilingual, board-certified and accustomed to working with the same medical equipments and technology used in US and Europe. The cost is around 50% low. However, no hospital in Panama has international healthcare accreditation.
6. **United States**: The availability of advanced medical technology and sophisticated training of physicians act as a motivators for growth in foreigners traveling to US for medical care. There are international patient centres that assist in arrangement of medical care, accommodations, finances and transportation.
7. **Asia pacific countries including China**: It is becoming a destination for foreigners who want to take advantage of stem cell treatments that are still considered as experimental or have yet to be approved in their own country for conditions such as paralysis.
8. **Hong Kong**: It provides a wide range of health-care services. The private hospitals are surveyed and accredited by both Trent Accreditation Scheme of UK and JCI.
9. **Thailand**: Treatment for medical tourists in Thailand range from cosmetic organ transplant, orthopaedic to dental and cardiac surgeries. Treatments also include spa, physical and mental therapies. Besides the English speaking staff, they have interpreters for over 22 languages Doctors and staff is trained in the U.K., Europe and the U.S.A. However political problems during late 2008 have made travel less appealing into Thailand.

10. **Malaysia:** The country has excellent hospitals. English is widely spoken and the staff has been trained at high level in the U.K. or the U.S.A. Few of Malaysian hospitals hold international health accreditation. There is an active association for private hospitals working to develop medical tourism.
11. **Singapore:** It has many hospitals with JCI accreditation. Its health system is sixth best in the world and highest in Asia. Singapore is preferred by countries like Indonesia and Malaysia, South Asia, Middle East counties and Greater China. It also provides affordable medical services to patients from the U.K. and the U.S.A. in a clean cosmopolitan city.
12. **Taiwan:** It is known for liver transplants, bone-marrow transplants, reconstructive and plastic surgery. Costs are comparatively low.

### REASONS FOR RECENT INCREASE IN MEDICAL TOURISM

- The high cost of healthcare in industrialized/developed nations.
- The ease and affordability of international travel.
- The improvement in technology. All recognised hospitals have invested a lot in supportive technology and operative techniques. Complicated heart surgeries, cancer care and surgeries, neuro and even general surgeries
- Standards of care in many countries of the world.
- Convenience in comparison to that of other countries.
- Zero waiting time .Britain and Canada it can take a considerable amount of time to get needed medical care in case of many health services like hip replacement whereas in Bangalore or Bangkok or Singapore such operations are possible the day after the arrival of the patients.
- Medical expertise and safety.
- Optimal doctor-hospital combination
- After treatment, recuperating in the hospital or nearby accommodation
- Option of continuing treatment through telemedicine
- Lower healthcare cost- 1/10th of US and Europe.
- The country has the largest pool of doctors and paramedicos in South Asia including allopathic doctors, dental surgeons and nurses, Ayurveda doctors etc.
- Wide choice -Medical treatment, wellness and Rejuvenation, Ayurveda and alternative medicines
- Prior study of need of the patients and customised treatment,
- The hospitals are attached to JCI or the NABH accreditation, which are stringent and oriented to high est standard of medical delivery
- Warmth and hospitality of Indian hospitals and common English language.
- Hospitals usually provide designated quite rooms/pray halls which cater to the major religions /faith

Over the years, India is becoming top notch destination for medical value travel because it scores high over the range of factors that determines the overall quality of care, quality of therapy, range of procedural and treatment options ,infrastructure and skilled manpower.

### SCOPE OF MEDICAL TOURISM IN INDIA

1. Simple comprehensive medical check-up
2. Elective procedures like Rhinoplasty, Liposuction, Breast Augmentation, Orthodontics, Laser surgery
3. Life Saving procedures like Joint replacements, Bone marrow replacement, Transplants and Bye-pass surgery
4. Dental procedures
5. Stem cell transplant in India is a popular medical procedure for which hundreds of medical tourists especially Arabs visit the country every year

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**SERVICES OFFERED TO THE FOREIGN PATIENTS**

Different special services provided to the foreign patients are not available in all hospitals.

Special cuisine, house-keeping, accommodation for the relatives, concessions, arranging site- seeing tour/shopping etc., pick up, drop from airport, local travel arrangements for relatives, finance, communication, money exchange facilities, internet connections, prayer room, interpreter etc.

Comprehensive rehabilitation services, finest quality implants, prosthesis and consumables imported from overseas international, highest standards of infection control, specialised physiotherapy & rehabilitation services,

English speaking dedicated well trained staff, strong clinical team who are trained at top medical schools & hospitals, experience & excellent track record best in this part of the world., air conditioned rooms, well-equipped with computers, high speed internet; colour TV and DVD player, attached wash room, and sofa cum bed for the companion room, food service, and laundry services etc.

Professional set-up/ team of cardiologists and other specialists. .

Treatment to patient with medical excellence, care and tenderness. support to the foreign patients and their family members, who find new environment to interact with new people, new places, new doctors etc

**CONCLUDING REMARKS**

A brief review of medical tourism brings about many important observations about this growing industry. It has become an important economic activity for both the developed and developing countries in the recent years. Increasing globalisation has resulted in a speedy and convenient travel possible all around the world and that to at the reasonable cost. This has furthered the development of medical tourism. International standards are being achieved even by the developing countries. They are having the hospitals with the latest technology and best services which are attracting foreigners in increasing numbers. A growing number of tourists are flocking to India for a superlative medical treatment that is being provided by the skilled doctors. This has made India grow as a hub for medical tourists

However, there are certain marketing strategies required to be adopted by Indian healthcare industry.

To attract foreign patients, there should be more super-speciality hospitals in all metro cities providing quality medical services. The international accreditation is a pre-requisite for getting patients from developed country as it gives assurance of international medical treatment in India. Technology also plays as important role as medical science is getting advanced day by day. There are heart transplants happening in India which seemed to be impossible some years ago. The hospitals should gain specialisation in specific surgeries or treatment. The medical services should be qualitative as well as cost-effective. The promotion for medical tourism is done by hospitals individually through their websites. There are also success stories which can boost medical tourism. Mouth publicity is also the common and popular method of promotion which can increase the flow of foreign patients in India.

To club medical tourism with sightseeing is also one of the promotion strategy. However it depends on type of treatment. If there is only health check-ups, the patient and his/her relatives can enjoy the stay after successful treatment. But for complicated surgeries, it may not be advised by doctors. There is also a scope for cosmetic surgeries which is in great demand all over the world. Finally, government support to medical tourism industry in terms of financial and non-financial incentives should be taken as an opportunity to expand their business by large hospitals managed by corporate sector.

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## INNOVATIONS IN TOURISM: A CASE STUDY OF SINDHUDURG DISTRICT TOURISM

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**ABSTRACT**

*Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The tourism sector is upcoming field of business and gaining worldwide importance from the economic point of view. This sector is being focused with various innovative initiatives to attract the tourists' not only domestic regions but also from the every corner of the world. The present study focuses on the upcoming tourism techniques for attracting the tourists by the tour operators with special reference experiences of the tourists in Sindhudurg district of Maharashtra state, India.*

*The district is named after Sindhudurg fort belonging to The King Shivaji of 16th century. The district has a fascinating natural beauty with most of the inhabitants engaged in primary occupation of agricultural activities specifically growing of alphanso mangoes, cashewnuts, and also fishing activity is flourished here. The district is located on the western coast of Maharashtra having various beaches also have as strong historical background as more than 35 minor and major forts are located here. The district has good connectivity with the country's capital i.e. Mumbai.*

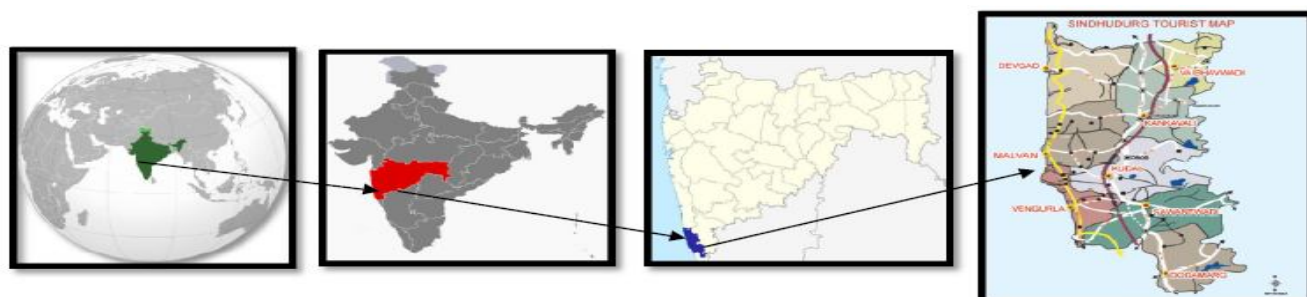
*The main aim of the study is to get insight of the flourishing tourism in Sindhudurg district and experience of the visitors.*

**LITERATURE REVIEW**

(Tuzunkan D. 2017), conducted a study on The relationship between innovation and tourism: the case of smart tourism in which the main objective of the study is to have an insight of the innovations taken place in tourism sector with reference of technological up gradation in these fields which attracts the population to major extent. The major finding derived by the author is as follows tourism sector is flourishing worldwide and the technological up gradation in the same is leading to attract the huge mass of people which is providing the huge economic development as the satisfaction amongst the tourist is also gained. (Genc R. & Genc A. 2017) conducted a research on Market-oriented innovations in tourism in which various innovative measures are studied to be carried on in the era of competitive tourism sector. It is also concluded that without innovations the tourists won't get attracted and prefer the destination thus to survive in this sector there is need of innovations to be adopted by the travel and tourism industries. (Della V. and Sciarelli M.,2015) presented a paper on Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples in which the major findings derived are that due to the negative image of Naples of having criminality, unhygienic and dirty place the tourist visiting there are totally unsatisfied also the count of visitors is low in the Naples thus it is concluded that all the factors including organization , hygienic conditions, provision of services to the tourists plays a major role in attraction of tourists and their satisfaction.

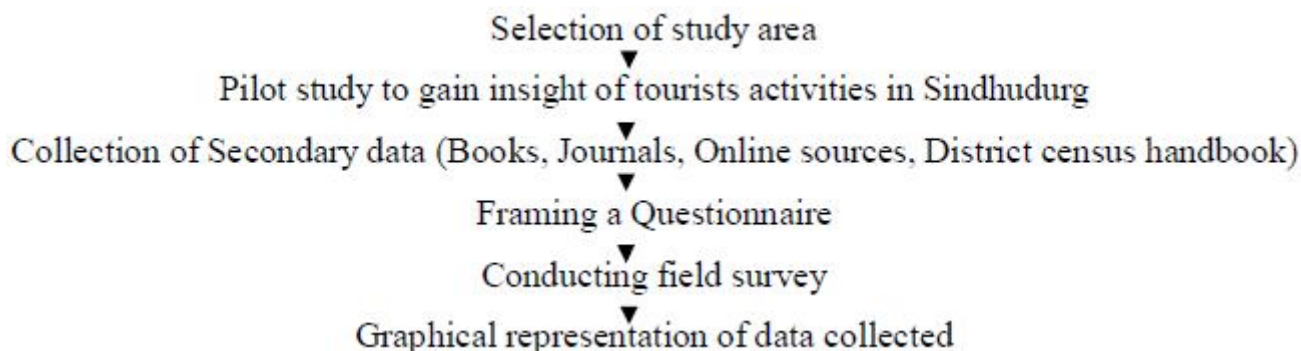
**RESEARCH OBJECTIVE:**

- To study the changing tourism pattern with reference to Sindhudurg district.
- To study the satisfaction level of tourists on Sindhudurg districts.
- Innovative ideas taken up by the tour planner to attract tourists.
- To understand the reason behind the transformation of the agricultural district too tourist district

**LOCATION OF STUDY AREA:**

Source: Wikipedia.Com &amp; Government of Maharashtra

## RESEARCH METHODOLOGY



## INNOVATIONS IN TOUR PLANNING

Tourism is emerging sector in India. It has realized that the country has a huge tourism potential only proper initiatives and care of the same should be taken to nurture and protect the beauty of the tourist's destinations. There are various initiatives taken up by the Governmental bodies as well as NGO'S to increase the vitality of the tourist spots. This sector is not only protecting the tourist places but also creating a huge economic growth as well as the employment amongst the local residents. To attract the tourists of both foreign as well as domestic various initiatives are made by the tour operators which can give a positive experience to the visitors as well as attract more tourists. The innovations are as followed,

- Attractive Advertisements
- Technological Up gradation
- Water sports
- Adventure tourism
- Hospitality
- Insurance of tourists
- Skilled tourist guide
- All inclusive
- Combo offer

## A CASE STUDY ON SINDHUDURG TOURISM:

Maharashtra is the state of tourism hotspot with various attractive tourist spots which includes all types such as pilgrimage tourist's spots, adventure tourism, eco tourism, etc. In brief it has a cultural as well as environmental and heritage richness in the fields of tourism.

As concerned with tourism in Sindhudurg district it has richness in its tourism also their virginity of the natural environment scenic beauty is still maintained which is helping the tour planners to attract maximum tourists by offering pure experience. There are various activities developed in Sindhudurg in the recent times they are as follows to attract the tourists from various parts of the world,

## TOURISM ATTRACTING ACTIVITIES IN SINDHUDURG:

- Snorkeling
- Scuba diving
- Stay in house boat
- Sightseeing of various scenic beauties
- Sunset at the beaches
- Parasailing
- Wildlife spotting at Bison national park
- Visit to historic monuments
- Richness in the cuisine especially fresh sea food

- Auction of the sea food at Vengurla
- Banana bumper boat ride, jet skiing
- Stay in pristine beach resorts

Tourism in Sindhudurg witnesses that it was not flourished to such extent but realizing the great potential of the places the tourism activities is nurtured in the place. In the year 2008 the district was declared as the tourist district. There are various efforts taken by the government and MTDC to promote the same. Government has declared the special incentives to promote the tourism.

#### INITIATIVES BY THE GOVERNMENT

- The project, in partnership with the Ministry of Environment and Forests and financed by the Global Environment Facility, is made to protect the biodiversity and conserve the marine beauty as the place is developing more people are attracted so there are chances of pollution leading to threat to the marine life.
- Asia's biggest data center would be set up in Sindhudurg with an investment of Rs.5, 000 crore. The data centre will be connected to another in Malta, laying underground cable in sea.
- The government is also taking initiatives to build an airport at Parule village Chipi airport in Sindhudurg where national as well as international flights will arrive thus it will be a boon and attract many foreign visitors to the place.
- No increase in water and electricity tariff. However any actual increase in the cost of operation of these services shall be recovered from the user as per the guidelines issued by the concerned Departments.
- Various subsidies are offered to develop the tourism sector especially during the vacations.
- Heritage town development plan
- Pilgrimage Accommodation
- Integrated tourism development as per the study done by TCS.
- Deccan Odyssey to be scheduled for 2 days in a week.

The above mentioned efforts have led to raise of tourism in the district also attracted many tourists to the place which is presented in the below graph,

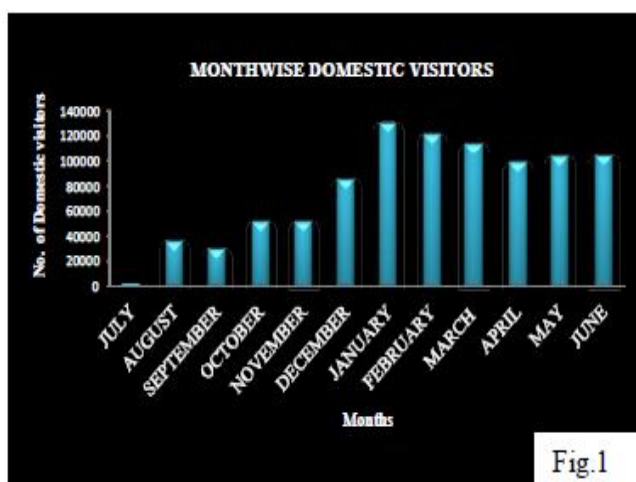


Fig.1

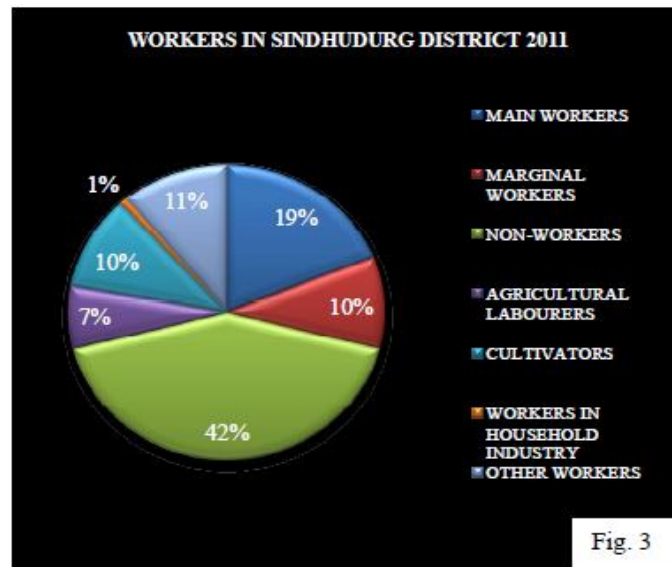


Fig.2

Source: Ministry of Tourism Government of India AC Nielsen ORG-MARG

Figure 1 and 2 represent the number of domestic and foreign visitors to Sindhudurg district in the year 2009-10. It is observed that in comparison to foreign visitors the domestic visitors are more in the tourist district. This is mainly because the data is of 2009-10 just after the place declared as tourist district. Domestic visitors are more in Sindhudurg as the place has rich history of Shivaji Maharaj who is the deity of the Hindu community; also the place has fantastic scenic beauty along with the beaches which attracts the people from many places in India. To enjoy the scenic beauty and also newly flourishing activity of water sports many people visit to the place also it is famous for the alphonso mangoes, cashew nuts so the traders of such goods are also visiting there. The foreign visitors count is less but not negligible which is expected to rise in future as the place is gaining importance like Goa state because of the water sports, beaches and the cuisine especially sea food, alcohol, cultural activities, etc.





Source: District Census Handbook 2011

Figure 3 reveals the type of workers in Sindhudurg district where it is observed that the around 42% are non workers this might be because the Konkan region has more sex ratio as the male members prefer to migrate to the vicinal region such as the Mumbai, Raigad, etc for the purpose of jobs, but it can also be observed that the percentage of main workers , household industrial workers and other workers is comparatively more than agricultural workers and cultivators thus it can be interpreted that the secondary and tertiary activities are flourishing which may include the tourism as the core factor of employment.

### SURVEY ANALYSIS

The below analysis includes the representation of the data collected by a small survey of tourist at Sindhudurg, the collected data gives insight of the satisfaction level of the tourists in Sindhudurg, their purpose of visit, the activities which attracted them there etc,



Figure 4 represents the data of with whom does the visitors travelled to the place wherein it is observed that maximum visitors were travelling with their families followed by friends or alone. This reveals that the place is suitable for all age groups also the Indian families have the trend of travelling with theirs near and dear ones.



Figure 5 reveals the purpose of visit of the tourists to the place maximum people have visited for the leisure purpose followed by academic, health and business thus it can be interpreted that Sindhudurg is attracting the tourists with its various attractive sites. The leisure activities includes water sports, scenic beauty, sea food also the survey was carried during the month of March so the percentage of academicians is high as many local schools carried their field trips as the place has the educational importance specifically from geographic point of view.

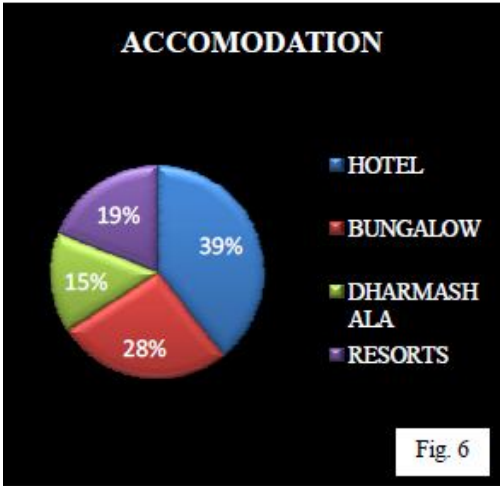


Figure 6 represents the preference of accommodation of the tourists surveyed where it is observed that maximum tourists prefer the hotels followed by bungalows, resorts and dharmashalas which reveals that hospitality services are developing in the region and thus the occupation of the locals. From the data it can also be interpreted that the people are one day visitors they are preferring stay at Sindhudurg. It can also stated the region is not having the visitors from the vicinal areas the people are also preferring to visit from far regions.

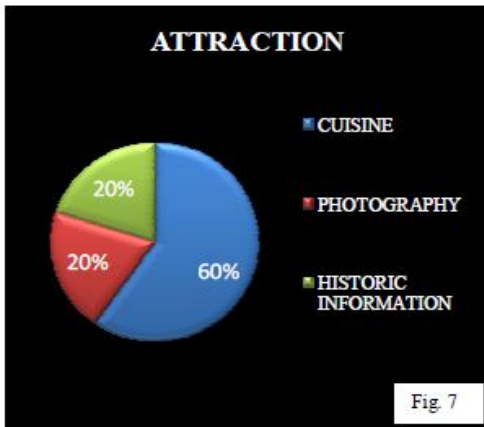


Figure 7 represents the major attractions amongst the visitors in where it is observed that most of the people are interested in cuisine of the place as it is famous for the fresh sea food, Garcinia indica (kokam/ solkadhi)etc, also the amongst the visitors photography and historic heritage was the attraction thus it can be stated that the place has fantastic scenic beauty and also well maintained cultural heritage.





Figure 8 represents the data of recreational activities in which the surveyed tourists engaged in visiting heritage sites as the place has many historic places with its rich historic information also many people are engaged in water sports this shows that the water sports such as the scuba diving, parasailing etc are flourishing and are available at cheaper rate compared to the vicinal area i.e. Goa thus the people are more attracted here also the underwater beauty is maintained as the water bodies are less polluted here. The shopping of products such as cashewnuts, mangoes, wooden toys etc is also creating pleasure amongst the tourists.

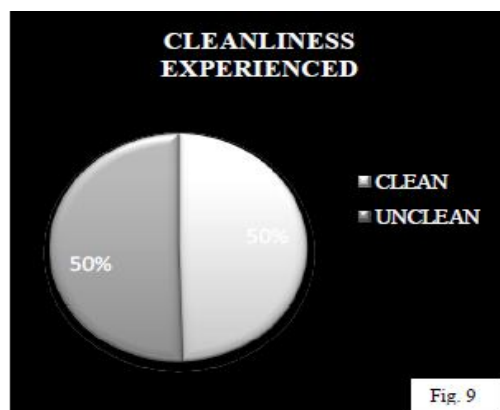


Figure 9 reveals about the cleanliness experienced by the tourists at the place where the ratio states that the place is clean while some says that its unclear thus it can be stated that tourism is also having a negative impact on the place and creating unhygienic conditions thus at the right stage the measures to protect the environment should be taken along with the development of tourism.



Figure 10 represents the level of satisfaction regarding the Sindhudurg amongst the surveyed tourists where it is observed that there is no much difference in the mentioned categories thus it can be said that though tourism is flourishing in the district it should be done with proper care also the results might be obtained such because the place is newly emerging the developers have not still invested to maximum extent. Thus proper maintenance should be carried on which may lead to more tourists attraction as well as the development of the place.

## CONCLUSION

Tourism is flourishing in the Sindhudurg district also many tourists are getting attracted to the place. This can be considered as boon from the development and economic point of view in the districts. The localities of the Sindhudurg district are getting various source of income due to it also the migration pattern has changed thus it is a positive sign of development also the government policies are framed as well as implemented. The innovations in the exploring the tourists resources is helping to nurture the infrastructure development in the place, but while all this activities the consideration of natural beauty is always to be at top line. The natural richness should not get destructed in order to explore the tourism activities. The monitoring of all activities should be done. From the data collected and the research conducted it can be concluded that the district is turning into an alternative site of Goa as all activities are getting developed here with the pure nature and thus tourism is flourishing in Sindhudurg.

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**APPRAISAL OF GOVERNMENT TOURISM SCHEME: CASE OF DISTRICT KANGRA IN HIMACHAL PRADESH**

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**ABSTRACT**

*Tourism industry has flourished in the past few years contributing to a county's growth and development. Development of tourism industry requires a holistic view in tourism planning. The government has recently adopted all inclusive approach in tourism planning involving local community to participate actively and receive a reasonable share of revenue earning from tourism industry, which not only creates short-term benefits but also has a long-term goal.*

*Himachal Pradesh is one of the popular tourist destinations in India. The State Government of Himachal Pradesh has accorded top priority for the development of tourism and has rightly undertaken various initiatives to develop and promote tourism in a sustainable manner. Some of the tourism schemes and programmes are especially focusing on rural tourism, cultural tourism, eco-tourism, agro-tourism, heritage tourism etc. wherein it benefits the native community by their involvement in tourism. The government schemes like 'Home stay and Har Gaon Ki Kahani' is not only promoting culture of rural areas but also leading to community participation as well as helps to bridge the gap between the rural folk and the urbanites.*

*With this as its base the present paper focuses on the study of overview of tourism schemes in the state of Himachal Pradesh and Kangra district in particular.*

*Keywords: Tourism Schemes, local participation, holistic view*

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**INTRODUCTION**

Over the ages, in the world, tourism has been one of the most important social phenomena of societies and undoubtedly tourism plays a vital role in the socio-political and economic development of a region and a country. It is one of the most important sectors and also aids in earning foreign exchange and employment creation. The success of tourism in any destination depends on several factors like natural beauty, cultural importance, better facilities, better services, better policies to name a few. One of the factors that play very important role in tourism development is the role of tourism schemes.

Himachal Pradesh is a well known tourist destination of India. Not only the state government but the Central government has also come up with schemes to develop and promote tourism in the state. Such schemes not only generate revenues but also benefit the native community. It also encourages local communities to involve in tourism in such a commercialized world.

**Significance of the study**

The state of Himachal Pradesh is one of renowned tourist destination with large tourist potential. Tourism potential can be tapped by implementation of strategic planning measures for sustainable tourism development.

Of the 12 districts in the state of Himachal Pradesh, tourist flow in the state is majorly constituted in three districts of Shimla, Kullu and Kangra. The district of Kangra reported 14.3% of total states tourists flow in the year 2016. Some of the schemes adopted by state government have selected a few destinations especially from Kangra District. Therefore to study the efficacy and potentials of the tourism Schemes an attempt is made here to appraise the same by selecting Kangra district as a case for the present research paper.

**Objectives of the study**

1. To study the tourism schemes adopted by the State Government of Himachal Pradesh
2. To study the initiatives taken by the State government to promote tourism schemes announced by the central government.
3. To study the benefits of tourism schemes in the study area
4. To suggest measures for further strengthening tourism development in the study area in a sustainable manner.

## DATABASE AND METHODOLOGY

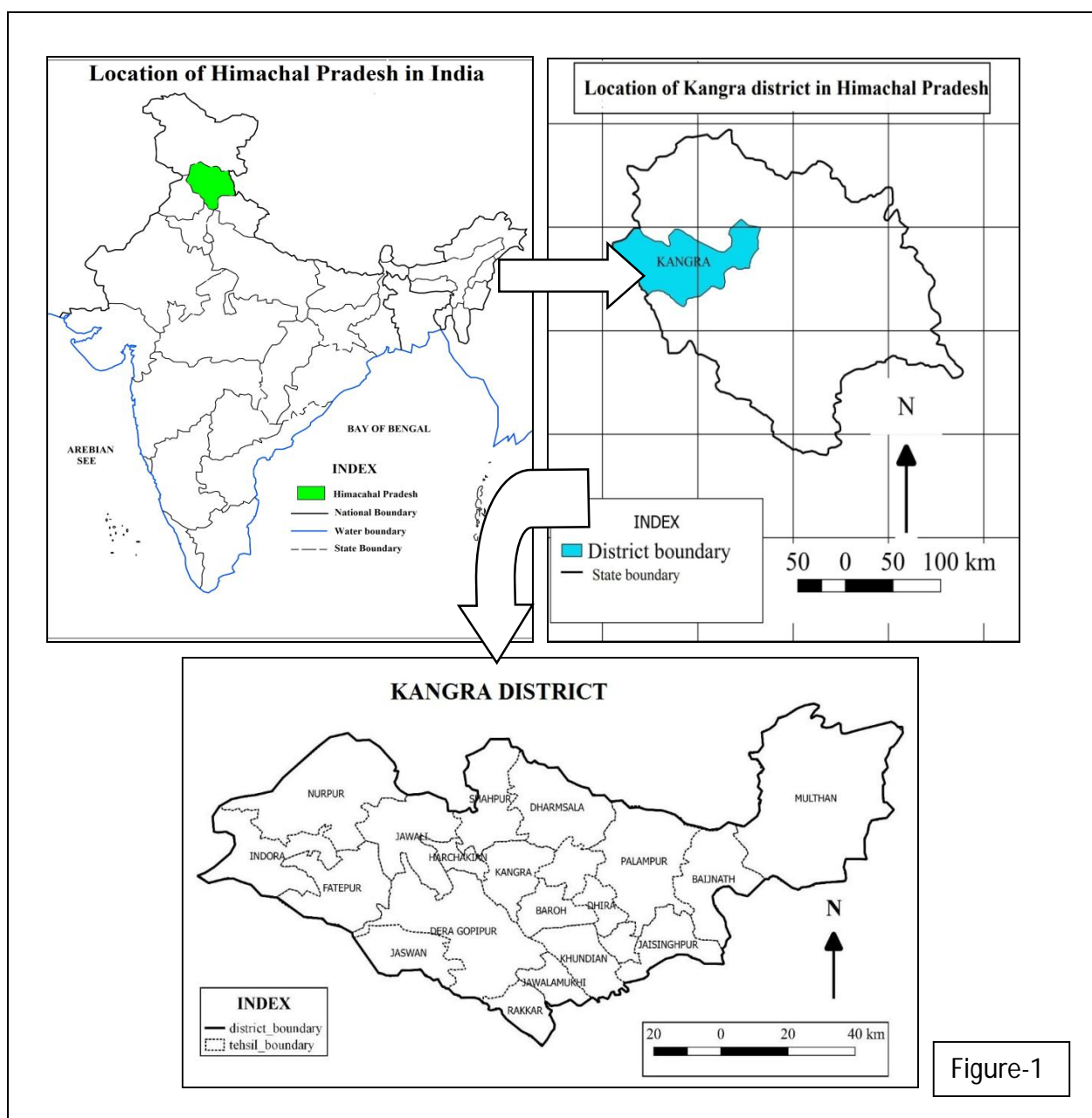
The data has been collected from secondary and primary sources. Primary data is collected through observation and interviews. Secondary information sources are retrieved from reports released by Department of Tourism and Civil Aviation of Himachal Pradesh, Census of India, etc. Reference books, research journals, e-journals, e-news were also referred. Arc-GIS Software is used to prepare the location map of the study area.

## STUDY AREA

The Kangra District of Himachal Pradesh is situated in the Western Himalayas between 31°2' to 32°5' North latitude and 75° to 77°45' East longitude, with 5,739 square kilometers to constitute 10.31% of the geographical area of the State. (Figure1.)

Kangra is one of the popular districts of Himachal Pradesh with 'Dharamshala' as its administrative district headquarters. Agriculture is major economic activity with tea plantations playing dominant role in Kangra District. Tourism is another important economic activity as Kangra, Palampur and Dharamshala are important tourist destinations known for their ancient temples and picturesque surroundings.

## Location of Study Area



**GOVERNMENT SCHEMES TO PROMOTE TOURISM****1) Home Stay Scheme**

This scheme was launched in 2008 by Himachal Pradesh government with an aim to provide clean, comfortable and affordable supplementary accommodation to tourists in rural areas in the vicinity of famous tourist destinations when hotels and guest houses are packed to capacity.

**Table- 1: Number of Home Stay Units in Himachal Pradesh (District-wise)**

Sr. No.	District	No. of Home Stay Units			
		2014	2015	2016	2017
1	Bilaspur	5	7	12	14
2	Chamba	38	46	58	73
3	Hamirpur	1	2	2	2
4	<b>Kangra</b>	<b>80</b>	<b>110</b>	<b>120</b>	<b>176</b>
5	Kinnaur	7	8	18	47
6	Kullu	206	220	237	303
7	Lahaul & Spiti	60	64	20	127
8	Mandi	52	63	73	87
9	Shimla	161	195	235	273
10	Sirmour	12	18	22	25
11	Solan	34	48	71	84
12	Una	6	6	8	9
	<b>TOTAL</b>	<b>662</b>	<b>787</b>	<b>876</b>	<b>1220</b>

Source: Department of Tourism and Civil Aviation, Himachal Pradesh

According to table 1 there are altogether 1220 home stay units in 2017 in Himachal Pradesh. In Kangra district, there are 176 home stay units which is third position after Kullu and Shimla respectively. In Kangra district there is a rise in the number of home stays registered from 80 in 2014 to 176 in 2017. So, there is a need to further promote this scheme through media, advertisements etc. Even online booking system is available to book rooms through the Himachal Tourism site.

**2) Har Gaon Ki Kahani**

This initiative was started by the Himachal Pradesh government in 2010. One village was selected in each of the twelve districts of the state and fascinating tales, folklore and anecdotes related to these villages are used to entertain tourists. The earmarked villages are being developed into a 'Tourism village' in order to sustain the tourists' attraction. For the development of infrastructure/basic amenities; activities such as improvement of paths, upkeep of water bowlies, water conservation etc in the village undertaken under the MNREGA scheme. This extra ordinary scheme was acknowledged with the 22<sup>nd</sup> National Level Award for Rural Tourism Promotion received by the state.

In Kangra district, Nerti Village has been selected under the Har gaon ki kahani scheme, which has history and a story that is still a popular folklore of the region. This story is also an integral part of the folklore and songs. Also, there is a natural hot water spring at Tatwani which has medicinal properties. However lack of infrastructure has led underutilization of the schemes in this region.

**3. Nayi Raahein Nayi Manzilein Scheme:**

Himachal Government has launched a new scheme named 'Nai Raahein, Nai Manzilein' recently in 2018 with a budget allocation of Rs 50 crores for identification of unexplored and untapped tourist places in the state and for diversification of tourism, especially in rural areas.

For a start, five destinations are being developed by putting up adequate infrastructure for tourist comfort. Out of these five destinations, two destinations are in Kangra district. Namely:

**a) Bir-Billing:** Bir-Billing is renowned for being a hub for adventure activities like paragliding, trekking camping etc. This region is a globally famous site on paragliders circuit in Kangra district. Billing is at a distance of 14 kms from Bir is nothing short of spectacular, both in terms of scenery and activities. Billing at a height of 2290 m, is the take off point for paragliding and the landing point is Bir at 1400m

**b) Maharana Pratap Sagar Lake (Pong dam):** Pong Dam, being a favourite destination for bird watchers would be developed as an attraction for water sports.

#### 4) Swadesh Darshan Scheme

Government of India, Ministry of Tourism (MoT) launched the Swadesh Darshan Scheme (Central Sector Scheme) for integrated development of theme based tourist circuits in the country. Himachal Pradesh finds a pride of place and will implement 'Himalayan Circuit' as part of the Swadesh Darshan. The Ministry of Tourism sanctioned the project, "Integrated Development of Himalayan Circuit in H.P" on 27.03.2017 under Swadesh Darshan Scheme. Under this project, Rs. 9976.05 Lakh have been sanctioned. In this scheme under the Himalayan circuit, four destinations fall in Kangra district i.e. Padaling at Bir, Dal Lake, Saurabh Van Vihar, Village Haat in Kangra. The following facilities and services will be developed at each of these destinations.

**Table - 2**

Sr no	Name of tourist destination	Facilities to be developed	Amount Sanctioned
1.	Paragliding Centre at Bir	Tourist Reception Centre, equipments, equipment Room, first aid room, office, cafeteria, kitchen, store room and public toilet	` 8 Crores
2.	Dal Lake	Beautification and development of Dal lake at Dharamshala with cafeteria, walkways and parking	` 4 crores
3.	The Saurabh Kalia Van Vihar	Landscaping, gazebos, solar lights, public toilets .	` 3 crores
4.	Village Haat at Kangra with	Cafeteria, Open air theatre, landscaping solar street lights	` 4 crores
Source: Department of Tourism and Civil Aviation, Himachal Pradesh			

#### Other upcoming schemes

Apart from these schemes, there is also an upcoming scheme which is under process. The name of the scheme is "Purani Raahon ki Aur". Under this scheme the heritage sites of the state will be developed and promoted. Around ten sites have been selected from Kangra district for restoration, renovation and maintenance. These Heritage sites include Nurpur fort, Kotla fort, Nandpur fort, Haripur fort, Baijnath temple etc. This scheme would be beneficial, as it would lead rejuvenation of old forts and temples which have historic and cultural importance

#### SUGGESTIONS

Tourism schemes in Himachal Pradesh has been quite beneficial, there can be some additions or other schemes can be incorporated

1. First and foremost, after formulation of any tourism scheme there is a need to keep a proper follow up. Some schemes are formulated but nothing comes in action.
2. There can be schemes formulated by government that can focus specifically on Agro-tourism. Kangra district has a famous tea gardens area in Palampur, Bir and Dharamshala.
3. There should be publicity and promotions of tourism schemes, with the help of mass media so that locals will be aware if any schemes benefit them.
4. Training programmes and workshops should be promoted by government through academic institutions for creating awareness and involving more voluntary active participation of rural folk to make these schemes a success.

#### CONCLUSION

It is therefore very clear that various tourism scheme launched by central government has been very aptly incorporated by the state government of Himachal Pradesh in the areas suitable for promoting tourism and bringing socio-economic development with conservation aspects at its core in implementation. Initiative by native population would play an important in the success of these schemes which is apparent in the villages selected for promoting tourism and development in the region.

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