

Volume 7, Issue 2 (I)
April – June 2020

ISSN 2394 - 7780

International Journal of
Advance and Innovative Research
(Conference Special)



Indian Academicians and Researchers Association
www.iaraedu.com

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Scientific Journal Impact Factor

CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

International Journal of Advance & Innovative Research
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process
SJIF 2018 = 7.363

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A COLLECTION OF REVIEWS ON CAPITAL MARKET'S FINANCIAL RISK IN AN ORGANIZATION

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ABSTRACT

Capital market is a market where buyers and sellers engage in trade of financial securities like bonds, stocks, etc. Capital market consists of primary markets and secondary markets. Primary markets deal with trade of new issues of stocks and other securities, whereas secondary market deals with the exchange of existing or previously-issued securities. Financial risk is a term that can apply to businesses, government entities, the financial market as a whole, and the individual. This risk is the danger or possibility that shareholders, investors, or other financial stakeholders will lose money. Some of the review are collected regarding the capital market and the risks associated with it which will be helpful for further study of the paper on the capital market's financial risk.

Keywords: Capital Market, Financial Risk, Shares, Bonds etc.

INTRODUCTION

Capital market is a market where buyers and sellers engage in trade of financial securities like bonds, stocks, etc. The buying/selling is undertaken by participants such as individuals and institutions. Capital market consists of primary markets and secondary markets. Primary markets deal with trade of new issues of stocks and other securities, whereas secondary market deals with the exchange of existing or previously-issued securities. Capital markets help channelise surplus funds from savers to institutions which then invest them into productive use. Generally, this market trades mostly in long-term securities.

Capital markets are venues where savings and investments are channeled between the suppliers who have capital and those who are in need of capital. The entities that have capital include retail and institutional investors while those who seek capital are businesses, governments, and people.

Efficient market hypothesis states that asset prices fully reflect all available information. This theory believes that it is impossible for investors to beat the **market** consistently on a risk adjusted basis because stock price only reacts to new information and changes in discount rates

Capital risk is the potential of loss of part or all of an investment. It applies to the whole gamut of assets that are not subject to a guarantee of full return of original **capital**. Investors face **capital risk** when they invest in stocks, non-government bonds, real estate, commodities, and other alternative assets

Financial risk can also apply to a government that defaults on its bonds. Credit **risk**, liquidity **risk**, asset-backed **risk**, foreign investment **risk**, equity **risk**, and currency **risk** are all common forms of **financial risk**. Investors can use a number of **financial risk** ratios to assess a company's prospects

LITERATURE SURVEY

Ashutosh Vashishtha and Satish Kumar (2010) has made this study with an intention of analyzing the burgeon of financial derivatives in Indian market. Risk is the common characteristic of capital market and any commodity. The main entrants are Hedgers, Speculators and Arbitrageurs. The study has made it apparent that NSE's turnover of 2007-2008 is \$ 3,275,076 million. The study perorates that India is fast developing in terms of exchange-traded derivatives and that equity derivatives has a major role to play in nationwide fiscal market.

Dr. Preeti Singh (2012) the author has shifted the IT industry for profits and accomplishments in outsourcing firms. The author affirms how ratio analysis is effective for fiscal analysis. 75 companies has been analyzed in the computer software, services and ITES-BPO sector. It is gleaned from the study that ITES-BPO has maximum profit with creditors and investors. The study draws the inference that ITES-BPO is the fast growing sector than the other two.

Dr. G. Sudarsana Reddy (2013) the study is to get a perspective of accomplishment of FMCG stocks. The ammunition used is secondary and it includes one year's data from 1st January 2010 to 31st December 2010. The study reveals that the FMCF's stocks are unpredictable with its ups and downs and that Britannia, in 2010 has had negative returns. The author propounds that the FMCG companies rather than banking on market index must focus on ameliorating the company margin. The study concludes by stating that long-term equity is favorable than short term equity.

Neeraj Gupta and Neeraj Gupta (2014) has delved into finding the risks that are associated with certain companies in IT, FCMG and Automobile sector. The author has distinguished risks into two types, systematic and unsystematic risks. Systemic risks acts upon external forces and unsystematic risks upon internal forces. The study has been undergone in February 2014. The authors have used Beta and Average Return tools. Variance is used to calculate the total risk. When a company has beta value above 1, indicates that they are more exposed to systematic risks.

Akshita Rana and Rajesh Tiwari (2014) the authors have made this study to uncover the fiscal accomplishment of Infosys and its effect on market price. The secondary ammunition of 5 years is used. The findings make it evident that since the company does not have debts to pay, it has a stable capital. The author tables a suggestion at the peroration that the factor that has an impact on market price is the growth potential of the company.

V. Sornaganesh and D. Maheswari (2014) the study has been made to understand the potency of the IT industries. The study is exploratory with ammunition that is secondary. The study covers a stretch of 5 years – 2008 to 2012. It is evident from the study that TCS has a lofty self-owned funds, Infosys has the highest profit, lofty short term solvency and ROA. The author propounds that other companies should use modern technologies like TCS to achieve more profit.

Ehsan Khan and Pallavi Gedamkar (2015) the study is made with the aim to analyze if there extant any association between risk and return variables of equity shares and mutual funds. The study involves ammunition that is primary and secondary by nature. It is conspicuous that TCS is the highest ranked in terms of risk and return variables. The study perorates a well known fact that mutual funds are subject to market risk and that a multi-criteria approach is needed for performance analysis.

Dr. S. Krishnaprabha and Mr.M.Vijayakumar (2015) the study is made with the target to compare risk and return of certain companies. Through the analysis it is evident that ICICI bank has 1.9% beta value, Eicher motors has 0.8 beta value, TCS has 0.1 beta value and Dr. Reddy Laboratories has 0.3 beta value. The study perorates that the banking and IT industry gives less return than FMCG, Pharmaceutial sector.

Pankunni.V (2015) the study is made with the aim to analyze the mispricing and return of stocks. The ammunition used is secondary. The study envelops a stretch of period of 15 years from 1999 to 2013. The author has used beta tools to explicate the return of stocks. The study has made it conspicuous that beta values is directly proportional to expected returns. The study perorates that the beta value for return of 7 stocks was insignificant.

Sumathi A and Narasimhaiah T the study is made with the object of exercise as to sift through the working capital and profits. The study includes a stretch of period from 2011 to 2015. The ammunition collected is secondary. From liquidity and solvency test it is evident that when the credit period is inversely proportional to value of the shareholders. This elevates the bunce of the firm. The study perorates that the working capitalof Infosys is complacent enough.

Ramasamy.V and Dr. G. Prabakaran (2016) the study targets to evaluate TCS and Infosys in terms of derivatives of equity. The ammunition used is secondary in nature. The study's stretch of time is April to June 2016. The study has made it conspicuous that derivatives of Indian market were not stable in the study period. The author propounds the use of descriptive statement and its uses to investors to help them decide the investing and that sifting through risk and return will help to decide with investing. The study draws the inference that when achieved a balance between risk and return the financial goals of the trader will align with his/her expectations.

Deepali Ratra (2016) the study is targeted to find the risk related to securities and to identify the overestimated and the underestimated ones. The study covers a stretch of time from January 1 2012 to December 31 2016. The findings make it transparent that ONGC was highest in 2012. ICICI bank had the lofty beta in 2013. The study draws the inference that stocks doesn't bank on stock beta and that results of CAPM cannot be banked up on.

Divya U et al (2016) the author has made the study to analyze the return betwixt banking and IT stocks. The ammunition used for the study is secondary and it is collected from daily stock prices for a stretch of 1 year. The study has made it conspicuous that Infosys & HCL and Infosys & Wipro has good portfolio investment. But there extant a negative correlation betwixt banking and IT companies. The study draws the inference that he negative correlation between PNB and TCS meaning they aren't are risky pair for investment.

Prof. Keerti Kulkarni et al (2016) the study is made to get a perception of systematic and unsystematic risk. Beta analysis is done to the data that is collected for the study which covers a period of a month from March 1 to March 31, 2016. The tools that are used are Beta and Average Return. The study makes it conspicuous that beta values for almost all of the companies were negative. The study propounds at the end that the investors who don't like risk can invest in companies which has beta value between 0 to 1.

Silpa K S et al (2017) has made the object of exercise for this study as analyzing the growth and accomplishment. The study involves data that is secondary by nature. The study has made it writ large that WIPRO stands constant with rise in EPS, Infosys and HCL has decreasing Price earnings ratio and TCS has decreasing Return on equity. The author suggests that investing in one share will not be useful. The study perorates stating that IT sector is more promising in capital market.

Dr. M. Muthu Gopalakrishnan and Amal Vijay A K (2017) the study targets to analyze the risks and returns of capital market. The study is exploratory, narrowed to pharmaceutical industry and involves secondary ammunition only. The study has made it apparent that Sun pharmaceutical Ltd has higher risk with equity shares than other pharmaceutical companies used in the study and Glaxosmithkline Pharmaceuticals has the lowest risk. The study winds up proclaiming that investors must take caution before investing and take into account both risks and returns.

D.Revathipandian (2017) the study targets to weigh the Indian stock market for Capital Asset Pricing Model. The study affirms that the investors have an aversion towards risk and that they always desire the expected return. The study has made it transparent that CAPM in return trade off and its risk is not observed and there extant a significant relationship between portfolio returns and betas. It is concluded thereby that FF model has high beta portfolios than CAPM.

Dr.M.S.Ranjithkumar and C.Eahambaram (2018) the study targets to analyze the automobile sector's fiscal performance and its liquidity and profitability. The study includes 5 companies and has taken a stretch of time from 2013 to 2018. It is perceptible from the study that the Bajaj Auto Limited has a lofty Net Profit, Hero Moto Corp has lofty ROCE and ROA. The study perorates with propounding that liquidity needs highest attention since it impacts profitability.

T.DEVA PRASAD et al (2018) the author has made the study to get a perspective of the stock prices and how they rise and fall using technical analysis. The study period includes January 2015 to December 2017. The tools used for analysis includes Bollinger Band, Relative Strength Index (RSI), Chart patterns. The study accredits that the stocks of Bank of India has been down for 3 years and the stocks of Oriental Bank of commerce has been up for 3 years. The study also affirms that the bunce of Canara bank and Vijaya Bank are lofty than others ones. The study draws the inference that technical analysis helps the investors in understanding the entry and exit of stocks.

M. A. Suresh Kumar et al (2018) the study is made with the object of exercise to perceive the capital structure, bunce and debt equity of HCL industry. The ammunition used is secondary. The long term ratio for debt of HCL has a mean value of 0.4525, bunce has a mean value of 0.2877. The study draws the inference that actual and trend values of Net worth and are significantly different and of sales are adjacent to each other.

Dr. K.V. Ramana Reddy (2018) the study is to get a perception of liquidity and profitability and their relationship. The study includes 6 IT companies and the companies have been selected in such a way to understand if the size of the firm has a hold on the liquidity and profitability and its relationship. The study explicates that the software companies has a different capital structure than the other industries. The study reveals that the the companies are complacent with their bunce and that the cash levels is indirectly proportional to profitability

Ruchi Nityanand Prabhu (2018) the study is to sift through the returns, volatility, beta and standard deviation and their relationship with one another. The research tool used is excel. The study has made it evident that Zee Entertainment Enterprises Ltd, Lupin Ltd and Wipro Ltd has volatile moderately, Yes and Axis banks are highly volatile. The study perorates that the risk and return are directly proportional and that the investors should keep track of both.

Prof. Sujoy Kumar Dhar the study is made with an object of exercise to uncover the different ways used to measure the performance of capital market. The ammunition used is secondary taken from the websites of TCS and Infosys. The study gleans that when balancing and strategically handling diversification unsystematic risk can be reduced and hedging reduces systematic risks. The study perorates that the capital market is a measure to identify to what extent company can hold on to its wealth precinct while balancing the shareholders.

CONCLUSION

This collection of reviews expands the way to research in capital market's financial risk. Based on the reviews collected, the capital market's financial risk plays a vital role on risks and return of an organization independently of its size and nature of business. The liquidity of a organization reveals more on the risk of an organization as per collected reviews.

A COLLECTION OF REVIEWS ON RECRUITMENT AND SELECTION PROCESS

S. Divya¹ and Dr. R. Kalpana²Assistant Professor¹ and Associate Professor², Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science**ABSTRACT**

Nowadays, every organization necessitates personnel planning as one of the most vital activities. Human Resource Planning is, by far, an essential ingredient for the success of any organization in the long run. There are a number of techniques that need to be followed by every organization that guarantees that it possesses the right number and type of people, at the right time and right place, so as to enable the organization to achieve its planned objectives. Commonly, the objectives of Human Resource Planning department include resource, planning, recruitment and selection, career planning, training and development, promotions, risk management, performance appraisal, to name a few. Each of these objectives requires special attention and accurate planning and execution.

Keywords: Recruitment and Selection, sources of recruitments, Promotions, Walk in interviews, etc.

INTRODUCTION

It is of utmost importance for every organization to employ a right person on a right position. And recruitment and selection plays a pivotal role during such situations. With shortage of skills and the rapid spread of new technology exerting considerable pressure on how employers perform recruitment and selection activities, it is recommended to conduct a step-by-step strategic analysis of recruitment and selection processes. With reference to the current context, this paper presents an incisive review of previous literature on the recruitment and selection process. This paper is primarily based on an analysis of six pieces of literature conducted by practitioners and researchers in the field of Human Resource management.

Various researchers have contributed to the field of HRM, and have offered intensive and profound knowledge on the branches of HRM such as scientific recruitment and selection, Manpower management, Job analysis, Need and purpose of Recruitment, and so on.

DEFINITION

Edwin Flippo defines Recruitment and selection process as “A process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization.”

In simpler terms, recruitment and selection are concurrent processes and are void without each other. They significantly differ from each other and are essential constituents of the organization. It helps in discovering the potential and capabilities of applicants for expected or actual organizational vacancies. It is a link between the jobs and those seeking jobs.

SOURCES OF RECRUITMENT

The eligible and suitable candidates required for a particular job are available through various sources. These sources can be divided into two categories, as shown in Figure 5.5.

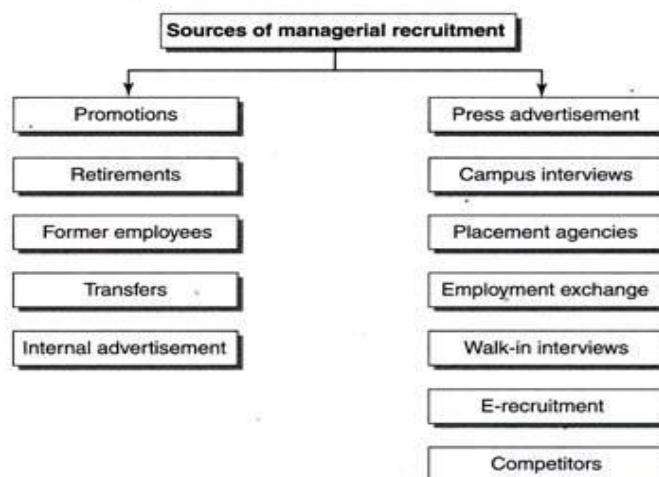


Fig. 5.5 Sources of Recruitment

INTERNAL SOURCES OF RECRUITMENT

- **Promotions**
- **Retirements**
- **Former employees**
- **Transfer**
- **Internal advertisement**

BENEFITS OF INTERNAL SOURCES OF RECRUITMENT

1. The existing employees get motivated.
2. Cost is saved as there is no need to give advertisements about the vacancy.
3. It builds loyalty among employees towards the organization.

LIMITATIONS OF INTERNAL SOURCES OF RECRUITMENT

1. Young people with the knowledge of modern technology and innovative ideas do not get the chance.
2. The performance of the existing employees may not be as efficient as before.
3. It brings the morale down of employees who do not get promotion or selected.

EXTERNAL SOURCES OF RECRUITMENT:

- **Press Advertisement**
- **Campus interview**
- **Employment exchange**
- **Walk in interviews**
- **E- recruitment**
- **Competitors**

BENEFITS OF EXTERNAL SOURCES OF RECRUITMENT:

1. New talents get the opportunity.
2. The best selection is possible as a large number of candidates apply for the job.
3. In case of unavailability of suitable candidates within the organization, it is better to select them from outside sources.

LITERATURE SURVEY**WORK BY KORSTEN (2003) AND JONES ET AL. (2006)**

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Jones et al. (2006) suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives.

Successful recruitment techniques involve an incisive analysis of the job, the labour market scenario/ conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers. Furthermore, small and medium sized enterprises lay their hands on interviews and assessment with main concern related to job analysis, emotional intelligence in inexperienced job seekers, and corporate social responsibility. Other approaches to selection outlined by Jones et al. (2006) include several types of interviews, role play, group discussions and group tasks, and so on.

Any management process revolves around recruitment and failure in recruitment may lead to difficulties and unwanted barriers for any company, including untoward effects on its profitability and inappropriate degrees of

staffing or employee skills (Jones et al. 2006). In additional, insufficient recruitment may result into lack of labour or hindrances in management decision making, and the overall recruitment process can itself be advanced and amended by complying with management theories. According to these theories, the recruitment process can be largely enhanced by means of Rodgers seven point plan, Munro-Frasers five-fold grading system, personal interviews, as well as psychological tests (Jones et al. 2006).

WORK BY ALAN PRICE (2007)

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning in order to appoint the most appropriate manpower. There existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate culture and ethics specific to the company (Price 2007). This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including team work. Since possessing qualities of being a team player would be essential in any management position (Price 2007).

WORK BY HILTROP (1996)

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR manager and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest. With recruitment and selection techniques for efficient hiring decisions, high performing companies are most likely to spend more time in giving training particularly on communication and team-work skills (Hiltrop 1999). Moreover the finding that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests the managers need to develop HR practices that are more focused on training in order to achieve competitive benefits.

WORK BY JACKSON ET AL. (2009) AND BRATTON AND GOLD (1999)

As discussed by Jackson et al. (2009), Human resource management approaches in any business organization are developed to meet corporate objectives and materialization of strategic plans via training and development of personnel to attain the ultimate goal of improving organizational performance as well as profits. The nature of recruitment and selection for a company that is pursuing HRM approach is influenced by the state of the labour market and their strength within it. Furthermore, it is necessary for such companies to monitor how the state of labour market connects with potential recruits via the projection of an image which will have an effect on and reinforce applicant expectations. Work of Bratton & Gold (1999) suggest that organizations are now developing models of the kind of employees they desire to recruit, and to recognize how far applicants correspond to their models by means of reliable and valid techniques of selection. Nonetheless, the researchers have also seen that such models, largely derived from competency frameworks, foster strength in companies by generating the appropriate knowledge against which the job seekers can be assessed. However, recruitment and selection are also the initial stages of a dialogue among applications and the company that shapes the employment relationship (Bratton & Gold 1999). This relationship being the essence of a company's manpower development, failure to acknowledge the importance of determining expectation during recruitment and selection can lead to the loss of high quality job seekers and take the initial stage of the employment relationship so down as to make the accomplishment of desirable HRM outcomes extremely difficult. In the opinion of Bratton and Gold (1999), recruitment and selection practices are essential characteristics of a dialogue driven by the idea of "front-end" loading processes to develop the social relationship among applicants and an organization. In this relationship, both parties make decisions throughout the recruitment and selection and it would be crucial for a company to realize that high-quality job seekers, pulled by their view of the organization, might be lost at any level unless applications are provided for realistic organization as well as work description. In view of Jackson et al. (2009) and Bratton & Gold (1999) applicants have a specific view of expectations about how the company is going to treat them; recruitment and selection acts as an opportunity to clarify this view. Furthermore, one technique of developing the view, suggested by Bratton and Gold (1999), are realistic

job previews or RJP that may take the form of case studies of employees and their overall work and experiences, the opportunity to “cover” someone at work, job samples and videos. The main objective of RJP is to allow for the expectations of job seekers to become more realistic and practical. RJP tends to lower initial expectations regarding work and a company, thereby causing some applications to select themselves; however RJP also increase the degree of organization commitment, job satisfaction, employee performance, appraisal and job survival among job seekers who can continue into employment (Bratton & Gold 1999) Jackson et al. (2009).

WORK BY SILZER ET AL (2010)

However, the process of recruitment does not cease with application of candidature and selection of the appropriate candidates, but involves sustaining and retaining the employees that are selected, as stated by Silzer et al. (2010).

Work of Silzer et al. (2010) was largely concerned with Talent management, and through their work they were successful in resolving issues like whether or not talent is something one can be born with or is it something that can be acquired through development. According to Silzer et al (2010), that was a core challenge in designing talent systems, facing the organization and among the senior management. The only solution to resolve the concern of attaining efficient talent management was by adopting fully-executable recruitment techniques. Regardless of a well-drawn practical plan on recruitment and selection as well as involvement of highly qualified management team, companies following recruitment processes may face significant obstacles in implementation. As such, theories of HRM can give insights in the most effective approaches to recruitment even though companies will have to employ their in house management skills for applying generic theories across particular organizational contexts. Work conducted by Silzer et al (2010) described that the primary objective of successful talent strategies is to create both a case as well as a blueprint for developing the talent strategies within a dynamic and highly intensive economy wherein acquisition, deployment and preservation of human capital-talent that matter, shapes the competitive advantages and success of many companies (Silzer et al. 2010).

WORK BY TAHER ET AL. (2000)

Toward that end Taher et al. (2000) carried out a study to critique the value-added and non-value activities in a recruitment and selection process. The strategic manpower planning of a company, training and development programme, performance appraisal, reward system and industrial relations, was also appropriately outlined in the study. This study was based on the fact that efficient HR planning is an essence of organization success, which flows naturally into employee recruitment and selection (Taher et al. 2000). Therefore, demand rather than supply must be the prime focus of the recruitment and selection process and a greater emphasis must be put on planning, supervising and control rather than mediation. Extending this principle, a realistic approach to recruitment and selection process was demonstrated, and the study found that an organization is efficient only when the value it commands exceeds the price involved in determining the process of decision making or product. In other words, value-added and non-value added activities associated with a company's recruitment and selection process impacts its role in creating motivated and skilled workforce in the country (Taher et al. 2000). Thus, the study identified the waiting time, inspection time and filing time as non value added tasks and the cost of advertisement as the only value added activity in the overall process. Taher et al. (2000) investigated the recruitment and selection section of Bangladesh Open University. It was found that whenever the recruitment and selection department of BOU received a recruitment request of new applicants from other sections, the officials failed to instantly advertise the vacancy in various media. The university had to follow some long sequential steps prior to doing so. After the vacancy is publicly advertised, what followed were the bureaucratic formalities and complications together with inspection and supervision by two departments thereby causing unnecessary waiting in the recruitment and selection process that eventually increases the cost of recruitment by keeping the organization's image at stake. The study also witnessed some amount of repetition taking place at every step of recruitment where the applications of applicants circulating around too many departments for verifications. This repetitive work tends to engage unnecessary persons for a single task that results in unnecessary delay in the decision and unjust wastage of manpower.

After careful consideration of similar problems in the BOU, Taher et al. (2006) recommended for amending the recruitment process by stating that firstly processes like job analysis and searching internal and external sources must be followed by direct advertisement of the post as the HR's own responsibility, and not by any intermediate officials. This will eliminate the non-value activities. Secondly, Taher et al (2000) suggested a 'system' to be introduced to ease the respective department to study the shortlisted candidates, which can be done only by the request of the HR department. A medical assistance must be sought by BOU in regards to the

physical or mental abilities of applicants for the job function as well as their workers compensation and risk. A procedure needs to be devised pertaining to the privacy and confidentiality of medical reports. Thus, this privacy and decrease in non-value added activity of the medical exam can be sustained effectively by testing the applicants via contracted medical advisors, or in-house doctors. Use of a computer based HR system should be installed in BOU to manage the pool of information about employees and to make the organization to take just-in-time HR recruitment and selection decisions.

Therefore, any organization is encouraged to development real-time recruitment strategies that must attempt to generate a pool of appropriately qualified and well-experienced individuals so as to effectively initiate the selection strategies and decisions. In essence, the potential applications are encouraged to apply for the open vacancies and also the relevant departments can engage in recruiting the best candidates to upgrade the department's performance (Taher et al. 2000).

CONCLUSION

Therefore, the study has offered an incisive review ,as many as six authors based on their individual studies and research on recruitment and selection processes. It can be clearly concluded that for a company to succeed all it takes is the proper recruitment and selection strategies which also shapes the overall manpower management of the company. Skilled and ambitious employees may switch the job more frequently. It gives a sense of insecurity among the existing candidates. It increases the cost as advertisement is to be given through press and training facilities to be provided for new candidates.

A STUDY ON CONSUMERS ATTITUDE TOWARDS GREEN MARKETING AT OOTY

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ABSTRACT

Environmental problems have led government and companies increasingly shift their focus on green marketing and green products. Consumers today also are a stakeholder of this initiative as without them all the efforts in this regards would fail. The term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the company to make it environmentally friendly. As society becomes more concerned with the natural environment, businesses have begun to modify their process in an attempt to address society's new issues. Some businesses have been quick to accept the newer challenges or changes like environmental management, minimization of the waste, aligning with organizational activities. For a company to be successful in implementing green marketing strategy, it should not forget attitude of consumers towards green marketing. The main objective of present research is to explore and understand the awareness and attitude of consumers are towards green products and services and green marketing initiatives by companies, for which a comparative analysis was done in Ooty. Keeping this thing in mind this paper is an attempt to understand attitude of consumers' towards green marketing and green branding along with exploring the concept of green marketing.

Keywords: Green marketing, Eco-Friendly products, Green brands, Green products.

INTRODUCTION

The past decades have witnessed large scale industrialization that resulted in rapid economic growth and increasing consumption all over the world. This in turn has resulted in deterioration of the environment due to exploitation of natural resources. The exploitation of natural resources due to fast paced industrialization causes pollution, global warming, desertification, acid rain, and so forth, which has a negative impact on human health and welfare. Grunert (1993) reported that 40% of the environmental degradation has been brought about by the consumption activities of private households. Considering the importance of the environment, consumers around the globe started showing concern for environmental protection and started avoiding the products that are harmful for the environment.

Awareness of the destruction of natural resources has raised the issue of environmental protection, which in turn has created eco-friendly consumption called "green consumerism" (Moisander, 2007). Marketers responded to the growing environmental consciousness of consumers by adopting green practices and developing environment-friendly products. Today, governments, organizations, as well as the general public are concerned about the environment and are taking initiatives at their own level. Various governments have implemented environmental laws for environment protection and are also providing subsidies on green/environment- friendly products. Organizations are also adopting green practices for the concern of the environment as well as to match with the legal framework of environmental regulation.

GREEN MARKETING: DEFINITION OF THE CONCEPT

The term ecological marketing/green marketing got attention and importance in the late 1980s and early 1990s. This happened because of the first ever workshop organized on ecological marketing in 1975 by the American marketing association (AMA) in Texas, USA the proceedings of the workshop resulted in one of the first books on green marketing titled ecological marketing. After that, various definitions of green marketing have been proposed by the researchers. According to the American marketing association (AMA) "green marketing is the marketing of products that are presumed to be environmentally safe". Polonsky (1994) said that green marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs and wants such that satisfaction of those needs and wants occurs with minimal detrimental impact on the environment.

According to pride and ferrel (1993), green marketing, alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promotion, pricing, and distributing products that will not harm the environment. According to Xiao-di and Tie-jun (2000), green marketing includes a whole set of ideas, methods, and processes for realizing marketing goals of enterprises. The driving force behind green marketing is the market demand with 'green consumption' at its core, and the objective is spontaneously protecting the environment and efficiently using resources by enterprises.

WHY GREEN MARKETING?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment. Now we see that most of the consumers are becoming more concerned about environment-friendly products.

ATTITUDES

In a psychological sense attitude is defined as a "tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken, 1993, p. 1). In a consumer behavior approach, Solomon et al. (2010, p. 643) defined the attitude as "a lasting, general evaluation of people (including oneself) objects or issues." The AMA defines it also as "a cognitive process involving positive or negative valences, feelings, or emotions" (marketngpower.com). The attitude is an important part in the study of consumer behavior. Indeed it represents one entire chapter in the Consumer Behavior: A European perspective book (Solomon et al., 2010, p. 274-307). Many theories have been constructed on the attitudes. As the consumption of green product is a current and relevant subject, many studies have been done about the attitudes towards green products.

GOLDEN RULES OF GREEN MARKETING

1. **Know your Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
2. **Educating your customers:** It is not just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters.
3. **Being Genuine & Transparent:** Means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly.
4. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.
5. **Consider Your Pricing:** If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.

HOW ORGANIZATIONS CAN BE GREEN?

The literature included different arguments, that required actions from organizational to be green, Polonsky and Philip (2001) argued that organizations who want to be green must understand the nature of consumer transaction, even questioning how to create values, and this may needs to assumptions and ways of thinking by asking: are consumers actually need to own the products ? Or are there other ways to deliver the capabilities that satisfy there needs? While Prakash (2002) reported that the organizations can green themselves through two levels: first is the firm level represented by; value addition process, and management systems, second; product level. In order to green the value-addition, the organization may start by redesigning them and eliminating some of them and this may require modifying the current technology or inducting new technology, all of these aiming at reducing the environmental impact aggregated for all stages, such as the hybrid cars that reduce the fuel consumption and environment polluting (Lopez, 2009).

OBJECTIVES OF THE PRESENT STUDY

1. To assess the attitude of consumers towards green branding.
2. To understand the awareness of consumers towards green marketing.
3. Retailers, which can establish themselves with a green image, will have distinctive Advantages in the marketplace.

RESEARCH METHODOLOGY

Research is a travel from the region of known to the unknown region. A structured questionnaire is used, a simple percentage method and chi-square method is used for measuring consumer attitude towards green

marketing and green brands. Cronbach Alpha Index is used for checking the validity and reliability of hypothesis and corresponding questions in the questionnaire. As the study is related to consumer attitude towards green marketing, the primary and secondary data was collected. A sample size of 100 respondents was considered for the present study. The area of the study was in ooty were cover to collect the data. The survey done by covering different periods of the day in order to cover customers of demographic. **Research Design:** Descriptive Design **Sampling Technique:** Convenience Sampling Technique **Statistical tools: 1.Percentage Method and 2. Chi-square Method.**

REVIEW OF LITERATURE

Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

McKinsey, (2007) “Green” is the buzzword that is gaining popularity in the contemporary generation. Both the public sector and the private sector undertakings are embarking on the „green” bandwagon. According to a popular survey, 87% of people from various nations like Brazil, Canada, China, France, Germany, India, the UK and the US have shown an interest in reducing their impact on the environment (McKinsey, 2007). Nonetheless, showing interest and actually acting on it are two different things.

Rahbar and Wahid (2011, p. 80) define the green marketing tools as including eco-label, eco-brand and environmental advertisement. The two first elements have importance in the consumers’ behavior towards green products. However due to the fact that as we are non-Swedish natives and as we want a sample composed of Swedish and non-Swedish (such as international students) most of them are likely to not recognize a green brand or eco-label as well as the product could be different from that used in their home country. Reason for what we did not take into account specific eco-brands in our survey.

ANALYSIS AND INTERPRETATION

S.No	Particular	No of respondents	Percentage
Gender	Male	36	36
	Female	64	64
	Total	100	100
Age	20 – 25	7	7
	26 – 30	31	31
	31 – 35	41	41
	Above -35	21	21
	Total	100	100
Education qualification	10 th	10	10
	+2	15	15
	UG Degree	5	5
	PG Degree	30	30
	Others	40	40
	Total	100	100
Monthly Income	0-5K	20	20
	6-10K	35	35
	10-20K	30	30
	20-30K	10	10
	>40K	5	5
	Total	100	100
Familiar with green brand	Strongly Agree	69	69
	Agree	22	22
	Neither Agree nor Disagree	4	4
	Dis Agree	3	3
	Strongly Disagree	2	2
	Total	100	100
Interested to know	Strongly Agree	76	43

more about green branding.	Agree	11	07
	Neither Agree nor Disagree	4	21
	Dis Agree	5	29
	Strongly Disagree	4	
	Total	100	100
Transition from regular marketing to green branding is quite difficult in India?	Strongly Agree	36	36
	Agree	32	32
	Neither Agree nor Disagree	11	11
	Dis Agree	9	9
	Strongly Disagree	12	12
	Total	100	100
Realize the importance of green branding	Yes	72	72
	No	28	28
	Total	100	100
Green marketing is more effective than regular marketing	Yes	78	78
	No	22	22
	Total	100	100
Concept of green marketing Aware of companies going green	Strongly Agree	69	69
	Agree	22	22
	Neither Agree nor Disagree	3	3
	Dis Agree	4	4
	Strongly Disagree	2	2
	Total	100	100
	Strongly Agree	60	60
	Agree	25	25
	Neither Agree nor Disagree	5	5
	Dis Agree	6	6
	Strongly Disagree	4	4
	Total	100	100
	Strongly Agree	51	51
	Agree	28	28
	Neither Agree nor Disagree	10	10
Advantages of green products in an organization.	Dis Agree	7	7
	Strongly Disagree	4	4
	Total	100	100
Huge investment is required to develop green products	Strongly Agree	48	48
	Agree	34	34
	Neither Agree nor Disagree	10	10
	Dis Agree	6	6
	Strongly Disagree	2	2
	Total	100	100
Everyone is responsible for successful green marketing concept.	Strongly Agree	75	75
	Agree	18	18
	Neither Agree nor Disagree	3	3
	Dis Agree	3	3
	Strongly Disagree	1	1
	Total	100	100

INTERPRETATION

Demographical background of the respondents' shows that 69% of the respondents said that they strongly agree these are familiar with green brand. 76% of the respondents said that they strongly agree to know more about green branding. Most 36% of the respondents said that they are strongly agreed to Transition from regular marketing to green branding. Majority 72% of the respondents said yes that they are realizing the importance of green branding. Majority 78% of the respondents said Green marketing is more effective than regular

marketing. Majority 60% of the respondents said that they strongly agree, they are aware of companies going green. Most 48% of the respondents said Huge investment is required to develop green products. There is a relationship between education and the respondents have an interest to know more about green branding.

CHI SQUARE

Interested to know & Qualification	Strongly Agree	Agree	Neither Agree nor Disagree	Dis Agree	Strongly Disagree	Total
10 th	5	2	1	1	1	10
+2	8	4	1	1	1	15
UG Degree	2	1	0	1	1	5
PG Degree	26	1	1	1	1	30
Others	35	3	1	1	0	40
Total	76	11	4	5	4	100

Hence the

Calculated value = 18.89

Degree of Freedom is = (r-1) x (C-1)

= (5-1) x (5-1) = 16

The table value of χ^2 at 5 degrees of freedom at 5 per cent level of significant is 26.266.

CONCLUSION

The calculated value of χ^2 is **18.89** which is less than the table value the result, thus, supports the hypothesis and it can be conclusion the there is a relationship between education and the respondents have an interest to know more about green branding.

SUGGESTIONS

- Technology should be brought into manufacturing of the products so as to reduce the cost of green products.
- More green products should be offered to the consumers.
- Government should offer subsidies in equipments and machinery helping in keeping environment green.
- Marketers can promote the products using green concept and increase awareness which intern will motivate consumer to keep more of green products.

CONCLUSION

It could be easily concluded here that much work and efforts are required on part of the government and industry for proper planning and implementation of green marketing. The attitude of the consumers towards better environment and subsequently their contribution in making the green marketing initiatives successful is of paramount importance. Most of the retailers' opinion that green products are liked by consumers but because of poor awareness and high prices has not been fully adopted by them. As far as consumers are concerned the awareness level is increasing and has started implementing them in their normal life and also government intervention is needed to implement normal price in green market.

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**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION OF TEXTILE RETAIL SHOPS,
WITH SPECIAL REFERENCE TO MALABAR SILKS-VADAKKENCHERY**

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ABSTRACT

Now-a-days people are very much aware about the various brands in the present markets and well informed of the product that they use or consume. They choose carefully according to their needs, style, and preference. They all are well familiar to the innovative brands. Retail is the process of selling goods and or services to customers through the channels of distribution with the primary motive to earn profit. The term “retailer” is also applied where a service that satisfy the needs of a large number of people, shops may be on residential streets or in a shopping mall. This research was conducted by using primary data through questionnaire method. The researcher has collected from the customer who visited textile. In this paper the authors try to concentrate on the customer preference and satisfaction of Malabar silks vadakkenchery.

Keywords: Customer, Preference, Satisfaction, Brands.

INTRODUCTION

Indian textile industry is one of the prominent industries in the world. The needs and wants of the people are increasing day-by-day. Today's customers pretend more, but they are also willing to give more. As we all know that the customer is the king of the market. So we want to use several different and variety strategies for customer to prefer the products. In increasingly the preference of the customer typical a radical change in strategies in primary level. Excellent service enables, differentiate them from the competition, improve their image in the eyes of the customers, minimize price sensitivity, increase customer satisfaction, bring about continuous improvements to the operation of the product. The success of the textile showroom is depend on how it performs to the customers with wide varieties,

STATEMENT OF PROBLEM

Over the recent years organizations have placed increased focus on customer service as a means of achieving competitive advantage of an organization to exist in business for an ability to win customers from the competition. As competition has become increased in the market, it will play an important role in the customer satisfaction and customer preference. In this study the researcher tries to focus on the customer preference and satisfaction of the specified textile showroom.

SCOPE OF THE STUDY

The present study aims at exploring the details of customer presence and satisfaction of textile retail shop with special reference to Malabar silk in Palakkad district, Kerala and this is measured on the basis of the opinion gathered from the 125 respondents.

OBJECTIVES OF STUDY

The objectives of study are considered the customer preference and satisfaction in Malabar silk in Palakkad district, Kerala. Towards this objective, the following are the specific objective to taken up for studying.

- To know the level of customer satisfaction towards the Malabar silks.
- To analyse the source of awareness about textile items in Malabar silks..
- To explore the different problem faced by the customers and suggestion for it.

REVIEW OF LITERATURE

- Rajput et al,(2012) A Clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group in better way. Price, fitting, income level of consumers are significant factors and some factors which are found to be in significant are status, durability, and celebrity endorsement, can be ignored by the apparel retailers in their efforts to tap and capture the market
- Savant, (2012).The readymade garments are becoming popular with youth. Better fitting garments, awareness of brand coupled with availability of leading names, latest designs and varieties were found to be primarily responsible for youth opting for readymade garments. Provocation by advertising was the fore most factor for buying garments

- Ali et al,(2010). The family structure is also the most influencing factor for buying behaviour while the advertisement was rated at the lowest
- Truck (2006) said that customer satisfaction is very important to the concept of marketing with proof of strategic relationship among overall service performance and satisfaction. In this chapter, the literature is reviewed in four sections: (a) clothing as nonverbal communication cues, (b) adolescent and elderly consumer behaviour (c) influence of the salesperson on consumer behaviour, and (d) similarity effect.
- Ekman, Dam horst & Adolph, (1990).Preference in clothing Researches have consistently found and reiterated that aesthetic criteria are central to consumer's evaluation of apparel

DATA AND PROFILE

DATA ANALYSIS

This study was started during the month of December 2019 by collecting information from the customer who visited the textile. Questionnaire as a tool for data collection was used in this study. We collected 100 respondents from various customers who visited the textile. In this study collected data to find the average of the respondents and to the percentage in given respondents.

SIMPLE PERCENTAGE ANALYSIS

Table No:1 Demographic Variables Of Respondents

Sl.no	Factors	Options	No:of Respondents	Percentage(%)
1.	Gender	Male Female	66 34	66% 34%
2.	Age	Up to 20 Years 21-40 Years 41-60 Years	24 51 22	24% 51% 22%
3.	Educational Qualification	School level Under Graduate Post Graduate Professional	20 40 20 20	20% 40% 20% 20%
4.	Occupational Status	Business Employee Professional Agriculture	20 45 20 5	20% 45% 20% 5%
5.	Marital Status	Married Un Married	32 68	32% 68%
6.	Type of Family	Joint Nuclear	28 72	28% 72%
7.	Family Income	Less than 10,000 11,000-20000 21,000-30000 31,000-40000 Above 40,000	15 28 40 12 5	15% 28% 40% 12% 5%
8.	Earning members	One Two Three and above	58 30 12	58% 30% 12%
9.	Size of Family	Less than 3 3-5 5 and Above	15 60 25	15% 60% 25%

PERCENTAGE ANALYSIS

Percentage analysis with the personal factors represented in table no: 1, such as Gender, Age, Educational qualification, Marital status, Occupational status, Type of family, Number of earning members, Size of family, Monthly family Income and it can be inferred in tables. The majority of respondents (66%) belonging to male respondents. 51% of the respondents are in the Age group between 21-40, Majority (40%) of the respondents are in Graduation level, Majority (45%) of the respondents are employees, Majority (68%) of the respondents are Un Married. 72% of the respondents are in Nuclear Family, Majority (40%) of the respondents have their

monthly income between 21,000-30000, There are 58% of the respondents have one earning members in their family and majority (60%) of the respondents have 3-5 members in family.

Table No: 2 Other Factor Respondents

Sl.no	Factors	Option	No:of respondents	Percentage (%)
1.	Awareness ofMalabar silks	Up to 6 months	20	20%
		6-12 months	52	52%
		More than 1 Year	28	28%
2.	Sources of Awareness	Family	30	30%
		Friends and Relatives	45	45%
		Advertisements	20	20%
		Sales Person	5	5%

From the above Table no: 2, It can be inferred that a Majority (52%) of the respondents are aware about 6-12 months and 45% of the respondents have source of awareness from friends and relatives.

Table No: 3: Ranking Of Important Factors To Choose Malabar Textile

Sl.No	Parameters	Percentage	Rank
1.	Better quality	15.93%	1
2.	Availability of items	13.70%	2
3.	Courteous sales people	9.63%	3
4.	Reasonable price	9.26%	4
5.	Neatness	8.52%	5
6.	Reputation	7.78%	6
7.	Infrastructure	7.41%	7

The above table shows respondents have ranked Better Quality (15.93%) as the most and followed by Availability of items (13.70%) followed by Courteous sales people(9.63%), and the factors follows are Reasonable price (9.26%), Neatness (8.52%), Reputation (7.78%), Infrastructure(7.41%).

CHI-SQUARE TESTS

Table 4 : Showing Marital Status and Source of Information

NULL HYPOTHESIS

There is no significant relationship between marital status and the users of the product

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.338	1	.004
Likelihood Ratio	8.923	1	.008
Linear-by-Linear Association	8.225	1	.003
N of Valid Cases	100		

Calculated Chi Square value : 8.338

Degree of freedom : 4

Table value at 5% level of significance : 5.991

INTERPRETATION

At 5% level of significance, the calculated value (8.338) is greater than the table value (5.991), so the hypothesis is are rejected. Hence it may be concluded that there is significant association between marital status and the users of the product.

FINDINGS

- The majority (66%) of respondents are of male respondents.
- The majority (72%) of respondents are living in nuclear family.
- Majority (40%) of respondents have monthly income between 21,000-30000.
- Majority (45%) of respondents are opinion that friends and relatives are the main sources of awareness in Malabar silks.
- Most of the respondents are opinion of normal in neatness.
- The majority (36%) of respondents are in very good in satisfaction price.

SUGGESTIONS

From the study conducted, the researcher suggest that, the management of Malabar Silks should concentrate more on

- Appearance of the show room
- Increase the sales promotional measures
- Increase the air facility of the show room.
- To increase the variety and show trendy in the products.
- To have a good customer feedback system, which promotes the customer relationship.

CONCLUSION

The main objective of this study is to make a clear view on the customer preference and satisfaction on textile products in Malabar silks, Vadakkenchery. This study states that, the respondents are suggested to provide good quality product at a reasonable rate and increase their perception and also suggested to provide special offers and implement new technique to increase the volumes of sales. After all these factors, this study explore that the majority of the respondents are not facing problems and they are satisfied with the textile products in Malabar silks. This study helped the researcher to gain practical knowledge about the textile retail store customers.

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A STUDY ON WORK LIFE BALANCE ISSUES OF WOMEN ENTREPRENEURS

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ABSTRACT

Many women entrepreneurs are now emerging because of financial needs and social needs. At the same time some women take this profession as a self achievement. The work life balance is seen as a women issue because as per our traditional practices, woman is the primary responsible person for the family to the day to day activities of the family. So, the women have to manage their family as well as the work in a successful way. There are 100 women entrepreneurs taken for the study. Married women entrepreneurs only taken for this study. This study aims to find the issues faced by the women entrepreneurs and to suggest some ways to improve the work life balance.

Keywords: Women entrepreneurs, Work life balance.

INTRODUCTION

Many women entrepreneurs are recently emerged and contribute to the growth of our nation. Nowadays there are many women operating their own business for their financial and social needs and some women take this profession as a self achievement. The increasing demand in the society, cost of living and expenses for children's education etc. pushes the women to earn and share equally in the financial needs of the family. But, as per our tradition woman is the sole responsibility person for the family and childcare, cooking and other household activities. This twin role of the women in work and family coincide with each other leads to imbalance.

The women entrepreneurs faced lot of struggles and issues in their work and life. This role conflict of the women causes stress and affects their health. If it happens continuously it leads to poor efficiency of women in both work and family. This present study aims to find the issues and stress faced by the women entrepreneurs and also to give some remedial measures to reduce stress and maintain work life balance.

REVIEW OF LITERATURE

Vossenbergh (2013) in her paper "Women Entrepreneurship Promotion in Developing Countries: What explains the gender gap in entrepreneurship and how to close it?" addresses the persistence of gender gap in entrepreneurship and the best ways to promote women entrepreneurship. This paper reveals that current women entrepreneurship promotion policies undoubtedly benefit individual women but when the gender bias in the context in which entrepreneurship was embedded; efforts may remain in vain and without any significant macroeconomic or social impact. **Hariharaputhiran(2014)** in the paper "Women Entrepreneurship Scenario In India" endeavours to study the concept of women entrepreneur. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. Women were competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. **Sharif (2015)** in the paper "Glass Ceiling, the Prime Driver of Women Entrepreneurship in Malaysia: A Phenomenological Study of Women Lawyers" aim to present some findings on the construct of glass ceiling in organizations and its role in driving women professionals in Malaysia to venture into business as entrepreneurs. The researcher used the qualitative method known as "phenomenology" to explore the phenomenon of glass ceiling. **Humbert and Brindley (2015)** in the paper "Challenging the concept of risk in relation to women's entrepreneurship" aims to challenge the myth of risk-averseness among women entrepreneurs and analyses risk in the context of gender. The paper develops an understanding of risk among women entrepreneurs in their socio-economic context. It challenges the view point of seeing women entrepreneurs as risk-averse and thus leading to low-growth prospects for their business ventures.

STATEMENT OF THE PROBLEM

The women entrepreneurs were recently emerged and contribute for the economic growth of the country and also to satisfy their financial and social needs of the family. At the same time they have the family responsibilities and child care and it leads to role conflict. This role conflict of women entrepreneurs disturbs their work life balance and causes stress.

NEED FOR THE STUDY

The main significant need of this research is to identify the issues and stress in both work and life which affects work life balance of women entrepreneurs. There are fewer studies related to women entrepreneurs but they are confined to some specific factors.

OBJECTIVES

- To study about the issues faced by the women entrepreneurs in work and in family.
- To know the symptoms of stress arises in both work and family of the women entrepreneurs.
- To study the ways to reduce the stress.

SCOPE OF THE STUDY

The present study gives specific recommendations and remedial measures for the women entrepreneurs to maintain work life balance. This study aims to find the various issues, factors affecting work life balance and causes stress among women entrepreneurs.

RESEARCH METHODOLOGY

- Descriptive research design is used in this study.
- Sampling method used for the study is stratified random sampling.
- Primary data was collected from the women entrepreneurs of Madurai district. Secondary data was collected from various journals, magazines, books and websites.
- Sample size is 100 women entrepreneurs were selected from different types and nature of business.
- Statistical tools such as percentage analysis, independent sample t test and Friedman test.

LIMITATIONS OF STUDY

- The study focused on Madurai district alone.
- The sample size and time is also restricted.

FINDINGS OF PERCENTAGE ANALYSIS

- 51% of respondents were started their own business for the purpose to earn additional income.
- 51% of respondents replied yes that their spouse/ family help in take care of children.
- 56% of respondents replied yes that their spouse/family help in work.
- 90% of them answered that their health is often affected by stress arise in both work and family.
- 40% of them replied that they were affected by frequent headache due to stress.
- 36% of respondents replied music/dance as their technique to control the symptoms of stress.
- 62% of them strongly agree that a financial tie is the issue faced in work which affects WLB.
- 75% of them agree that mobility is the issue faced in work which affects WLB.
- 72% of them strongly agree that gender equality is the issue faced in work which affects WLB.
- 43% of respondents agree that spouse and family care is the issues faced in family which affect WLB.
- 49% of them answered neutral for the house maintenance and food preparation is the issues faced in family which affect WLB.
- 41% of them agree that negative attitude of family members is the issue faced in family which affect WLB.

ANALYSIS OF INDEPENDENT SAMPLE T TEST

Null hypothesis H_{01} : There is no association between nature of business and level of satisfaction regarding work life balance.

Alternate hypothesis H_{A1} : There is association between nature of business and level of satisfaction regarding work life balance.

Table 1: Independent Sample T Test

Particulars	Fvalue	Sig	T value	Result
Nature of business and level of satisfaction regarding WLB	32.984	0.000	-4.922	Rejected

The P value that is independent sample t test reads a significant level of 0.000 at 5% level of significance. The value 0.000 being less than the significant level of 0.05, the null hypothesis is rejected. Hence there is significant relation between the nature of business and level of satisfaction regarding WLB.

ANALYSIS OF FRIEDMAN TEST

Null hypothesis H_{02} : There is no difference in the ranks of the different strategies at work place to reduce stress.

Alternate hypothesis H_{A2} : There is difference in the ranks of the different strategies at work place to reduce stress.

Table 2				
Particulars	Mean Rank	N Value	P value	
16.1. Strategy at work place to reduce stress-Proper time management	2.49	100	0.000	
16.2. Schedule the work	1.49			
16.3. Attend training programs for up gradation	2.02			
16.4. Developing communication skills	4.51			
16.5. Develop Positive Thinking	4.49			

As the computed p value less than, the above null hypothesis is rejected at 5% level of significance. Hence it is concluded that there is difference in the ranks of the different strategies at work place to reduce stress. The mean rank of schedule the work is 1.49 and it is the minimum value. This indicates that respondents have given high rank to schedule the work.

Null hypothesis H_{03} : There is no difference in the ranks of strategies at family to reduce stress.

Alternate hypothesis H_{A3} : There is difference in the ranks of strategies at family to reduce stress.

Table 3				
Particulars	Mean Rank	N Value	P Value	
17.1.Strategy at family to reduce stress-Sparing more time with family	2.51	100	0.000	
172.Family tour	4.00			
17.3.Sharing family responsibility	2.49			
17.4.Visits to friends/ relatives house	5.00			
17.5.Attend parties/Family gatherings	1.00			

As the computed p value less than, the above null hypothesis is rejected at 5% level of significance. Hence it is concluded that there is difference in the ranks of the different strategies at family to reduce stress. The mean rank of attend parties and gatherings is 1.00 and it is the minimum value. This indicates that respondents have given high rank to attend parties and gatherings.

SUGGESTIONS

Based on the above findings some of the suggestions were given.

- Scheduling the work and proper time management will always help the women employees to reduce stress in work place.
- Women entrepreneurs can attend parties/family gatherings and spend more time with their family to reduce stress in their family.

- Women entrepreneurs should try to develop awareness about the financial institutions which provide financial assistance and consultancy services to run their business successfully.
- Women entrepreneurs should try to upgrade themselves with latest technological knowledge to ease their works.
- The government can also take effective steps like counselling services to emerging entrepreneurs about financial institutions and their services.

CONCLUSION

The study concluded that entrepreneurship is the prominent field and essential for economic development of the country. The women entrepreneurs were faced lot of struggles like financial ties, gender inequality, mobility etc., in their business. At the same time they faced family issues like spouse and family care, children education, negative attitude of family members. This conflict between work and life causes stress and work life imbalance. The nature of business is also an important factor for the work life balance of women. Maintaining work life balance and reduction in stress can be done by women entrepreneurs by following the above suggestions. The government can also take effective steps to improve the work life balance of women entrepreneurs. By improving the work life balance women entrepreneurs the nation can be empowered both socially and economically.

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A STUDY ON CUSTOMER SATISFACTION AND EXPERIENCE TOWARDS AIRTEL NETWORK WITH A SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

The project entitled "A study on customer satisfaction towards Airtel in Coimbatore district" is carried out with an objective to determine the consumer preference over the network and to analyze the satisfaction level among varied customers. Every organization is ready to pay any means to identify and understand the customers and their needs. It is an effective reaction of the customers when their desires and expectation of the have been either met or exceeded in the course of experiencing the services Most of the company try to achieve competitive advantage by taking the responses of the customers beyond the level of just satisfied towards creating their expectation After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data. The study finds out the customer satisfaction have impact on different variables .

Keywords :Customer Satisfaction, Ratings, Networks,

INTRODUCTION

It is a measure of how products and services supplied by a company to meet customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of mouth marketing, which is both free and highly effective firm, its products, or its services (ratings) exceeds specified satisfaction goals."

OBJECTIVES OF THE STUDY

- ☐ To understand the awareness of Airtel products among consumers in the market.
- ☐ To identify the satisfaction level of Customer Service provided by Airtel Prepaid Mobile user.

NEED FOR STUDY

This project focuses mainly to know how important is the customer service for a business to exist and to know about the marketing and management skills that are necessary in this present scenario for any organization's growth. This survey is mainly based on satisfaction levels of Airtel customers. Feedback is taken from the customer on visiting the Airtel outlets about their experience visiting to these outlets is collected by the help of questionnaires. One of the major problems in an organisation is Customer Satisfaction. In the era of relationship marketing customer's feelings and his satisfaction derived from the service he is using plays a very important role in an organisation. Being an oligopoly service sector the Telecom service sector has a tough completion. Airtel faces tough completion from other networks.

RESEARCH METHODOLOGY

Descriptive research design is used in this study. The research design indicates the methods of research i.e. method of information gathering into the methods of sampling and the sample size is 100. In this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas 5. Highly Satisfaction 4. Satisfaction 3. Neutral 2. dissatisfaction 1. Highly dissatisfaction. The research design is the frame work through which the various components of a research project are brought together: research question, literature review, data, analysis and data.

REVIEW OF THE LITERATURE

Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance. Customer satisfaction is how customers react towards the state of satisfaction, and how customers judge the satisfaction level (Hanif, Hafez & Riaz, 2010)¹.

Customer satisfaction is the reaction of customer toward state of the fulfillment and judgment of customer about that fulfilled state (Khayyat & Heshmati, 2012). Customer satisfaction is the expectation before consuming a product regarding quality or it is a pre-consumption judgment or expectation (2012)²

RESEARCH TOOL

Percentage analysis, Chi-Square Tests bar diagram and pie charts are used in the analysis by using SPSS 17.0 software package.

RESEARCH DESIGN

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is used Descriptive Research Design. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present.

The information are collected from the individuals and analyzed with the help of different statistical tools, to find the satisfaction level of customer.

Moreover cross table analysis has been done for processing the data and information is derived to attain the objectives of the study.

ANALYSIS AND INTERPRETATION

1. Age Wise Distribution

S.No	Particulars	No of respondents	Percentage of respondents
1	Below 20 years	8	8
2	21-30	40	40
3	31-40	38	38
4	41-50	4	4
5	Above 50	10	10
	Total	100	100

2. Gender Wise Detail

S.No	Particulars	No of respondents	Percentage of respondents
1	Male	62	62
2	Female	38	38
3	Total	100	100

3. Age Of The Respondent * Gender Of The Respondents

Category	Age	Gender of the respondents		Total
		Male	Female	
age of the respondent	Below20 years	10	0	10
	21-30yrs	30	0	30
	31-40yrs	25	5	25
	41-50yrs	20	10	25
	above50yrs	0	15	10
Total		85	15	100

HYPOTHESIS

Ho= there is no relationship between age and gender H1=there is relationship between age and gender

INFERENCE

The above analysis resulted that the calculated value is greater than the table value ($4.737 > .957$).Accept the H1 Hence, there is relationship between the age and gender .

4. Chi Square Test

Criteia	Values	df	Asymp,Sig(2-Sided)
Pearson Chi-Square	4.737	9	.957
Likelihood Ratio	6.205	9	.719
Linear-by-Linear Association	.074	1	.586
N of Valid Cases	100	0	

3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.50.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6 Critical value for chi-square distribution 3'' = 4.737, calculated value .957

So calculated value is greater than table value ($4.737 > .957$). Hence, Accept the H1.

FINDINGS

From this findings it is clear that 21-30 age group people uses more of Airtel network due to the options provided by them followed by the next age category of people

The table shows that in Gender most of the male employees are using this network compared to the female category.

SUGGESTIONS

Most of the respondents are satisfied with the services provided by Airtel Prepaid mobile User steps to be taken to make the customers more satisfied. Most of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities. It is inferred that most of the respondents are not much satisfied with the features of the phone provided by Airtel Prepaid mobile User when compare to other private landline providers, significant weight age should be given by the Airtel Prepaid mobile User few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.

CONCLUSION

From the study the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioral pattern of the user is analyzed in this study. It is identified that the service provided by Airtel Prepaid mobile User is at satisfactory level to the respondent's. As the recharge rates are been increasing dramatically customers are requesting the company to reduce the rate and increase the speed of internet connections. Airtel Prepaid mobile User should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

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A STUDY ON CUSTOMER BRAND PREFERENCE OF SELECTED COSMETICS WITH SPECIAL REFERENCE TO KOZHINJAMPARA TOWN

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ABSTRACT

Wellness is a term that is much-banded about these days, but what really is wellness? Well it is all about being aware and make choices that help you become and stay healthy and happy like staying active, being social eating a well-balanced diet. But also in this modern era, the use of cosmetic products has become the things that are important starting from infancy to old age. The cosmetic consumption patterns of Indian people have undergone change and this trend is fuelling growth in the cosmetic sector. An important development in India's consumerism is the emergence of the rural market for basic consumer goods. The psychology of consumers while making purchase decision cannot be ignored irrespective of the essential things, cosmetics or luxury items.. Other factors like peer social groups, opinions of family members, and advertisements appearing in the print and electronic media also influence the consumer buying behaviour. The study mainly concentrated on consumer preference which helps the marketers to understand and predict consumer behaviour in the marketplace; it is concerned not only with what consumers buy but also with methodology used to study consumer behaviour. It takes place at every phase of the consumption includes before, during and after the purchase.

INTRODUCTION

Cosmetics refer to all of the produce to care for and clean the human body and make it more beautiful. The main goal of such branded products is to maintain the body in a good condition, protect it from the effects of the environment and aging process, change the appearance and make the body smell nicer. Although Indian people are strongly committed to their traditions and culture, the advent of television and the awareness of the western world are changing the tastes and customs of India. The concept of beauty has changed from just a beautiful face to a beautiful body and an intelligent mind. Standard and luxury brands have to design a unique pricing strategy in order to get a foothold in the Indian market. Indian consumers have a great attention of family orientation. Brands with identities that which support family values tend to be popular and accepted easily in the Indian market. Indian consumers are also giving attention towards the values of nurturing, care and affection.

STATEMENT OF THE PROBLEM

A customer is said to be the king of the business. Over the recent years, the organizations have more concentrate on the customer satisfaction as a one of the competitive advantage to being existed in market. Selecting an accurate and satisfied brand of a product becomes a difficult task for each and every customer. According to the global cosmetic industry report the advanced education provided by the brands about the product ingredients and benefits have made today's customer more aware of what they are putting on their bodies, and making them more willing to pay for it. The customer mind is different from one another in all ways. It mainly depends various factors such as psychological, demographical difference, age, sex and so...on so the present study mainly aims to know the level of preference and awareness towards the national and international brand among the customers in Kozhinjampara town.

NEED OF THE STUDY

The beauty and cosmetics sector is experiencing outstanding growth by which it has been said to be one of the world's leading industries. In India the cosmetic market has developed rapidly. After the 20th century, it become more familiar to the each and every individual by because of lot of brands where introduced in our country and also increased in the awareness of brands and products by their appearance, beauty grooming and attractive packaging. This study mainly aims to know about the brand preference of National and International brands on cosmetic by the customers in Kozhinjampara town.

OBJECTIVES OF THE STUDY

- To study the customer preference and awareness towards selected cosmetic brands
- To know the factor which influencing the buying of particular brand of cosmetics.
- To explore the important purpose for using cosmetics.

REVIEW OF LITERATURE

- Alex. L.Jones, Robin.S.S. Kramer (2016)“The effect of Individual differences in facial appearance” states that the forms of body decoration exist in all human cultures. However, in Western societies, women are more likely to engage in appearance modification, especially through the use of facial cosmetics however, the effect of individual differences in facial appearance is ultimately more important in perceptions of attractiveness.
- KisanShivajirao Desai (2014) “A study on Consumer Buying Behaviour of Cosmetic Products in Kolhapur”, his study reveals that different factors have significant influence on buying behaviour. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.
- Davis, LaPorchia.C (2013) “African American women’s use of cosmetics products in relation to their attitudes and self-identity” reveals that many of the women spent more money on quality cosmetics products that they felt made them look better and caused fewer skin problems. Many of the participants preferred the same brand of higher-end cosmetics.
- Ashok Yakkaldevi (2013) “Consumer behaviour among women with special reference to cosmetics” states that the consumer behaviour towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behaviour is quite unique. Consumers are also associated with values of care and affection.
- Britton, Ann Marie, (2012)“The Beauty Industry's Influence on Women in Society” their results indicate that college women are high users of cosmetics, are very aware of the cosmetic industry, and that some individual differences can have an effect on the choices a woman makes regarding cosmetics.

DATA AND PROFILE

DATA ANALYSIS

This study was started during the month of December 2019 by collecting information from the customer who uses the cosmetic products. Questionnaire as a tool for data collection was used in this study. We collected 100 respondents from various customers. In this study collected data to find the average of the respondents and to the percentage in given respondents.

SIMPLE PERCENTAGE ANALYSIS

Table No:1 Demographic Variables Of Respondents

Sl.no	Factors	Options	No:of Respondents	Percentage(%)
1.	Gender	Male Female	28 72	28% 72%
2.	Age	Up to 20 Years 21-30 Years 31-40 Years 41-50 Years	23 50 16 11	23% 50% 16% 11%
3.	Educational Qualification	School level Under Graduate Post Graduate Professional	70 19 6 5	70% 19% 6% 5%
4.	Occupational Status	Business Employee Professional Unemployed	4 32 8 56	4% 32% 8% 56%
5.	Marital Status	Married Un Married	47 53	47% 53%
6.	Type of Family	Joint Nuclear	40 60	40% 60%
7.	Family Income	Less than 10,000	26	26%

		11,000-20000	39	39%
		21,000-30000	14	14%
		31,000-40000	6	6%
		Above 40,000	15	15%
8.	Earning members	One	30	30%
		Two	32	32%
		Three and above	38	38%

PERCENTAGE ANALYSIS:

Percentage analysis with the personal factors represented in table no: 1, such as Gender, Age, Educational qualification, Marital status, Occupational status, Type of family, Number of earning members, Monthly family Income and it can be inferred in tables. The majority of respondents (72%) belonging to female respondents. 50% of the respondents are in the Age group between 21-30, Majority (70%) of the respondents are in School level, Majority (56%) of the respondents are having unemployed, Majority (53%) of the respondents are Un Married. 60% of the respondents are in Nuclear Family, Majority (39%) of the respondents have their monthly income between 11,000-20000, There are 38% of the respondents have three and above earning members in their family.

Table No: 2: Other Factor Respondents

Sl.no	Factors	Option	No:of respondents	Percentage (%)
1.	Familiar towards Cosmetic Brands	Extremely Familiar	22	22%
		Very Familiar	36	36%
		Somewhat Familiar	39	39%
		Not so Familiar	3	3%
2.	Type of Cosmetic Products	Fairness/ Sunscreen	37	37%
		Moisturizer	3	3%
		Body powder	25	25%
		Face wash	18	18%
		Perfume	17	17%

From the above Table no: 2, It can be inferred that a Majority (39%) of the respondents are Somewhat Familiar towards the various cosmetic brands. Majority (37%) of the respondents have uses the fairness or sunscreen cream.

Table No: 3: Ranking Of Important Purpose Of Using Cosmetic Products

Sl.no	Parameters	Percentage	Rank
1.	Protection	22.05%	1
2.	Fragrance	12.20%	2
3.	Deliver pretty/charming looks	9.45%	3
4.	Being fashionable	9.06%	4
5.	Being Presentable	8.66%	5
6.	Better feeling	8.66%	5
7.	Nourish skin against aging	8.66%	5
8.	Improving self-image	7.48%	8
9.	Medical purpose	7.09%	9
10	Essential	6.69%	10

The above table shows respondents have ranked Protection (22.05%) as the most dominant purpose for using cosmetic products and followed by Fragrance (12.20%) followed by Deliver pretty/charming looks(9.45%), and the factors follows are Being fashionable(9.06%), Being Presentable(8.66%), Nourish skin against aging(8.66%), Improving self-image(7.48%), Medical purpose(7.09%) Essential (6.69%).

CHI-SQUARE TESTS

TABLE 4 : Showing satisfaction of the product price

NULL HYPOTHESIS

There is no significant relationship between gender and level of satisfaction on Price of product

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.922 ^a	4	.027
Likelihood Ratio	14.326	4	.006
Linear-by-Linear Association	.095	1	.758
N of Valid Cases	100		

Calculated Chi Square value : 4.069

Degree of freedom : 4

Table value at 5% level of significance : 5.991

INTERPRETATION

At 5% level of significance, the calculated value (10.922a) is greater than the table value (5.991), so the hypothesis is rejected. Hence it may be concluded that there is significant association between gender and level of satisfaction on Price of product.

FINDINGS

- Majority 72 (72%) of the respondents are in the group of Female.
- Majority 39(%) of the respondents somewhat familiar with the cosmetic products.
- Majority 37(%) of the respondents are in Fairness/Sunscreen cream users.
- Majority ranked Protection (22.05%) as the most dominant purpose for using cosmetic product.
- Chi-Square Tests prove that there is significant association between gender and level of satisfaction on Price of product.

SUGGESTIONS

- Still more attractive packages may be developed.
- Attractive advertisement to be given for the cosmetic products emphasizing on the quality of the products.
- It can be made available in all type of retail shops.
- Necessary steps may be given to reduce price of the cosmetics products even though the majority are satisfied on the price of the product.

CONCLUSION

The Indian cosmetic industry is booming and holds a distinct position compared to other industries. This industry craves for Innovation. The cosmetic industry has come a long way and the market is set to achieve tremendous growth in near future. The present study concludes that the protection as the most important factor for the purpose for using cosmetic product and quality as the most dominant factor which influencing to choose the specific branded products.

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**BRAND PROTECTION – THE CORNERSTONE OF INTELLECTUAL PROPERTY PROTECTION
IN TOURISM INDUSTRY**

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ABSTRACT

In recent days, Tourism has become one of the main sectors of international trade and constitutes one of the main source of income for many developing countries. The tourism industry today is one of the fastest growing in the services sector, surpassing even the major industries in the world like oil, automobiles and food. It has now turned into one of the greatest source of foreign exchange earnings for many countries. The branding is taking place with a view to leveraging on the existing attractions. A catchy tagline and registered logo are key part of tourism players' digital marketing strategies. Many such players are also in the process of acquiring certification marks in order to further legitimize their unique offerings. Touristic service-provider enterprises, such as the most prestigious hotel chains, the restaurants in fashion, and every entertainment center, are in a constant competition for providing the best quality service to their clients in order to gain their preference, as they set their strengths in an image built firstly on the satisfaction of their clients and then on marketing as its foundations. Intellectual property is established as an developmental tool to increase competitiveness in the tourism sector. The aim of the paper is to establish the importance of Trademark and branding in tourism sector.

Keywords: Tourism, Trademark, Branding, Competition, Marketing.

1. INTRODUCTION

The tourism industry today is one of the fastest growing in the services sector, surpassing even the major industries in the world like oil, automobiles and food. It has now turned into one of the greatest source of foreign exchange earnings for many countries. Tourism has become one of the main sectors of international trade and constitutes one of the main source of income for many developing countries. Brand is a symbol, mark, logo, name, word or sentence that is used by the proprietor to distinguish his product from those of others. A combination of one or more of those elements can be utilized to create a brand identity. Legal protection given to a brand name is called a trademark.¹

The World Trade Organization (WTO) puts the figure of tourism as ahead of other industries such as automotive, oil and food products. Intellectual Property Rights is now playing an increasingly vital role in expanding the scope of tourism. Key to the success of any business in the tourism industry is standing out in an already crowded market. This is achieved by developing, protecting and distributing a differentiated brand. If you are operating within the tourism industry, it is important that as your brand becomes well recognised, it is protected under the law. So, the Intellectual property is established as an developmental tool to increase competitiveness in the tourism sector.

2. TOURISM

People travel for a variety of reasons. It could be to experience the culture of another people, expressed through their music, their food, their customs, their arts and crafts, their costumes, language, religions etc. Culture may also be manifested by monuments and sites, history, architecture which also provides a cultural experience. People are also attracted by nature whether it be sandy beaches, wildlife, mountains, lakes or forests, islands, mountains, national parks, lakes, lagoons, rivers, caves, gorges where the main interest is the observation, appreciation, enjoyment and an awareness of the importance of protecting such natural environments. There was a time when mass market tourism took off where it was enough to have a sandy beach, a mountain or a lake to attract the visitors.² However, that market is now reaching saturation point. Rising standards of living and better quality of life has meant more people with disposal income, more leisure and who are also more educated and who are looking for a better and more rewarding experience. Therefore, intellectual property plays an important role in strengthening competitiveness of the tourism industry.

3. IMPORTANCE OF BRANDING

¹https://blog.ipleaders.in/destination-branding-tourism-pr/?sa=X&ved=2ahUKEwj2_sS8rfHmAhVE3IUkHQIuD8AQFjACegQIAhAB

² <https://quizlet.com/18068614/marketing-flash-cards/>

Tourism has always been heavily associated with brand identity. Having a strong and recognisable brand is an important asset to your business – your brand allows your customers to differentiate your service offering from the many other tourism businesses. As your reputation grows, your brand becomes a valuable asset.¹ Conversely, having a unique brand identity also makes it easier for your competitors to notice you. The exploitation of your brand works both ways – if your brand is not adequately protected, it can be capitalised on by other businesses seeking to cash in on the value that your brand creates in the minds of customers.

4. HOW CAN YOU BETTER PROTECT YOUR BRAND?

The type of intellectual property most commonly associated with brand protection are trade marks. A trade mark is the way in which your businesses' branding is uniquely identified, such as your business name, logo, a particular style of branding, and other ways that set you apart from your competitors. It can be a letter, number, word, phrase, sound, smell, shape, picture, aspect of packaging or a combination of those. Formalising your trade mark protection will give you the exclusive right to use, license and sell your trade mark without risk of being copied.² It is a necessity in the modern business economy and particularly in the tourism industry, where customer recognition and loyalty can mean the difference between the success and failure of a business. Intellectual property is something that can be sold and transferred.³ This is important if you decide to sell your business, as having your brand trademarked will add a valuable asset to your business.

5. DESTINATION BRANDING – A NEW CONCEPT

Destination Branding is a relatively new concept in the tourism Industry, with its core in Intellectual Property Rights in the form of trademarks. Destination Branding involves registration of a logo or tagline that is uniquely connected with a particular place and involves highlighting its special attributes.⁴ It helps to form a dynamic relation between the destination and the tourist, by developing a sense of faith with regards to the experience they will receive or a sense of satisfaction they would feel on visiting the places. Many places around the world, realising the importance of differentiating themselves from others have developed their own destination brands to attract more and more tourist.

5.1. FEW DESTINATION BRANDS ACROSS THE WORLD

➤ SWITZERLAND - ST. MORITZ

It is one of the oldest logos in the tourism Industry to get registered as early as in 1930. Since then the name St. Moritz name and logo has represented the place as a winter holiday destination. Four versions of the sun in the logo were registered in 1937, whereas the name St. Moritz was registered in 1986 making it one of the earliest Geographical location to be registered as a Trademark.⁵ The name St. Moritz along with the tagline "Top of the world" is not only registered in Switzerland but also in the Office of Harmonization for the Internal Market, the Trademark Office of the European Community.

➤ MALAYSIA- TRULY ASIA

The worldwide campaigning launched by Malaysia under the logo and tagline in 1999 went on to be a huge success for the country as it went on to attract millions of tourist across the world thereby generating great revenues for the country.

➤ AUSTRALIA – TOURISM AUSTRALIA

The registered trademark "Tourism Australia" is owned by the Government of Australia and it permits third parties to apply the mark in relation to the goods and services along with the indications as provided in the guidelines published by the government, followed with "Trade Mark of Tourism Australia". Every applicant desired of using the mark is required to ensure that the mark is not used in a manner which is likely to be detrimental to the interest of the Tourism of Australia.

Such a brand helps to unify all services and products relating in the tourism sector belonging to an area under one roof, thereby allowing the third parties to reap benefits from the reputation of the Trademark.

¹ <https://www.skylineknowledgecenter.com/travel-and-tourism-consulting/intellectual-property-competitiveness-tourism-industry/>

² <https://www.pln.com.au/single-post/2017/02/23/Tourism-and-intellectual-property>

³ https://www.wipo.int/sme/en/documents/tourism_ip_fulltext.html

⁴ <https://www.investopedia.com/terms/b/brand.asp>

⁵ <https://www.stmoritz.com/en/brand/>

➤ NEW YORK - I LOVE NY LOGO

The logo I love NY was invented by Milton Glaser and was first used since 1977. The logo was basically used in an advertising campaign which was undertaken to give a boost to tourism industry in the area. Since then it has been successful by drawing attention of the people all over the world.

➤ NEW ZEALAND - 100% PURE

New Zealand came up with this logo along with a tagline 100% pure in the year 1999 with an aim of building a strong brand in the tourism sector. The campaign advertised through visuals on televisions and print media showcasing the beauty of the nation. 100% Pure New Zealand logo depicts the story of the country's unique combination of landscapes, people and activities which cannot be found anywhere else in the world and hence it is a "100% Pure New Zealand" visitor experience.¹

Over time, it has been extended to include 100% Pure Relaxation, 100% Pure Adrenalin, 100% Pure You and 100% Middle-earth – all connected back to the core premise of 100% Pure New Zealand. In 2012 New Zealand was named to have the best destination campaign at the World Travel Awards in 2012.

➤ INDIA – INCREDIBLE INDIA

The Incredible India campaign was introduced in the year 2002 by ad agency Ogilvy, which changed the face of India to a high-end tourist destination in the world. This Ministry of Tourism- Government of India developed a new avatar for the campaign with a view of boosting the growth of industry. Unlike the first campaign, where the emphasis was only on the tourist spots across the country, the campaign 2.0 launched recently, advertises the destination from the perspective of an individual. In addition to this campaign, the Government of India also launched "Adopt a Heritage" project which aims to encourage people to actively participate in maintenance and preservation of historical heritage sites.² Incredible India has been one of the most successful campaigns undertaken by Government of India.

6. CHALLENGES TO DESTINATION BRANDING

➤ POLITICAL INSTABILITY AND INTERNAL DISTURBANCES

The standard definition of political instability is the propensity of a government collapse either because of conflicts or rampant competition between various political parties. Political instability has a devastating effect on the tourism industry.³ One such example could be the drop in the tourism industry in the State of Jammu and Kashmir (India). Tourism industry is one of the major assets of the State of Jammu and Kashmir. However, the political instability and internal disturbances (like insurgency, terrorist attacks etc) over the past few years has resulted in a sharp decline of tourism. In such cases the importance of destination branding is lost altogether.

➤ EXTERNAL ENVIRONMENT

External factors like wars have a tremendous impact on the tourism industry. For example, the Gulf war left a terrible impact on tourism in middle eastern countries.

➤ NO STRATEGIC CO-ORDINATION

A successful destination brand requires joint efforts on the part of the government authorities, the promoters and the people. Lack of co-ordination between the important pillars of the destination branding affects the tourism considerably.

➤ LACK OF EXCLUSIVITY

A brand lacking exclusivity is more likely to fail. Exclusivity is the very essence of the Destination Branding. In order to attract tourist, a brand must be unique to the extent that it must be capable of creating a distinctive image in the minds of people in relation to a particular destination.

➤ TOO MUCH RELIANCE ON ADVERTISING

Advertising is the initial stage in promotion of destination branding. However too much of advertising without taking any concrete steps for development of the destination, defeats the very purpose of branding.

¹ <https://www.tourismnewzealand.com/about/what-we-do/campaign-and-activity>

² <https://www.livemint.com/Consumer/zoqH0hafwOb2ANG05tUE6N/Will-Incredible-India-20-campaign-be-able-to-woo-foreign-tr.html>

³ <https://blogs.worldbank.org/endpovertyinsouthasia/can-political-stability-hurt-economic-growth>

➤ DESTINATION PRODUCT

Failure to realise the importance of relationship between a destination product and destination branding is a major challenge in sustainability of destination branding.

➤ SHORT TERM PLANNING

Development of a Destination branding involves a series of slow and continuous efforts. Short term development plans instead of proving to be boon in development hamper the very progress of the place.

➤ IGNORANCE IN MAINTAINING A BRAND

Maintaining the brand is the most difficult task as compared to developing a brand. Initial investments to develop the brand is without taking efforts for its maintenance render the development of the brand useless.

7. CONCLUSION

Competition is very intense and the knowledge economy rewards those who understands the importance of Intellectual Property and their role in differentiating and adding value to products. The intellectual property in the tourism industry promotes tourism, knowledge, traditions and national culture in order to foster economic growth; increase the value added; increase productivity, competitiveness and innovation capacity, foster social development and reduce inequality. Therefore, it is necessary to educate the public regarding the importance of destination branding for a better future to the tourism Industry and it is also necessary to understand that the development of Destination Branding is a slow process and it requires long term and co-ordinated efforts from the Government and the people. It is only if everyone understands and realises the value of Destination Branding that the tourist will receive a sense of warmth and hospitality.

CULTURAL LIFE OF BADAGAS OF THE NILGIRIS DISTRICT AND TOURISM DEVELOPMENT

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ABSTRACT

The Nilgiris hills popularly known as Nila- giri. The Blue Mountain and formally usually written Neilgherri – consist of the great plateau up heaved at the junction of the ranges of the Eastern and Western ghats which runs southwards at a covering angle through the Madras Presidency the name Nilgiri which is at least 800 years old. In Nilgiris more tourism places attracts the foreign tourists and domestic tourists also. The Badagas of the plateau are the descendants of canarese who immigrated to the centuries ago from the Mysore region to north. The Badagas are one of the major communities in the district who reside in the mountain as long as other tribal population. The Badagas are now agriculturists of the hills they occupy the whole of the eastern half of the plateau except the tract round kodanad, but in the west and in the Kundahs they are few in number. The festival in honour of hetheswami or Hethai amman is celebrated In the month of January at Bairganni. The aim of this abstract is to trace out the tourism potentials in the Nilgiris District and to identify the tourism pilgrim circuits especially the Badaga deity circuit in the Nilgiris District, identify the needed measure in promoting pilgrim tourism in the Nilgiris District. The Department of Tourism and other tourism support NGO's should take necessary steps to visit the all pilgrim centres especially badagas pilgrim centres and give a opportunity to know about other tribes, Badagas and their white and white colour fairs and festivals and their origin. The musics of Badagas plays a important role in tourism development .Every year Govt of Tamilnadu ,Dept of Tourism conducting Tea and Tourism Festival and organising dances of badagas and other tribes,attracting the tourists more and more.

Keywords: Badaga Community, The Nilgiris, Immigration,Agriculturists, Hills,Festival, Hethai Amman

INTRODUCTION**BADAGAS**

Unlike the tribes like Todas, Kotas and Kurumbas whose number never exceeded about a thousand, the Badagas are the largest social group in the Nilgiris, the present population of badagas is estimated at 1,50,000, spreading over 370 hamlets (www.badaga.org). The Badagas basically were included under the list of scheduled tribes till the 1971 census. After that, they were included under backward community list, making them eligible to avail 27% reservation in both central and state government jobs (www.badaga.org). The badaga are split into a six-sub division: Wodeya, Haruva, Athikari, Kanakka, Badaga and Toreya. The first two sub divisions and several in the third sub division are purely vegetarian and are Lingayats and others are Saivites.

Badaga festivals are common with other hindu sects and Todas. Their gods are represented by human image of gold and silver stone bulls and stoner. Badagas community characteristic process of assisting or helping an individual in their adjustment to self and their environment worshipping of Goddess health. The badaga community people mutual interdependence and interaction between and among the members of group is responsible to a great extent, in determining the nature. The badaga festival is purely local, some of the villages they gave special importance to each festival.

The ancient Badaga's people worshipped nature, but latter they worshiped idol also. Their chief goddess, was the mother goddess, they are still nature worshipers. Most of the Badaga festivals they invited all sections of the people and provide food. In modern days for their festivals are celebrated as followed by the old culture without change.

The Badagas settled in different places but their customs and culture are same to all for all. All the festivals in Badagas community common to all. Few badagas invited Kurumbas and Todas without these tribal they are not celebrated certain festivals. The badaga festivals are celebrated to show their cultural norms, Auditions, customs and heritage of the future generations.

METHODOLOGY**TITLE OF THE STUDY**

Cultural life of Badagas of the Nilgiris district and tourism development

OBJECTIVES OF THE STUDY

- To trace out the tourism potentials in the Nilgiris District.

- To identify the t
- tourism pilgrim circuits especially the Badaga deity circuit in the Nilgiris District.
- To identify the needed measure in promoting pilgrim tourism in the Nilgiris District.

SIGNIFICANCE OF THE STUDY

In India the Nilgiris district is in the southern Indian state of Tamilnadu. Nilgiris one of the oldest mountain ranges located at the trijunction of Tamilnadu, Kerala and Karnataka. The Badagas are the people living in the Nilgiris district in Tamilnadu, India. Throughout the district the Badagas live in nearly 400 villages called Hattis. Badaga people speak the language called Badaga. The language has no script.

There is a long standing demand to restore the status of the Badagas in the list of scheduled tribes under the Indian Constitution. The Badagas were on the tribes list during the British Raj, as per the 1931 census. After independence Badagas were on the scheduled tribe list during the 1951 census, but were later removed and listed on the backward community list.

The Badaga community is one of the oldest tribal community in the queen of hills. They have their unique and adaptable traditions. Though agriculture is the main occupation of the people, now we can see the Badaga people shining in all fields. Many have also moves to towns, cities, abroad for other professions. Protection of culture in such a way that it has a positive impact on tis surroundings is of much significance. In this juncture a study about protection of culture is extremely important.

The present study was made to list out identification of underutilized wild edible fruits used by the indigenous community of Badagas from Nilgiri hills, and to conserve those plants for their future generations. Some of the wild edible plants are used for medicinal as well as some religious purpose. Eleagnus kologa leaves are kept in front of the house to protect it from evil spirits and Eleacocarpus tectorius is served as sacred trees of Badagas, Todas, Kotas and Krumbas. Rhodomyrtis tomentosa stem and Rubus ellipticus leaves are used in important festivals like Oppu when they pay homage to cows which serve all their needs while Rubus molucanus leaves are for when they offer the agricultural produce to God. Syzygium cuminii tree is used in all religious purpose for all tribes of Nilgiris.

REVIEW OF LITERATURE

Information about the Nilgiri and its inhabitants in previous times is scant. The earliest recorded description of the Nilgiri dates to the second century BCE in the Srimad Valmiki Ramayana, an ancient Sanskrit epic poem of India which narrates the journey of the Hindu Sage Valmiki. In European writings, the Nilgiri was first recorded in Os Lusíadas, an epic poem of Portuguese voyages during the 15th and 16th centuries, penned in 1572 by Luís Vaz de Camões (Camões, 1963; Hockings, 2008). There has been a handful of archeological studies and excavations of prehistoric material such as mortuary sites, rock art, and stone structures, but it is not known if they are connected to ancestors of indigenous peoples (Breeks, 1873; Congreve, 1847; Hockings, 1976; Noble, 1976, 1989; Zagarell, 1997). The earliest known written account of the local population was by a visitor in 1603. Father Giacomo Fenicio, an Italian Jesuit priest, is styled in the literature as the first European to set foot in the mountains and meet the tribes while searching for rumoured ancient Christian communities (Rivers, 1906; Whitehouse, 1873). In his letter written in the seventeenth century to the Vice-Provincial of Calicut, Fenicio documented his journey to the Nilgiri and observations of its peoples such as their settlements, population sizes, and lifestyles (Rivers, 1906; Whitehouse, 1873). The letter, albeit anecdotal evidence based on his trip, is an important first account of a topic which does not appear in the literature again until the nineteenth century when civil servants in British India published censuses, district gazetteers, and reports, and adventurers and missionaries published amateur writings (Breeks, 1873; Buchanan, 1807; Francis, 1908; Grigg, 1880; Jagor, 1876, 1879, 1882; Thurston and Rangachari, 1909). These early writings were typically penned in a language and style characteristic of colonists and travelers prior to the professionalization of ethnography in the twentieth century, as anthropology was then evolving as an academic discipline. Colonialism brought Europeans—who regarded themselves as ‘civilized’ and living in ‘modern’, advanced cultures—into contact with indigenous peoples whose appearance, beliefs, customs, and traditional ways of life were regarded as ‘primitive’. Early studies were based on the premise that indigenous peoples were changing, and that many faced extinction, threatened by Westernization. The early writings set the scene of later representations of the people in the literature by subdividing the population in to different ‘castes’, ‘classes’, ‘races’ or ‘tribes’, an emphasis of difference to the British writers and also other Indians. The Nilgiri peoples were described as separate, peculiar peoples with distinct physical appearances and customs, notions of primitive tribes associated with the jungle (Breeks, 1873; Bühler, 1849, 1851, 1853; Hockings, 2008; Hodgson, 1849, 1856, 1876; King, 1870; Jagor, 1876, 1879, 1882; Marshall, 1873; Metz, 1864; Oppert, 1896; Ouchterlony, 1868; Sastri, 1892; Schmid, 1837;

Thurston and Rangachari, 1909). A brief review of the early literature was published by Hockings (2008), and a detailed bibliography by Hockings (1996)

W. H. R. Rivers in 1906 wrote about the kinship and social organization of Todas, now a classic in anthropology for its novel approach to ethnography which later became standard practice in British social anthropology (Hockings, 2008; Rivers, 1906). Academic scholarship continued in the latter half of the twentieth century, steered by Murray Emeneau and David Mandelbaum at the University of California Berkeley. They visited the Nilgiri in the 1930s, and subsequently published numerous articles and books including seminal works on intertribal relations and Kota and Toda languages (Emeneau, 1938, 1946, 1971, 1989; Mandelbaum, 1941). The primary literature was then cross-referenced in a range of secondary literature including general anthropology textbooks, surveys of world civilizations, and reviews of Indian peoples and their cultures, a popularisation of the Nilgiri which aroused the enthusiasm of the younger generation who followed in the footsteps of the early pioneers (Hockings, 2008; King, 1870; Lubbock, 1870). An army of scholars have since marched over the Nilgiri from almost every possible research angle, and a recent innovation has been an interdisciplinary interest in architecture, climate, human geography, prehistory, and zoology, to name a few foci nicely brought together in a bibliography of 'Nilgiriology' by Hockings (1996).

Badagas are made throughout the literature outlined above, serious academic research began recently in the 1960s when Paul Hockings conducted doctoral studies at the University of California, Berkeley (Hockings, 1965). Hockings devoted his distinguished career to researching Badagas, and his books and articles have painstakingly recorded the intricacies of their way of life as well as the cultural ecology of the Nilgiri. His works include *Sex and Disease in a Mountain Community* (Hockings, 1980a), *Ancient Hindu Refugees* (Hockings, 1980b), *Blue Mountains: The Ethnography and Biogeography of a South Indian Region* (Hockings, 1989), *Blue Mountains Revisited: Cultural Studies on the Nilgiri Hills* (Hockings, 1997), *Kindreds of the Earth* (Hockings, 1999), *Mortuary Ritual of the Badagas of Southern India* (Hockings, 2001), and recently *So Long a Saga* (Hockings, 2013). However, much of his work including recent books (Hockings, 1999, 2013) is based on fieldwork up to the 1990s. Other scholars have also published studies which tend to be short articles,

SOURCES OF DATA COLLECTION

Both primary and secondary sources used for the study is discussions with officials and local people were made as a part of primary data collection. Secondary data will be collected from the books, journals, magazines, periodicals, reports and websites.

LIMITATIONS OF THE STUDY

Every study has its own limitations. The shortage of time was a great impediment for the detailed study of the topic. The non-cooperation from the part of certain respondents was also a limitation during the study.

FESTIVALS

The festival in honour of hetheswami is celebrated In the month of January at Baiganni. It is sometimes called *ermathohabba*, as with it ploughing operations cease. It always commences on a Monday and usually lasts eight days. A sedan or *Devanga* weaver comes with his portable hand loom and sufficient thread for weaving a *dhubat* (course cloth) and *turbon* at Baiganni there is a special house in which these articles are woven. But at other places where the festival is observed, the

Badagas go to the weavers village to fetch the required cloths. Early on the second morning of the festival some of the more respected Badagas and the weaver proceed to the weaving house after bathing. The weaver sets up his loom and worships it by offering incense and other things.

The Badagas give him a new cloth and a small sum of money. He asks him to weave a *dhubati* and two *kachches* (narrow stripes cloth) daily throughout the festival the Badagas collect near the temple and indulge in music and songs on the morning day the *iojari* accompanies by all the Badagas taken the newly woven cloths to a stream in which they are washed. When they are dry all proceed to the temple where the idol is dressed up in them and all on this occasion only are allowed to look at it.

Devotees pay a small offering of money which is placed on a tray near the idol the crowd begins to disperse in the afternoon and on their way back to their villages the wants of the travelers are tended to by people posted at intervals with coffee fruit and other articles of food²³. If the Badagas have to go to a weaver's village for a cloth the weaver is when the order is given for them, presented the four annas after he has bathed when handing the money to them, the Badagas bowl out on the last

day of the festival the clothes are washed and one of them is made to represent an idol, which is decorated with waist and neck ornaments and an umbrella all ostrate themselves before it, and make offerings of money.

Fruits and other things are then offered to Hetheswami and some recite the prayer. Of the fire walking ceremony at Melur. It takes place on the Monday after the march new moon, just before the cultivation season begins and is attended by Badagas from all over Merkunad. The inhabitants of certain villages (six in number) who are supposed to be the descendants of an early Badaga named Guruvajja have first however to signify through their Cottukans or headman, that the festival may take place and the Gottukars choose 3, 5 or 7 men to walk through the fire.

On the day appointed the fire is lit by certain Badaga priests and a Kurumba the man chosen by the Gottukans then bath and dorn themselves with sandal and observe to the udayas of Udayarhatti, near Ketti, who are specially invited and feasted pour into the adjacent stream milk from cows which have calved for the first time during the year and in the afternoon throw more milk and some flowers from the Mahalingaswami temple into the fire pit and the walk across it.

Earth is next thrown on the embers and they walk across twice more. A general feast closes the ceremony and next day the first ploughing is done the Kurumba sowing the first seeds and the presides the next lot. Finally a net is brought the priest of the temple standing over it puts up prayers for a favourable agricultural season, two fowls are thrown into it and a preference is made of spearing them and then it is taken and put across some game path and some wild animals is driven into it, slain and divided among the villagers.

This same custom of annually killing a sambhar is also observed at other villages on the plateau and in 1883 and 1894 special orders were passed to permit of its being done during the close season. Latterly disputes about precedence in the matter of walking through the fire at Melur have been carried as far as the civil courts and the two factions celebrate the festivals separately in alternate years.

A fire - walking ceremony also takes place annually at the Jadyaswami temple in Jakkaneri under the auspices of a sivachari Badaga. It seems to have originally had some connection with agricultural prospects, as a young bull is made to go partly across the fire pit before the other devotees and the owners of young cows which have had their first calves during the year take precedence of others in the ceremony and bring offering milk which are sprinkled over the burning embers-> .

In the month of November a festival called Dodda Habba (Big Festival) is celebrated in the afternoon rice is cooked in whey within the hagottis, and eaten on minge leaves. Through out the day the villagers play at various ball games.

A festival, which is purely local is celebrated near Konakore in honour of Mahangkali. A buffalo is led to the side of a precipice killed by a Kirumba with a spear and thrown over the edge there of there is a legend that in olden days a poojari used to put a stick in the crevice of a rock, and on removing it, get the value of a buffalo in fanams (gold coins) but on one occasion he put the stick in a second time, in the hopes of gaining more money. No money however was forthcoming and as a punishment for his greed he died on the spot.

CONCLUSION

The main aim of the report is to assess the important tourism in Nilgiris and suggest more ideas in the development of the tourism sector in Nilgiris so as to make a significant contribution to the economy. If Nilgiris is promoted as pilgrim tourism spot the local people get more job opportunities, increasing national economy, infrastructure development, development of tourism places in Nilgiris and protection of Badaga culture.

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6. Full Length Research Paper

Wild edible fruits used by Badagas of Nilgiri District, Western Ghats, Tamilnadu, India

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Accepted 6 December, 2011

DIGITAL TRANSFORMATION OF TRAVEL AGENCIES USING CONNECTED PRODUCTS AND LIVE STREAMING TO PROVIDE PERSONALIZED SERVICES

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ABSTRACT

Bad travel could be devastating for people who would like to have fun or who would like to make it a memorable experience. Typically travel agencies played a vital role in providing that experience. In recent times the advent of technology and availability of plethora of travel portals is slowly transforming this travel and tourism industry. This conceptual research paper attempts to discuss various challenges faced by travel agencies, end consumer with respect to travel in the current technology age and discusses on potential ways in which the travel agency can digital transform itself to provide exemplary and unique services to its customer and regain its lost sheen in the business. This is explained with the help of a use case analysis which intends to leveraging video streaming capabilities through connected products.

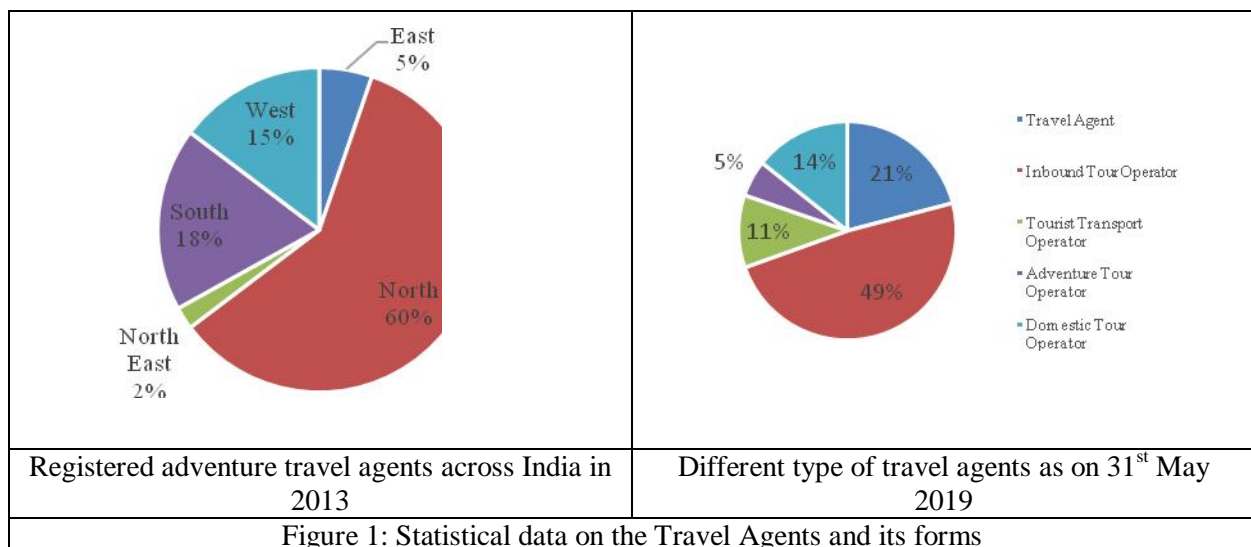
Keywords: Video Streaming, Connected Products, Travel Agency, Live Streaming Tourism

INTRODUCTION

The travel needs vary and changes by demography. When we consider Indian demography the improved travel related infrastructure, telecommunication infrastructure and interests in travel has significantly improved in these days. India ranks 13th in world tourism receipts. ("India Tourism Statistics at a Glance 2019" 2019) Gone are those days where in the consumers would reach out to the travel agencies for ticket booking were in that has been source of revenue through commissions. Information and knowledge would be the power of the Travel agencies which they capitalized upon to earn revenue by providing travel guidance related services. Another source of revenue has been based on the referrals to Hotels, Lodges,

CURRENT SITUATION

There are around 985 registered adventure travel agents based on the data available from the Data.Gov.in site. (sanjay.singh1 2013) but when we look at the data currently available as of 31st May 2019 is only 57 which 94% decline in the registered adventure travel agents (Figure 1: Statistical data on the Travel Agents and its forms). The more the loss such travel agencies going out of business is not a good sign for the industry at same time there a new way of business is emerging which is reducing the complexities in involving the agents and proposed to increase the transparency for the consumers in the travel and tourism industry.



Though the agents are suffering a lot due to new tech-based solutions which claims to increase transparency and minimize intermediaries there is a steep increase in the foreign tourist visits to all states almost for the past two decades which is available as given in the figure provided below:

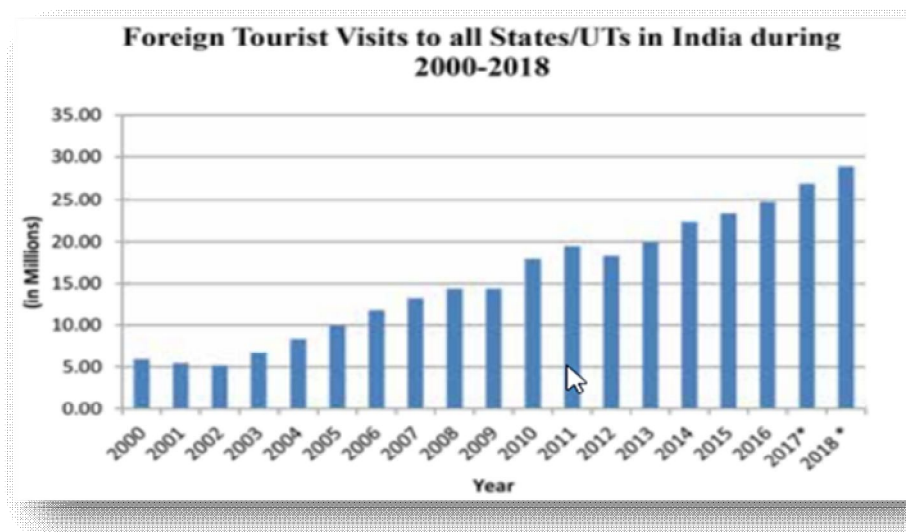


Figure 2: Foreign Tourists visits for the past 18 years

Travelers are very cognizant of technological tools such as Google Maps which aids to travel from Point A to Point B. They get to most of the information about the places through online portals. They get to know about the places of interest during the journey or transit itself. Also aggregators such as iBibio, Expedia, TripAdvisor, Yatra.com, SOTC, etc., were analyzed on the various parameters including services such as travel, accommodation, and tour planning and booking. (“Competitive Analysis of Indian Tourism Aggregators Using Multi-Criteria Analytic Hierarchy Process | International Journal of Marketing and Business Communication-Volume 7 Issue 3” n.d.). These analyses were primarily focused on the price and competition between these online travel aggregators not the specifics on how small and medium travel agents has digitally transformed.

Though the adoption of travel agency to the emerging trends has been discussed since 2000, the quantum of research was not sufficient enough to provide definitive approach to travel agency on different perspectives of how they can transform digitally. It is also important that personalization of the services is getting lost in this industry and almost many travel agencies are closing their business which is not a good sign. As an example in Great Britain 700 High street travel agents went out of the business. (“The Top Challenges Facing the Travel & Tourism Industry In 2019” 2019)

This research discusses and share the perspectives or use cases on leveraging connected products and video streaming technology which would enhances the personalized services to the travel consumers providing sustainable growth to the industry and providing additional employment opportunities with the local ecosystem.

LITERATURE REVIEW

In 2000, Craig Standing & Thanda Rayan Vasudavan discussed the impact of Internet on travel industry in Australia. Similar to the impact of Internet in many traditional businesses it has also impacted the travel industries due to the competition due to online travel agencies. The primary focus of online travel agents has been disintermediation it also focused on improving the services in terms of responsiveness, round the clock services and accessibility from home. The research discussed the challenges in technology adoption by travel agencies in terms of re-engineering the services with new vision and strategy. (Standing and Vasudavan 2000)

In 2001, L Rayman-Bacchus assessed the state of development among the internet-based providers of tourism services by reviewing 50 websites. It analyzed the sites based on the capability to engage in electronic commerce, posting the number of hits, Sites generating profile, Site appeal and presentation etc., It evaluated factors based on Social-technical context, Competition for end consumers and investors, managing consumer expectations and concluded that its essential to build the services and products by understanding the above said factors and making the government related policies being more relevant to have an inclusive solutions. (Rayman-Bacchus and Molina 2001)

In 2010 Castillo studied the struggle between the travel agencies and airlines to gain control of the Spanish airline services market. The research was done using polynomial logit model based on the influence of 27 socio-economic factors which would influence the passengers purchase channels. It concluded that age as an influencing factor on the leverage of travel agency when they belong to age greater than 60. Its an evident that after decade after this research this still holds good and obviously this is in increasing trend (Castillo-Manzano and López-Valpuesta 2010)

In 2010, Luisa Andreu studied 101 travel agents in Spain. Built a comprehensive model integrating its antecedents, relational effects and empirically tested using Structural Equation Modeling (SEM). Research outlined that customer pressure drives the e-communication practices. It has direct effect on relation quality, trust and commitment. It concludes that Electronic communication is reinforcing trust and travels agents commitment to its suppliers. (Andreu et al. 2010)

In 2013, Anand Bethapudi interacted with 112 managers of tourism, travel and hospitality enterprises in India to study and explore the business development, revenue generation, minimization of cost and reaching to the customers in this sector. It explored the gaps between the tourism industry and influence of Information communication technology and ways to enhance accessibility, visibility of information and increasing availability. It also recommended the right adoption of communication interfaces, payment gateway adoption and integration of distribution channels for receiving the right product and services. (Anand Bethapudi 2013)

In 2014, My-Trinh Bui using attribution theory studied 207 travel consumers views of five online travel communities namely LonelyPlanet, TravellersPoint, TripAdvisor, VirtualTourist and Wayn. The evaluation was done for Satisfaction, Cognitive Loyalty and Affective Belonging as represented by Expedia. Research concluded that high standard in presentation of content and information by online community affiliates results in favorable attribution resulting in purchase and return visits (Bui, Jeng, and Lin 2014)

In 2018, Young joon Choi studied and advised on the different sources of online travel information conceptualized in terms of specialization – General Vs Specialist, Endorsement – Absence Vs Presence, Users Review Ratings – Low Vs Medium. The study was performed based on the Visual Cue, Cue-Induced perception, information credibility and destination images and its psychological effects on tourists' perceptions. (Choi, Hickerson, and Kerstetter 2018)

In 2019, Zhiming Deng recommended a conceptualization framework which would focus on Live Streaming Tourism. Live-streaming tourism (LST) is identified as an phenomenon with respect to Information Communication and Technology. The focus of being almost there which would increases immersion and engagement with the help of technology engaged with the help of digital lens. As tourism is not alone about travel experience it also provides social interactions. It recommended adoption of netnographic and phenomenographic methods. (Deng, Benckendorff, and Wang 2019)

In 2019, Ivete Pinto studied and analyzed tourists purchase behaviors involving online travel agencies. This study was on the factors which influence buyer's decision making on Booking.com and Expedia.com. Online reviews, promotions and photos are also identified as the essential factors influencing the purchase decision. The analysis was based on Cluster Analysis performed on Price, Online Reviews, Promotions and Photos on 3 clusters namely "Adventure seekers", "Budget Tourists" and "Information Seekers" in the Portugal region.

CURRENT STATE OF TRAVEL AGENCIES

Travel agents mainly work on fees for arranging tourism products for customers. Tours operators means any person engaged in the business of planning, scheduling, organizing or arranging tours (which may include arrangements for accommodation, sightseeing or other similar services) by any mode of transport, and includes any person engaged in the business of operating tours in a tourist vehicle or a contract carriage by whatever name called, covered by a permit, other than a stage carriage permit, granted under the Motor Vehicles Act, 1988 (59 of 1988) or the rules made thereunder (CBEC, Department of Revenue, Ministry of Finance, Government of India). Travel agents mainly work on fees for arranging tourism products for customers. Tours operators means any person engaged in the business of planning, scheduling, organizing or arranging tours (which may include arrangements for accommodation, sightseeing or other similar services) by any mode of transport, and includes any person engaged in the business of operating tours in a tourist vehicle or a contract carriage by whatever name called, covered by a permit, other than a stage carriage permit, granted under the Motor Vehicles Act, 1988 (59 of 1988) or the rules made thereunder (CBEC, Department of Revenue, Ministry of Finance, Government of India).

Currently the smaller travel agency is using Telephone, Cellphone, Internet, Emails, WhatsApp as the primary sources of communication. Payments are being processed through means of online payment means such as UPI, Internet Payment Gateways and Payment Processors such as Paytm, Ponape, etc., Except for bigger or Tier 1 travel destinations there seems to be a large gap yet to be addressed in this space. The arrival aggregators such as Oyo for Staying and travel options such as Uber/Ola is completely transforming this industry.

Large scale players AirBnb, Booking.com, Agoda, Grab are completely getting transformed into big players which influencing the overall market. For example they are the owners for Kayak, Priceline.com, Rentacars and

opentable. High tech corporations are securing the dominance by systematic means and early adoption of technology restricting the governments ability to regularize technology and services related to this domain. This leading to something called as “Digital Colonialism”. There are also studies indicating the threat of digitalization on the aspects of Privacy, Digital Discrimination, Lodging Services and regulatory challenges. (Abbasian Fereidouni and Kawa 2019). The currently proposed digital transformation is something similar to Figure 3: Research model of digital transformation in tourism industry (Source: (Abbasian Fereidouni and Kawa 2019)):

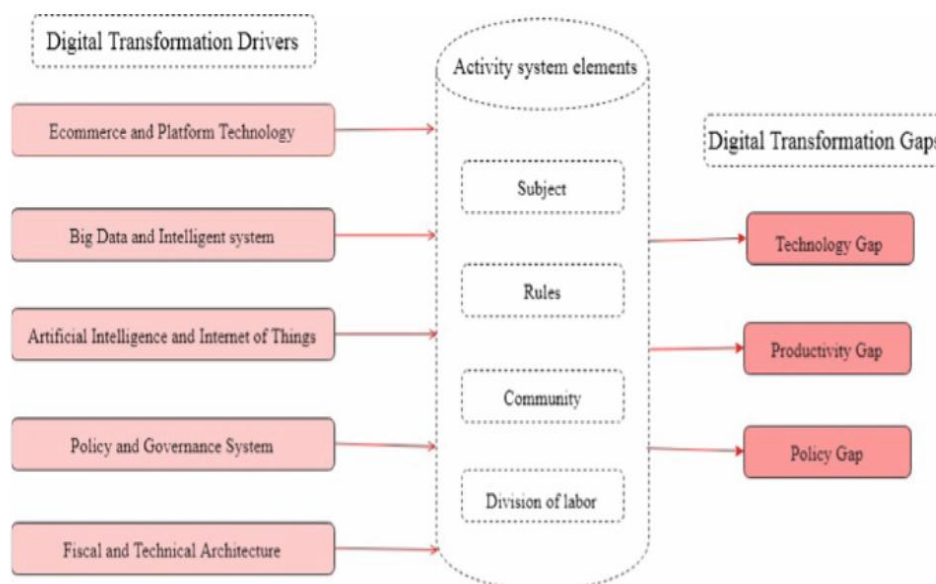


Figure 3: Research model of digital transformation in tourism industry (Source: (Abbasian Fereidouni and Kawa 2019))

Smaller travel agencies which are local to the tourist destination has to rely upon the aggregators and would be a natural extension of the ecosystem but this would not help them to create unique value proposition as they would be influenced by the aggregator or brands technology infrastructure. So, it's important that technology should reach any tourism player enabling them to be independent and help directly connect with the customers providing more personalized services increasing customer satisfaction and driving more revenue. Its essential that sufficient awareness to be instilled on the travel agents on leveraging such technology and its cost factors to create newer revenue models(Imtiaz and Kim 2019).

DISCUSSION

Interestingly 72% of the customers are open and willing to share their location or personal data with travel services providers is an encouraging sign. Despite the facts that there are large set of technology companies investing this travel and tourism domain, as of 4th September 2019 there are almost 1065 online travel startups in India. (“Online Travel Startups in India” n.d.) there are yet key challenges to be addressed. It's also not smooth sail for online travel agency (“Challenges Faced by Online Travel Businesses & Their Solutions” n.d.) and travel agency and the industry in general faces various problems (“The Top Challenges Facing the Travel & Tourism Industry In 2019” 2019). The following are the key challenges for the todays age consumer who is willing to travel and its directly related to the problem faced in this domain as well.

- Lack the trust of online travel agency portals or Aggregators (OTAs)
- Age old reviews and understanding of actual facts in current state of affairs
- No real-time updates on the places of travels
- Complexity or too many choices makes it difficult for decision making
- Influence of travel agency as aggregators
- No personal connect or lack of local intelligence

With the help of technology such as Big Data(Ardito et al. 2019), Connected Products, Smart Cities, Micro Geolocation(Lustig 2018; Zafari, Papapanagiotou, and Christidis 2016) and latest telecommunication capabilities personalized services can be provided to the end consumer addressing the above said challenges.

Understanding the people part of the travel plan more individually is very essential as some of them could be aged, children and they could have varied health condition and interests. Many times, the travelers wouldn't be explicit about their choices yet expectations to be managed effectively. Leveraging technology to aid the travelers by providing personalized services would help to revive the industry and would provide more sustainable growth to this industry ("Digital Transformation Initiative Aviation, Travel and Tourism Industry" 2017). Technology should aid to provide employment opportunities locally and we discuss some of the potential possibilities of personalized services leveraging technology in the help of connected products and video streaming capabilities.

USE CASES ON PERSONALIZED SERVICES THROUGH VIDEO STREAMING AND CONNECTED PRODUCTS

Its evident that video streaming has become the new norm due to low cost or cheap internet bandwidth, Introduction of 5G would increase the rapid adoption of it further. Its important to note that 78% of Facebook users are already using Facebook Live feature which is good indication.

CHANGE IN REVIEWS USING LIVE STREAMS

Already online travel platform such as Trip Advisor started to leverage these capabilities to share the review of places over live stream and video streaming. Video on Demand or short reviews through Audio and Visual means would change the way we consume the reviews instead of reading long pages on the web.

LEVERAGING DRONES

Already drone adoption has been started in many places in India for live video streaming of events and there is possibility of adoption in other places as well. Drones can be used to navigate around the key places as preview before travelers kick-start their travel. Its also possible for drones to give larger preview and beauty of the place intended to be visited. It can also help to provide more real-time updates of the situation on the ground in terms of weather, look and feel and climatic conditions for more accurate planning.

LIVE PERSONALIZED CHAT

People who are travelling would be having lot of questions in their mind. Enabling chatbot may be an option but considering a personal touch interactive session would create more enthusiasm to the travelers through video chats and its also increases the trust of whom they are going to meet on their travel plans.

PERSONALIZED APP

Building a personalized App which would have very special touch on the local travel to provide updates or remote video-based guidance would help. Always available on demand services would help them to get a secured feeling of staying connected even on their exploration locally. Capabilities such as Location tracking / real-time traffic updates / Critical updates on wild life / Updates on forest fire which is obtained only thorough local intelligence can be used to keep the travelers safe and updated.

ENABLING SOCIAL COLLABORATION LOCALLY

Based on the personal preference the App can be enabled for the travelers to interact with the local community. This can also help the local community people to sell/market their products available locally without intermediaries through video streaming. This would naturally help to improve the local economy with out disturbing the privacy of travelers based on their interests.

PRIVACY AND SECURITY

The video streaming capabilities also helps the agency to verify the identity remotely and also ensure security aspects. The connected products and devices can be developed to ensure privacy is maintained data collected is not misused which gives much more comfort for travelers which would eventually builds trust.

INTEGRATION WITH SMART CITY INFRASTRUCTURE

Extension of the digital transformation which can integrate with the smart city infrastructure also can pave way to more meaningful and critical information. During travel this information would be very handy and would help them to navigate locally with ease and comfort which could be related to Parking Availability, Road and Traffic situations, etc.,

CONCLUSION & FUTURE WORK

This descriptive research paper identified the various challenges and currently faced by the small travel agency and also highlights the decline in the travel agencies from 2013 to 2019. This indicates there is potential to get transformed digitally and can provide services very personalized way which would be complex for aggregators. Contrarily the aggregators can also provide tools and increase the potential revenue scope through this digital

transformation. The paper has been presented with 7 potential propositions which would enable local tourist or travel agency to stand apart from aggregators and provided personalized services.

In the future these perspectives can be validated by collecting data from different demographics and validated building connected products with these capabilities which could help in the transformation. The analysis can be done using tools like Structured Equation Modeling which could help uncover relationship between the user's expectations and travel agencies to directly contribute to sustainability by increased opportunities in the local demographics.

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ECO TOURISM DEVELOPMENT IN THE NILGIRIS DISTRICT**Umamageswari N**Guest Lecturer, Department of Tourism and Travel Management, Government Arts and Science College,
Mettupalayam**ABSTRACT**

Tourism industry is very important for country's economic development. This industry provide employment opportunity, world peace ,better understanding between the nations, infrastructure development, balance of payment etc..There are three different components important for tourism .They are Transport, Locale, Accommodation. Tourists are divided in to two category, that is Domestic tourists and International tourists. Tourists arranged tour trips to various places with different aims. Here, transport elements means tourists using different kind of transport like Airways, rail ways, waterways, Road ways . The another element is Locale or Location of the tourist place is important tourism. This may also called holiday destination with natural elements. The tourists visits the natural areas by the attraction of natural beauty. According to Peter's inventory for attractions displays the five category of location attraction very important for tourism development. They are Cultural, Traditions, Scenic, Entertainment and Other attractions. Accommodation or resting place with food and beverage facilities very important for tourism.. Eco tourism is fabulous in recent years. There are different types of Tourism like rural tourism, agri tourism. Back packer tourism, pleasure tourism, educational tourism, recreation tourism, sports tourism, pilgrim tourism ,eco tourism, wilderness tourism, business tourism etc..Among them Eco tourism is very fabulous in India. Because India is a full and fill with green natural areas and has rich cultural heritage. Nowadays tourists likes to goes to natural areas because of they want to get relax, pleasure and silent atmosphere from their stressful life. Eco Tourism means it's a form of tourism , visiting fragile, pristine, undisturbed areas. The aim of this abstract is to find the eco tourism places in the Nilgiris district and tourism development and tourists impacts .

Keywords: Employment, peace, nations, Location, Transport, Accommodation, Infrastructure, Eco tourism, Domestic tourists.

INTRODUCTION

The Nilgiris is situated at an elevation of 1000 to 2600 meters above MSL. Its latitudinal and longitudinal dimensions being 130 KM (Latitude: 11 0 12'' N to 11 0 37'' N) by 185 KM(Longitude: 76 0 30'' E to 76 0 55'' E). The Nilgiris is bounded on North by Chamranagar District of Karnataka State on the West by Wayanad, Malapuram and Palakkad Districts of Kerala State, South by Coimbatore District and Kerala State and as the East by Coimbatore District and Erode District. In Nilgiris District the topography is rolling and steep. About 60% of the cultivable land falls under the slopes ranging from 16 to 35%. Ooty, is 'Queen of Hill Stations' is located in the Nilgiris hills. The tea plantations, the meadows, the mountains, dense pine trees, eucalyptus trees, waterfalls and beautiful lakes are very beautiful to see.

TOURIST PLACES IN THE NILGIRIS DISTRICT

The Nilgiris has more tourist places in and around Ooty. Coonoor, Kotagiri, Gudalur .The famous places are Botanical Garden, boat house, the Rose Garden and the Doddabetta peak in Ooty. Sim's park, Katherine falls, Pasture Institute, Dolphin's nose and Lamb's rock are the Important Tourist spots in Coonoor. In Kotagiri block Kodanad view point, Nehru Park and St. Catherine's falls are main tourist attractions. In Gudalur Mudumalai wild Life Sanctuary and Natural forest is famous.

ECO TOURISM**THE AVALANCHE**

Avalanche is located 25km away from Ooty town making Eco-Tourism in Ooty . In Avalanche we can see Wild animals,dense forest with numerous varieties of trees and shrubs.The eco tourism tour to avalanche by the special vehicles operated by the forest department to protect the nature as much as possible. Mostly the trip covered 5 places like Shola Forest View, the vibrant Thalai Bhavani, the divine Lakkadi and Avalanche .

Avalanche is covered with forest area. If we want to enter to Avalanche,we have to get special permission from Department of Forestry. The visiting time is between mornings 10 a.m to evening 3 p.m. There are many places to visit, like 'Cauliflower Forest', 'Bhavani Amman Temple', and 'Lakkidi'. The Cauliflower forest reflects Cauliflowers .The forest shape is like that. The next place is Bhavani river with temple. Near to this river beautiful falls attracting the tourists. This place will be silent all times. The next is 'Lakkidi'. From starting to end, you can view the stunning green valleys all around the way. In 'Lakkidi' the trees which are grown up to

40 to 50 feet high. we can see some wild animals in valley and River bed. It is looking very beautiful. Plastics are banned in the Nilgiris district. The local residents are also cooperating with forest department. The tribal villages also attracting the tourists. The Nilgiris district has negative impacts because of human activities like Construction of Hotels, Cottages and Illegal land occupy, Pollution etc..

MUDUMALAI

The Nilgiris Hills-popularly known as Nila-giri, The Blue Mountain and formally usually written Neilgherri-consist of the great plateau (about 35 miles long 20 broad and same 6,500 feet high on an average) up heaved at the junction of the ranges of the Eastern and Western Ghats which runs southwards at a covering angle through the Madras Presidency. The name Nilgiri which is at least 800 years old and was bestowed by the dwellers in the plains. Below the plateau was doubtless suggested by the blue haze which envelop the range is common with most distant hills of considerable size. The district called the Nilgiris includes besides the great plateau from which it is named three widely different outlying tracks namely a strip of malarious jungle skirting the northern foot of the plateau, The outer long valley on the west, a deep recess in the high wall of the plateau called after the man who first exploited it still further west, the country known as the south east Wynaad a table land of bamboo forest, paddy of lands and bogs lying about 3500 feet than the plateau and the same height above the sea the natural boundary of the plateau along much of its southern side is the Bhavani river and that along a great part of its Northern from here in the Moyar, which joins the Bhavani near the molding fort of Dannayaars Kottai close under Rangaswami peak, the eastern most heights of the Nilgiris. The boundary of the south east Wynaad follows no natural features at all in the North and West but on the east it runs along the P'ykara river and the edge of the Plateau above and on the south along the creast of the Wynaad fanbleland just where it drops sharply down to the steamy lower levels of Malabar. The Nilgiris District marches on the North with the Mysore state a plateau comes 4,000 feet lower which is upheld on either side by insensible degrees into the Wynaad, On the west it joins the Malabar Wynaad a tract very similar to the south east Wynaad, South it is bounded by the low lands of Malabar proper and the deep and malarious valley of the Bhavani part of which is in Malabar and part of which Coimbatore and its eastern frontier is formed by the later district, two being separated at the north eastern by the Gahhalhatti (elephant village) pass which being a shortcut from Mysore to the Karnatic peak, The plateau is a true land, Its average height being very uniform., But there is not a square mile of level ground in the whole of it, its surface being broken by endless undulations which in places most considerable and district ranges, It rises most abruptly from the plains below it and on the west above the outer long valley and southwards, its sides are after sheer bare walls hundreds of feet in height and too steep even for trees to obtain a footing on their, Everywhere dense forest covers almost the whole of its slopes, The Nilgiris, the blue mountains of the Southern India, are one of the magnificent and the oldest mountain ranges in the world lying at the junction of the Eastern Ghats and the Western Ghats of the Indian peninsula, The total area covered under this is 32,100 hectare. The endemism here is high in terms of flora and fauna and it is home to over 100 species of mammals, 550 species of birds, 30 species of reptiles and amphibians. The development of the Mudumalai Wildlife Sanctuary and national park envisages various ecological geomorphological, faunal, floral, natural and allied activities for the purposes of protection. Conservation and development of wild life and its environment. All the development activities aim towards the long term conservation measures in the interests of the protected area and the wildlife there in including its habitat. The project Tiger and the Project Elephant are the major Species oriented conservation in Mudumalai Wild Sanctuary". This caters to a series of efforts to conserve these magnificent mammals which are already in the clutches of extinction. Protecting and preserving their habitat being the prime goal of these activities, forests get protected and in turn many other living organisms. The Hill Area Development Programme (HADP) aims at conserving the fragile Nilgiri Hill system through biological up-gradation of the Degraded forests and reclothes the denuded hill slopes through massive afforestations and to maintain the biological diversity of the unique shoal ecosystem. This is achieved by controlling the eco destabilization factors such as fire. Grazing, illicit removal of forests produce, soil erosion, etc. Apart from this nature conservation, tribal development programme, eco development, Tamil Nadu Afforestation Programme, medical plant conservation are the major ongoing projects focusing on the Mudumalai area of interest as the name implies and thus ultimately aiming towards conserving our natural heritage.

THE IMPACT

The wet and mud is being the hot spot of bio-diversity; the need for conservation measures by way of various schemes and projects came in action on time. This was improved a great deal in preserving our forests, soil erosion, and conservation of threatened species like the Tiger and the Elephant and many others which automatically got protection by way of these schemes. Various Eco-restoration activities have taken place in improving the migratory corridors of Elephants. The schemes like nature conservation has created a large

audience of eco friendly people and could spread the message of conserving nature and the natural resources by creating awareness for achieving the desired goal in preserving our environment.

The park was created in 1940 to become the first sanctuary in Southern India. The site is part of the Nilgiris Biosphere Reserve. Originally 50 square kilometers, the sanctuary was enlarged to 295 km in 1956 and subsequently to its present size of 321 km. The sanctuary is contiguous with Bandipur National Park (874 km), Wynad Sanctuary (344 km), Seegur and Singara reserve forests. The sanctuary endowed with wide variety of flora and fauna, is located in the North-Western portion of Nilgiri plateau and lies between 11°42'N latitudes and 76°30' and 76°45' longitudes. The flora encompasses a spectrum of vegetation types ranging from tropical evergreen forests, moist mixed deciduous, scrub/thorny bushes, swamps and grasslands. The fauna consists of the diverse wildlife population, which includes mainly the elephant, tiger, bison, panther, deer, sloth bear, porcupine etc., with varied avifauna and reptiles. The wildlife has always been in a state of perfect ecological balance which natural forest environment. The natural food chain which exists in the forest ecosystem is very fragile and any alteration caused due to human interference / disasters can cause adverse effect on the natural forest ecosystem and the wildlife. In this context, monitoring and management of national parks and sanctuaries is of utmost significance in order to improve. Remotely sensed data from different platforms have played a vital role in the analysis of wildlife habitat, habitat suitability assessment, corridor mapping, ground sampling and habitat modeling, impact of biotic interference, fire disasters, identification of fire prone areas etc.

The sanctuary is mixture of valleys, nallahs, undulating parkland, open grassland, and swamp, an occasional naked and some fully clothed hill features.

RESTRICTIONS IN ECO REGIONS

Photography is restricted in eco regions. The tourists while tourism activities like white water rafting, boating, trekking, canopy walkways should be careful and get advice from guide.

The tourist crowd should be avoided in eco regions..

SOLID WASTE MANGEMENT

A few national parks have taken the decision not to allow plastics inside their areas of control, a step in the right direction. What is needed is an all-out war against the use of plastics, with alternatives like paper and environmentally friendly products like coir, jute, and leaves receiving strong support for packing and for carry bags. The standards of quality of air, water or soil for various areas and purposes. The maximum allowable limits concentration of various environmental pollutants (including noise) for different areas. The procedures and safe guards for the handling of hazardous substances. The prohibition and restrictions on the handling of hazardous substances in different areas.

SAVE THE TIGER

One way we can save the tiger is to protect the biodiversity of sanctuaries, for that can sustain both man and nature. The widespread worry about the first dwindling wildlife of the country has been alleviated to some extent by the establishment of wildlife sanctuaries and National parks. However, reports from several of these protected areas "have said that people living in and around the forests were unhappy as they often had to suffer outright eviction or a total or partial loss of livelihood.

LACK OF TRAINING TO FIELD STAFF

Many of the staff in Mudumalai Wildlife Sanctuary and Tiger Reserve have got proper training and orientation in tune with the changing management strategies in forest protection and bio-diversity conservation. Training the field staff in wildlife and protected area management will, to a great extent, contribute in the easy management of the park.

CATTLE GRAZING

More than 2000 cattle graze in the fringe of Mudumalai Wildlife Sanctuary and Tiger Reserve in tourism and buffer zones. Cattle grazing minimized the foraging ground for the wild herbivores. It is also harmful to the wildlife by spreading contagious diseases.

HUMAN POPULATION AND GROWTH

Around 2.25 lakhs of people live in 58 villages within the 2 km radius of tiger reserve. These people have practical or complete dependency on the forest which results in the degradation of natural ecosystems. The newly emerged market failure in agriculture sector and plantations may lead to increased dependency on the forest resources.

ILLEGAL CUTTING OF TREES

One of the major disturbances to the habitat is the illegal cutting of trees, especially in the lower reaches of the western boundary. Though confined only to a small area, illicit sandal wood felling is a serious problem. Culling in connection with pilgrimage has now, almost, come to an end.

FOREST PROTECTION STRATEGIES

In Mudumalai Wildlife Sanctuary and Tiger Reserve protection strategies had an inherent weakness due to a complexity of factors like inadequacy of staff and infrastructure, priority for tourism and visitor management, the long interstate border and inaccessibility etc. Protection was being carried out in an ad hoc manner without a clearly spelt out strategy. Currently, strategy has been evolved to tackle the bottlenecks in protection.

The various territorial ranges experience different types of protection problems. Apart from problems related to tourism activities, smuggling of sandalwood, illicit felling and vayana bark collection are the main protection problems in the tourism zone. Nearby ranges have felling in the periphery, minor forest produce (MFP) collection in the interior and an array of protection problems associated with the pilgrim season. Poaching, though in low intensity, is a problem common to all the areas. The existing strength of field staff is inadequate to meet the requirements of protection. The requirement is partially met by employing protection watchers from among the fringe area populations, especially tribals. In addition, there is a component of protection in the activities of all eco development committees (EDCS) like joint patrolling.

ENVIRONMENT AWARENESS ACTIVITIES

A participatory management strategy of protected areas (PAS), eco-development aims at conserving the biodiversity by addressing both the impact of local people on the pas and the impact of the pas on local people. In response to the changed paradigm of partnership, eco-development committees (EDCS). Spreading environment education and project awareness to different target groups are of prime importance in the long term sustainability of all the positive development so far initiated by the eco-development project in Mudumalai Wildlife Sanctuary and Tiger Reserve. Even though awareness activities have been started at a low pace, it has attained momentum in the last couple of years with a variety of programmes. Nature camps for students, club members and other professionals, extension programmes to educational institutions and Eco-Development Committees by nature education officer, crash courses and training on eco-development for staff and stakeholders of other protected areas, various workshops and seminars.

PLASTIC FREE DAY

Twenty eight of every month is observed as 'plastic free day'. Mudumalai Tiger Reserve volunteers from nature clubs, educational institutions and Eco-Development Committees would come on that day and collect the littered plastics from the reserve. 'plastic free day' programme has started in April 2000 and has been continuing till date. The nature education wing in Mudumalai Tiger Reserve is coordinating such camp.

CONCLUSION

The natural projects and programmes started by the Indian government such as project tiger. Nature camps and jungle lodges have been organized to promote wildlife awareness among the people. The adverse effects of human impacts on biodiversity are increasing dramatically and threatening the very foundation of the sustainable development. The problems due to the mismanagement of tourists activities and other forest degrading activities form a major threat to the rich flora and fauna of Mudumalai Tiger Reserve. The formulation of forest protection strategies and environmental awareness activities at Mudumalai Tiger Reserve focuses on biodiversity conservation. These project not only help preserving the natural heritage but also encourage eco-tourism.

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ISSUES ON FOREIGN DIRECT INVESTMENT IN TOURISM PERSPECTIVE

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ABSTRACT

FDI has a powerful impact not only upon the economy of the investor country, but also upon economic and social welfare of the host country. The role of FDI has increased considerably in recent years. In fact, FDI has become an important source of external finance for the developing countries as it not only fulfills the ever-increasing requirements of various sectors of the economy but also promotes growth, even more through spillovers of technology, improved innovative capacity, and gives them effective marketing links in highly competitive world markets. Thus, FDI has become an important mechanism for global economic integration. This paper will be focuses on the issues involved in the FDI and the methods to curtail the same.

Keywords: FDI, Policy, Foreign country, Inventory, Network, Investment

INTRODUCTION

The Foreign Direct Investment signifies "cross border transaction made by an occupant in one economy in an endeavor in another economy, with the target building up an enduring enthusiasm for the investee economy FDI is likewise portrayed as "speculation into the matter of a nation by an organization in another nation". Generally the venture is into creation by either purchasing an organization in the objective nation or by extending activities of a current business in that nation". Such investment can happen for some, reasons, including to exploit less expensive wages, extraordinary venture benefits (for example charge exclusions) offered by the nation. Since the presentation of financial changes program in 1991, the venture situation in India has been light and moving upwards. The capital market has gotten exceptionally dynamic and FIIs, remote venture banks and resource the board organizations have indicated expanding enthusiasm for putting resources into India. The job of Foreign Direct Investment (FDI) in the up gradation of innovation, aptitudes and administrative capacities is currently very much acknowledged. Extra ventures, far beyond the speculations conceivable with the accessible household assets, help in giving genuinely necessary business openings. Outside Direct Investment keeps on picking up in significance as a type of universal financial exchange and as an instrument of worldwide monetary incorporation. Since the dispatch of the financial changes in 1991, India has been among the quickest developing nations in the World with the dynamic support of FDI in the economy. FDI has been viewed as basic to developing Indian economy and assumes a significance job for Indian economy.

MODES OF FOREIGN DIRECT INVESTMENT¹

Normally, there are two principle kinds of FDI: Horizontal and vertical FDI

Horizontal: A business extends its local tasks to an foreign country. For this situation, the business leads similar exercises however in an foreign country.

Vertical: A business ventures into an outside nation by moving to an alternate degree of the inventory network. As it were, a firm leads various exercises abroad yet these exercises are as yet identified with the fundamental business. Utilizing a similar model, McDonald's could buy an enormous scale ranch in Canada to deliver meat for their restaurants.

Be that as it may, two different types of FDI have additionally been watched: conglomerate and platform

Conglomerate: A business procures an irrelevant business in an outside nation. This is phenomenal, as it requires defeating two obstructions to section: entering an outside nation and entering another industry or market. A case of this would be if Virgin Group, which is situated in the United Kingdom, obtained an apparel line in France.

Platform: A business ventures into an foreign country however the yield from the remote activities is sent out to a third nation. This is additionally alluded to as fare stage FDI. Stage FDI normally occurs in minimal effort areas inside facilitated commerce territories. For instance, if Ford bought fabricating plants in Ireland with the basic role of sending out vehicles to different nations in the EU.

METHODS OF FOREIGN DIRECT INVESTMENT²

¹ <https://corporatefinanceinstitute.com/resources/knowledge/economics/foreign-direct-investment-fdi/>

² <https://corporatefinanceinstitute.com/resources/knowledge/economics/foreign-direct-investment-fdi/>

As referenced over, a investor can make a foreign direct investment by extending their business in an outside nation. Amazon opening another central command in Vancouver, Canada would be a case of this.

Reinvesting benefits from abroad tasks, just as intracompany loans to overseas subsidiaries, are likewise viewed as foreign direct investment.

Finally, there are multiple methods for a domestic investor to acquire voting power in a foreign company. Below are some examples:

Acquiring voting stock in a foreign company

- Mergers and acquisitions
- Joint ventures with foreign corporations
- Starting a subsidiary of a domestic firm in a foreign country

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BENEFITS OF FOREIGN DIRECT INVESTMENT¹

Foreign direct investment offers advantages to both the investor and the foreign host country. These incentives encourage both parties to engage in and allow FDI.

Below are some of the benefits for businesses:

- Market diversification
- Tax incentives
- Lower labor costs
- Preferential tariffs
- Subsidies
- Diversification is also covered in CFI's corporate & business strategy course, make sure to check it out!
- The following are some of the benefits for the host country:
- Economic stimulation
- Development of human capital
- Increase in employment
- Access to management expertise, skills, and technology
- For businesses, most of these benefits are based on cost-cutting and lowering risk. For host countries, the benefits are mainly economic.

DISADVANTAGES OF FDI

- Domestic companies fear that they may lose their ownership,
- Small companies fear that they may not be able to compete with world class large companies.
- Foreign companies invest more in machinery and intellectual property than in wages of the local people.
- Government has less control over the functioning of such companies as they usually work as wholly owned subsidiary of an overseas company.

FDI POLICIES OF INDIAN GOVERNMENT

Government of India has taken various effective steps to simplify the Foreign Direct investment policy. The Foreign Direct Investment Policy (FDI Policy) of the Government of India prescribes the foreign investment

¹ <https://corporatefinanceinstitute.com/resources/knowledge/economics/foreign-direct-investment-fdi/>

cap in specified industrial sectors. But in the recent times many activities have been transferred to unrestricted sectors in which 100% Foreign Direct investment is permitted. Broadly, the industrial sectors are categorized as:

1. Restricted
2. Prohibited
3. Unrestricted Sectors (Up to 100% foreign ownership)

All the sectors other than those mentioned below subject to terms and conditions in the FDI policy come under unrestricted sectors for example:

- Mining (except Mining and mineral separation of titanium bearing minerals and ores, its value addition and integrated activities)
- Manufacturing related commercial activities
- Information Technology related activities
- E-commerce (permitted in marketplace model and not the inventory based model. Also, it applies only to Business to Business e-commerce and not business to consumer e-commerce)

POLICY RECOMMENDATIONS:¹

Policies matter for reaping the full benefits of FDI. Foreign investors are influenced by three broad groups of factors: the expected profitability of individual projects; the ease with which subsidiaries operations in a given country can be integrated in the investor's global strategies; and the overall quality of the host country's enabling environment. Some important parameters that may limit expected profitability (e.g. local market size and geographical location) are largely outside the influence of policy makers. Moreover, in many cases the profitability of individual investment projects in developing countries may be at least as high as elsewhere. Conversely, developed economies retain clear advantages in the second and third factors mentioned above, which should induce less advanced economies to undertake policy action to catch up. Important factors such as the host country's infrastructure, its integration into the world trade systems and the availability of relevant national competences are all priority areas.

FDI LAW PREVAILING IN INDIA²

At present, the most lucrative business sectors for FDI in India are, Infrastructure (Power, Steel, Railways, etc.); Telecommunications; Hospitality sector; Education; Retail; Real Estate; Retail sector, Petroleum and Petroleum Products; Biotechnology; Alternative Energy, etc. The foreign direct investment in Indian business sectors can easily be made in a variety of ways, through the Governmental and Automatic Routes. However, the Joint Ventures are the most popular and preferred forms of making investment in Indian industry. Global Jurix can help well-rounded the foreign investors of all class and categories for getting highly lucrative and secure FDI in India, through providing the following legal services reliably and economically:

- Company Formation and Company Law services
- Establishment of Joint ventures
- Corporate and Commercial Law services
- For making all mandatory Compliances
- Drafting all requisite Contracts, Agreements, and other Documents
- Setting up Subsidiaries
- Tax Planning
- Project Finance
- Dispute Resolution
- Private Equity

¹ foreign direct investment for development OECD (organization for economic co-operation and development) guidelines page no.24

² Sudha.B, foreign direct investment, international journal of scientific research

ISSUES INVOLVED IN FOREIGN DIRECT INVESTMENT

FDI can be defined as a cross border investment, where foreign assets are invested into the organizations of the domestic market excluding the investment in stock. It brings private funds from overseas into products or services. The domestic company in which foreign currency is invested is usually being controlled by the investing foreign company. Now, during the course of time, FDI has become a vital part in every country more particularly with the developing countries.

This is because of the following reasons

- Availability of cheap labour.
- Uninterrupted availability of raw material.
- Less production cost compared with other developed countries.
- Quick and easy market penetration.

CONCLUSION

The fast and steadily growing economy of India in majority of its sectors, has made India one of the most famous and popular destinations in the whole world, for Foreign Direct Investment. India's ever-expanding markets, liberalization of trade policies, development in technology and telecommunication, and loosening of diverse foreign investment restrictions, have further collectively made India, the apple of investors' eye, for most productive, profitable, and secure foreign investment. India has been ranked at the second place in global foreign direct investments in 2010 and will continue to remain among the top five attractive destinations for international investors during 2010-12 periods. According to a recent survey by the United Nations Conference on Trade and Development (UNCTAD), India has conspicuously emerged out as the second most popular and preferable destination in the entire world FDI as a strategic component of investment is needed by India for achieving the objectives of its second generation of economic reforms. But the current institutional system does not provide a mechanism for aggressive marketing of India as an FDI location. Therefore a favourable business environment is required to attract FDI flow by providing hassle-free government procedures and most importantly, a degree of autonomy and freedom in various decision making process.

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GLOBAL UPS AND DOWNS AND THE CHALLENGES AND OPPORTUNITIES FOR INDIAN BUSINESS

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ABSTRACT

It has been just about 11 years since the world experienced a reiteration of monetary emergencies starting with the money related emergency of 2008-09 quickly taken after by the European obligation emergency of 2010-12 and afterward by the worldwide product value changes between 2014-16. The year simply finishing was the point at which the worldwide economy hinted at the principal promising recuperation. Rather than a worldwide monetary development of 2.4 for every penny in 2016, it is relied upon to develop at 3 for each penny in 2017, the most astounding since 2011. It may have still been a testing year for some product trading countries, however an essence of recuperation has achieved most economies, and in that sense, this year could be named as a confident one. India, then again, has had an absent minded year as far as development. It was recouping from the twin stuns of demonetisation and GST alongside the twin accounting report issue of banks and corporate. Owing to these issues, GDP development fell reliably until the point when it achieved a 3-year low of 5.7 for every penny in the April-July quarter before recuperating to 6.3 percent in July-September. Definitely, development in the current monetary year won't surpass 7 percent. India is experiencing a time of uncommon monetary freedom, opening its huge purchaser base to universal firms. Notwithstanding, it is a famously troublesome place to work together, and having nearby help on board is the way to opening the nation's immense financial potential. India is a colossal nation with immense financial potential, however navigating the various and confounded corporate scene can be an overwhelming undertaking without the correct help on board. Not exclusively is India one of the quickest developing nations on the planet, it is likewise experiencing a time of phenomenal financial freedom, giving abroad speculators more access to its immense and shifted showcase than at any other time. An extensive, youthful populace and a solid fare part anticipate growing organizations, with a potential shopper base that far exceeds most different countries in the created and creating world. Political strength and wide agreement on changes is likewise a major draw for extending organizations, and the very much created saving money framework and dynamic capital market feature the development of its budgetary framework. In any case, working together in India can even now be a troublesome undertaking, and having neighbourhood help can truly have the effect to the accomplishment of your wander. The business opportunities include tourism, automobiles, education, franchising, Media, floriculture, toy making etc., Thus, an abstract of Global ups and downs and the Challenges and opportunities for Indian Business are given.

INTRODUCTION

In current years, the Indian start-up arrange has really taken off and made its check—driven by components, for instance, tremendous financing, blend works out, propelling advancement and an extending nearby market anyway it has long approach there are distinctive deterrent come in technique for Start-up in light of the fact that many controlling forces present in condition will destroy whole diversion. Advancement of business is, as it were, depend on upon government course since government accept genuine part in building agent in the country anyway energetic moving businessman gather that due extended approach and traditions it is greatly difficult to cooperate in India and world bank report thoroughly reinforce their inclination in light of the way that as demonstrated by this report India is situated 130th out of 189 economies on the ease of cooperating, 133rd on the effortlessness of trading transversely finished edges and 157th on the straightforwardness of paying charges other than India is situated 155th if there ought to emerge an event of starting a business. Developing business visionaries need to make different journeys to government working environments to enrol and search for clearances. Basic need to scrap different managerial clearances so first critical test is bring financial and cash related change so it get the opportunity to be unmistakably less requesting for cooperating and energetic moving business visionary to look for after their dream of getting the opportunity to be particularly productive agents. Second most prominent test gone up against by Indian business visionary is that on an ordinary, Indian associations need to make 33 evaluate portions each year with around 243 hours spent to prepare and pay charges in a year and then again, China requires just nine cost portions each year, while the US doesn't burden its residents in excess of 11 times each year for obligation portions. Charges like octroi, VAT, remove influences issues for business to individuals while starting up a business. NASSCOM has batted for the exemption of both prompt and circuitous appraisals for every new business in India.

GLOBAL UPS AND DOWNS

It has been very nearly 11 years since the world experienced a reiteration of monetary emergencies starting with the money related emergency of 2008-09 quickly taken after by the European obligation emergency of 2010-12 and after that by the worldwide item value modifications between 2014&16. The year simply finishing was the point at which the worldwide economy hinted at the primary promising recuperation. Rather than a worldwide monetary development of 2.4 for each penny in 2016, it is required to develop at 3 for every penny in 2017, the most astounding since 2011. It may have still been a testing year for some product sending out countries, yet an essence of recuperation has achieved most economies, and in that sense, this year could be named as a cheerful one. India, then again, has had an absent minded year as far as development. It was recouping from the twin stuns of demonetisation and GST alongside the twin asset report issue of banks and corporate. Because of these issues, GDP development fell reliably until the point when it achieved a 3-year low of 5.7 for each penny in the April-July quarter before recuperating to 6.3 percent in July-September. Definitely, development in the current budgetary year won't surpass 7 percent.

The nation's financial execution has been of worry during the time at all levels. To start with, utilization, which is the biggest part of the Indian economy, now represents just 54 for every penny of the GDP when contrasted with 59 for each penny in December 2016. Utilization development succumbed to three back to back quarters in the timetable year from a high of 11.1 percent to 6.5 percent. Interest for buyer durables appears to have been the most influenced. The IIP (Index of Industrial Production) development for buyer durables tumbled to a low of a negative 1.8 percent by September 2017 when contrasted with 5.9 percent a year prior. Both demonetisation and GST have added to these quelled utilization patterns. Considering that utilization is the essential driver of economy's development, resuscitating it ought to be the principal matter of concern venturing into 2019.

Second, speculations have likewise endured a shot for this present year inferable from the twin accounting report issue. Banks have turned out to be careful about loaning because of a rising extent of awful advances on their accounting reports while corporate with overleveraged monetary records are delaying any getting for some other time. Venture action has been influenced at the two closures. Net settled capital arrangement, which estimates the level of interest in the economy, has been diving. It had achieved statures of 38 for each penny 10 years prior in 2007 and stayed over 35 for every penny till 2011, which is the level it needs to keep up a base development rate of 7 for each penny. Be that as it may, it has tumbled to a normal of 29 for every penny in 2017. The credit development to industry has tumbled to negative levels, underlining the gravity of the circumstance. The ongoing bank re-capitalisation plan of Rs 3.19 trillion will help, yet the procedure will be finished just by 2020. Accordingly, extra estimates should be taken to resuscitate venture movement for the time being.

The last significant part of GDP is the administration use, which had been to a great extent driving interests in 2017. The administration spending found the middle value of 18 for every penny in the initial seventy five percent of the schedule year 2017 when contrasted with 12 for each penny amid a similar period a year ago. Nonetheless, even this has tumbled to a humble 4.1 percent in the July-September quarter. The extraordinary decrease was inevitable because of the tight monetary circumstance that the administration winds up in the wake of having acquired 98 for every penny of the planned use for the money related year in October itself. In addition, to exacerbate the situation, charge income gathering has seen a stoppage. The receipts were 48 for every penny of the spending gauges amid April-October 2017 when contrasted with 51 percent a year back. The ongoing decrease in GST rates will just extend the deficit and make the financial circumstance much all the more difficult.

The expansion readings are not promising either. Regardless of RBI's earnest attempts to control expansion inside its medium-term focus of 4 for each penny, it hit a 15-month high of 4.33 for every penny in November. In the event that the Central government surpasses the monetary deficiency focuses for the year, it will start higher inflationary patterns. Subsequently, this will be testing year thinking about these perspectives. Stifled utilization levels, low venture movement and obliged government spending leave no degree for lack of concern. Boosting sends out supported by a good worldwide condition can help, however just to a degree.

CHALLENGES

India is experiencing a time of extraordinary financial freedom, opening its huge buyer base to universal firms. Be that as it may, it is a famously troublesome place to work together, and having nearby help on board is the way to opening the nation's immense monetary potential. India is a gigantic nation with tremendous monetary potential, however crossing the differing and confounded corporate scene can be an overwhelming undertaking without the correct help on board. Not exclusively is India one of the quickest developing nations on the planet,

it is additionally experiencing a time of uncommon monetary freedom, allowing abroad financial specialists more access to its tremendous and shifted showcase than at any other time. A substantial, youthful populace and a solid fare division anticipate growing organizations, with a potential shopper base that far surpasses most different countries in the created and creating world. Political strength and wide accord on changes is likewise a major draw for extending organizations, and the all around created keeping money framework and lively capital market feature the development of its monetary framework. However, working together in India can at present be a troublesome undertaking, and having nearby help can truly have the effect to the achievement of your wander.

- **Beginning a Business**

The cost of beginning a business in India is galactic, and the techniques included can be overwhelming without nearby information. There are 12 systems to finish in the underlying set up of a business costing 49.8% of salary for each capita. It takes very nearly multi month (27 days) to finish the undertakings by and large, which is well over the OECD normal of 12 days.

- **Managing Construction Permits**

Development grants are additionally an exorbitant interest, including 34 methodologies and taking 196 days. Getting Intimation of Disapproval from the Building Proposal Office and paying expenses takes around multi month, and NOCs must be looked for from the Tree Authority, the Storm Water and Drain Department, the Sewerage Department, the Electric Department, the Environmental Department, the Traffic and Coordination Department and the CFO.

- **Getting Electricity**

The cost of getting power is generally shoddy in contrast with whatever remains of South Asia, yet the quantity of strategies included can be somewhat overwhelming. In addition, every technique is in itself very time obliging, taking around eight days to get an outside site review and three weeks to get remotely associated, have a meter introduced and direct a test establishment.

- **Getting Credit**

India plays out the best of all South Asian economies for simplicity of getting credit, positioning 23rd on the planet as per the World Bank and International Finance Corporation. The 2013 report this to when a "bound together guarantee registry, which is brought together topographically, ended up operational in India reinforcing access to credit and the anchored exchange administration".

- **Culture**

India is a social hotbed, and business is more about building relations than showing figures and aggregates. The polychromic culture can be hard to adjust to for outcasts, and due ingenuity into the goal is critical before voyaging.

OPPORTUNITIES FOR INDIAN BUSINESS

The various business opportunities in India are as follows -

1. Tourism

Tourism is a blasting industry in India. With the quantity of residential and universal sightseers rising each year, this is one hot segment business people must spotlight on. India with its assorted culture and rich legacy has a considerable measure to offer to outside vacationers. Shorelines, slope stations, legacy locales, untamed life and rustic life, India has everything travellers are searching for. In any case, this division isn't efficient. India needs prepared experts in the tourism and friendliness areas. Any business in this division will flourish over the long haul as the request contuses to develop each year. Remote visitor landings amid January-March were 15.63 lakh with a development rate of 12.8 percent, contrasted with 13.86 lakh amid the initial three months a year ago.

2. Vehicle

India is presently a problem area for vehicles and auto-parts. A financially savvy centre point for auto parts sourcing for worldwide vehicle producers, the car area is potential division for business people. The car business recorded a 26 for every penny development in residential deals in 2009-10. The solid deals have made India the second quickest developing business sector after China. India being one of the world's biggest producers of little autos with a solid building base and skill, there are numerous portions that business people can centre on in India's car and auto segments division.

3. Materials

India is acclaimed for its materials. Each state has its one of a kind style as far as clothes. India can develop as a favoured area for assembling materials considering the gigantic interest for articles of clothing. Spots like Tirupur and Ludhiana are presently sent out centre points for materials. A superior comprehension of the business sectors and clients' needs can help development in this segment.

4. Social endeavours

Numerous business people are taking up social enterprise. Helping the less advantaged get into work and make a reasonable business is a significant test. There are numerous who have prevailing with regards to setting up social endeavours. With a developing youthful populace in rustic territories who have the drive and eagerness to work, business visionaries can centre around this portion.

5. Building products

India keeps on being one of the quickest developing exporters of designing products, developing at a rate of 30.1 for each penny. The administration has set an objective of \$110 billion by 2014 for add up to designing fares. Business people must benefit from the blasting interest for items from the building business.

6. Diversifying

India is all around associated with the world. Subsequently, diversifying with driving brands that needs to spread the nation over could likewise offer sufficient open doors for youthful business people. With numerous residential areas creating at a quick pace in India, the diversifying model will undoubtedly succeed.

7. Instruction and Training

There is a decent interest for instruction and online instructional exercise administrations. With great offices at aggressive rates, India can draw in more understudies from abroad. One of a kind showing strategies, instructive entrances and devices can be utilized successfully to make the segment valuable and intriguing.

CONCLUSION

There has been flood of new businesses and developments in India lately. The Indian start-up eco system has advanced, being driven by variables, for example, development in number of assets/blessed messengers, advancing innovation, higher PDA and web based life infiltration, development in hatcheries and quickening agents, more youthful socioeconomics and so forth. Ongoing government activities like 'Start up India, Stand up India' India will just outcome in extra force in this space however as it is surely understand that "each coin has two side" so there is couple of hindrances in method for Start-ups India like it require investment, exertion, and vitality. Financing is a noteworthy worry for new companies and private companies. Exactly when the economy fizzled, it made it harder to induce monetary authorities and banks alike to part with the cash that is essential for improvement in the start of a business. Additionally level of discovering that business specialists have about characteristic issues, Multi window clearances and expense appraisal system are most noteworthy test in technique for achievement of Start-ups India so government needs to do groups of work in this heading.

A CONCEPTUAL STUDY ON GREEN MARKETING IN INDIA

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ABSTRACT

Environmental trouble is a sizzling subject matter currently as almost every country's government and society has commenced to be extra conscious about these issues. This leads to a style of inexperienced advertising used by means of the association as one of the techniques in order to reap earnings and safe guard the environment. This paper will be discussing the green marketing sustainability and development, green marketing tools, marketing mix in green marketing, green product development, benefits of green marketing and finally the successful stories of green marketing in India.

Keywords: marketing, green marketing, sustainability, green marketing benefits, green marketing tools, organization benefits, green consumer.

1. INTRODUCTION

The negative affect of human activities over surroundings is a concern of complexity today. Governments all over the world making efforts to decrease human have an effect on environment. Today our society is extra worried with the natural environment. Understanding the society's new concerns agencies have begun to regulate their conduct and have integrated environmental problems into organizational activities. Academic disciplines have integrated green issues in their literature. This is actual with marketing problem too, and the phrases like "Green Marketing" and "Environmental Marketing" are covered in syllabus. Governments all over the world have end up so worried about inexperienced advertising that they have tried to alter them. Green advertising definitions can be a little confusing, for the reason that inexperienced marketing can refer to anything from greening product development to the genuine marketing campaign itself.

Going by means of alternative names such as sustainable marketing, environmental marketing, green advertising, ecomarketing, natural marketing, all of which factor to comparable concepts although possibly in greater unique fashion, green advertising is truly a way to company your marketing message in order to seize greater of the market through appealing to people's wish to select merchandise and offerings that are better for the environment.

There are many environmental problems impacted by means of the production of goods and rendering of services, and consequently there are also many approaches an enterprise can market their eco-friendly offerings. Green advertising can enchantment to a wide variety of these issues: an item can retailer water, minimize greenhouse gas emissions, cut poisonous pollution, easy indoor air, and/or be without difficulty recyclable. When put facet by side with the competition, the greater environmental advertising claims your product or provider can make, the extra probably it is the patron will choose it, supplied the rate point isn't too tons greater than the alternative.

2. GREEN MARKETING AND SUSTAINABLE DEVELOPMENT

Green marketing is typically finished by corporations which might be steadfast to sustainable development and communal social responsibility. More companies are making an attempt to enforce sustainable business practices as they understand that in doing with a purpose to make their products more appealing to customers and also reduce expenses, together with packaging, transportation, energy/water usage, etc. Businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers; green marketing can help them do that.

The key barrier to sustainable business practices such as green procurement is short versus long term cost; the cost of "greenness" often doesn't fit into short-term budgets that don't internalize long-term total costs.

Public Works and Government Services Canada has information on green procurement principles and resources for businesses. Ethical sourcing has become important to companies and consumers alike.

3. GREEN MARKETING TOOLS

Green marketing tools such as eco packaging, green branding, green advertising, green labelling and environmental belief have been the major guiding attributes towards identifying purchase intention in this study.

3.1. Eco Packaging

To be eco-friendly, packaging may be biodegradable (but preferably compostable), recyclable, reusable, non-toxic, made from recycled products, based totally in biomass or herbal merchandise or manufactured via low-impact means. ... Glass meets the green packaging definition because it is recyclable however additionally infinitely reusable



3.2. Green Branding

Green manufacturers are those manufacturers that customers accomplice with environmental conservation and sustainable business practices. Such brands enchantment to customers who are becoming more aware about the want to guard the environment. A inexperienced logo can add a unique selling factor to a product and can boost company image.



3.3. Green Advertising

A specific kind of advertising this is focused around the promotion of factors having to do with the environment. Oftentimes the corporations that use green marketing additionally use very environmentally friendly operations and product packaging as well.



3.4. Green Labeling

Eco-labels and Green Stickers are labeling systems for food and customer products. Ecolabels are voluntary, however green stickers are mandated by using law; for example, in North America principal appliances and motors use Energy Star. They are a shape of sustainability size directed at consumers, intended to make it easy to take environmental worries into consideration when shopping. Some labels quantify pollution or energy consumption by way of index rankings or units of size, while others assert compliance with a set of practices or minimum requirements for sustainability or reduction of damage to the environment. Many ecolabels are targeted on minimising the terrible ecological influences of number one manufacturing or aid extraction in a given area or commodity through a set of right practices which might be captured in a sustainability standard.



3.5. Environmental Belief

General environmental beliefs are related to environmental behaviour attitudes. Environmental drivers (motivators) are positively related to environmental behaviour attitudes. Environmental boundaries are negatively related to environmental behaviour attitudes.

4. MARKETING MIX IN GREEN MARKETING

When organizations come up with new improvements like eco friendly merchandise, they can access new markets, increase their marketplace shares, and increase earnings.

Just as we have 4Ps product prices, region and promoting in advertising, we have 4ps in green advertising too, but they may be a chunk different. They are buttressed by way of 3 extra Ps, namely human beings, planet and profits.

4.1. Green Product

The merchandise must be developed depending on the wishes of the customers who select environment friendly merchandise. Products can be made from recycled materials or from used goods.

Efficient products not only save water, power and cash, but also lessen dangerous outcomes on the surroundings. Green chemistry forms the developing focus of product development. The marketer's position in product management consists of imparting product designers with market-driven traits and patron requests for green product attributes which include energy saving, organic, green chemicals, local sourcing, etc.,

For example, Nike is the first many of the shoe agencies to market itself as inexperienced. It is advertising and marketing its Air Jordan footwear as environment-friendly, as it has drastically reduced the use of harmful glue adhesives. It has designed this type of shoes to emphasize that it has decreased wastage and used surroundings-pleasant substances.

4.2. Green Price

Its first recyclable material purchasing bag. IKEA began charging consumers when they opted Green pricing takes into consideration the people, planet and income in a manner that looks after the fitness of personnel and groups and ensures green productivity.

Value may be introduced to it via changing its appearance, functionality and thru customization, etc. Wal Mart unveiled for plastic luggage and recommended human beings to shop the use of its "Big Blue Bag".

4.3. Green Place

Green location is about managing logistics to reduce down on transportation emissions, thereby in impact aiming at decreasing the carbon footprint. For example, as a substitute of advertising an imported mango juice in India it can be licensed for local production. This avoids delivery of the product from a long way away, thus lowering transport cost and more importantly, the ensuing carbon emission with the aid of the ships and other modes of transport.

4.4. Green Promotion

Green advertising entails configuring the gear of merchandising, which include advertising, advertising substance s, signage, white papers, net sites, films and displays with the aid of maintaining humans, planet and earnings in mind.

British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar energy. Indian Tobacco Company has introduced environmental-pleasant papers and boards, which are free of elemental chlorine. Toyota is attempting to push gas/electric powered hybrid technology into an awful lot of its product line. It is also making the single largest R&D investment inside the every-elusive hydrogen automobile and selling itself because the first eco-pleasant car company.

International business machines Corporation (IBM) has discovered a portfolio of inexperienced retail store technologies and offerings to assist retailers improve electricity efficiency in their IT operations. The center piece of this portfolio is the IBM SurePOS 700, a point-of-sale machine that, consistent with IBM, reduces strength intake by using 36% or extra. We even see the names of shops like "Reliance Fresh", Fresh@Namdhari Fresh and Desi, which while promoting fresh vegetables and fruits, transmit an innate conversation of green advertising and marketing.

5. GREEN PRODUCT DEVELOPMENT

Green product design, also known as design for environment (DfE), design for eco-efficiency or sustainable product design, is a proactive business approach to addressing environmental considerations in the earliest stages of the product improvement process as a way to reduce poor environmental influences at some point of the product's existence cycle. Green product design can embody material selection, useful resource use, production requirements and making plans for the very last disposition (recycling, reuse, or disposal) of a product. It isn't a stand-alone methodology however one that need to be incorporated with a company's existing product design strategies so that environmental parameters may be balanced with conventional product attributes together with quality, producibility, and functionality. Green products may be designed to be more easily upgraded, disassembled, recycled, and reused than their conventional counterparts as well as to use fewer materials and to break down into replaceable modular parts.

Implementing green product design can provide a number of benefits to a company both through focusing on resource efficiencies which, in turn, can reduce costs and often shorten production time and through bringing diverse functional groups to the design table, thereby driving product and process innovation. Green product design can also be a first step toward closing the loop on a company's industrial processes by helping to couple the traditionally antithetical objectives of continued growth and environmental excellence. For this reason, more and more companies are making green product design a critical element of their sustainable business agendas.

6. BENEFITS OF GREEN MARKETING

Environmental obligation has been added to the company agenda inside the twenty first century. Businesses are held responsible by using both the authorities and society to function in environmentally pleasant ways. Green advertising is used by agencies to talk a brand's emphasis on business practices or products that are useful for the surroundings.

6.1. Product Opportunities

Growing patron recognition and hobby in retaining and utilizing herbal assets has contributed to an influx in sales and marketing of environmentally pleasant and reusable products. "Organic" has come to be a key word in advertising. Sales of natural merchandise reached \$26.6 billion in 2009, in line with Barbara Haumann in her April 2010 report for the Organic Trade Association. \$24.8 billion changed into generated from natural meals income and an additional \$1.8 billion changed into found out through non-meals natural merchandise.

6.2. Enhanced Environmental Awareness

The Encyclopedia of Business (2d Edition) talked about that a benefit that resonates with enterprise and clients alike is the expansion of environmental focus.

As organizations market their green-friendly efforts and merchandise, they concurrently inspire the green initiative. This perpetuates the efforts by way of other businesses to perform with greater inexperienced duty and causes purchasers to stay vigilant in holding corporations liable for their actions.

6.3. Premium Prices

Keeping up with environmental expectancies can be pricey for a company. Preserving rain forests, recycling, decreasing waste and other inexperienced-friendly actions take time, assets and concerted effort.

A benefit of green advertising expansion is that consumers may grow to be greater cushty and accepting of paying higher premium fees to accumulate earth-friendly merchandise or to help companies that have interaction in green activities. The Encyclopedia of Business recognizes that it is a vital challenge of marketers to get clients to take on these premium fees.

6.4. Supplier Expansion

A task faced by early adopters of the environmental movement changed into the limited supply of earth-friendly meals and non-meals products. Companies that first of all sold natural foods confronted high costs due to a restrained quantity of organic farmers and suppliers.

However, Haumann notes in her record "farmers' markets, co-ops and CSA (community-supported agriculture) operations gained a number of hobby as clients increasingly look for locally and domestically produced natural foods." Grocery retailers also benefit from more potent local components of natural food products.

7. SUCCESS STORIES IN GREEN MARKETING

2018

National Clean Air Programme for India



India will soon have its very first national programme for clean air! It took 4 years of relentless campaigning to reach this point. We salute the over one lakh Indians who made this possible. They signed petitions, emailed the ministers and joined protests out of doors the Environment Ministry and a coal power plant. And there had been some, who even climbed up a bridge in Mumbai, demanding smooth air.

According to the ultra-modern WHO data, 8 of the 10 most polluted cities inside the world are in India! The policy draft launched through the Ministry of Environment lacks specific air pollutants reduction targets and period in-between milestones, which is imperative for implementing the programme successfully. We're working to ensure the ones gaps are stuffed and the National Clean Air Programme is implemented urgently

2017

Three years of ecological agriculture, changes Kedia forever



Three years ago, the farmers of Kedia took on a journey toward Ecological Agriculture.

With small and organization steps, Kedia completely stopped using chemical pesticides and this has shown some extremely good results. This version in Kedia is attracting farmers, agri-researchers, and professionals from the u . S . and abroad. Over one thousand farmers have been introduced to Kedia by different government departments for on-site schooling in

ecological agriculture.

In Oct 2017, the country government recounted the model and introduced to expand an ecological version village in each district of Bihar. The fine part is that, work has already begun within the course of understanding the imaginative and prescient of an organic Bihar.

2016

Bihar installs its first solar-powered cold storage facility in Kedia!!



In August 2016, hundreds of eco-agriculture supporters at the side of Greenpeace India installed a crowd-funded, 5 ton solar-powered cold storage unit to make certain better garage facility and a better shelf life for all of the ecological produce from Kedia village in Bihar. Over the 2 years that Greenpeace India facilitated a shift from heavy chemical dependency to ecological pest control answer in agriculture, pesticide utilization dropped by way of a 100% and chemical fertiliser usage plunged with the aid of over half. Kedia farmers have grow to be an instance to farmers throughout India, way to the sustained efforts in the direction of ecological farming. This is a vast milestone which marks the start of a new bankruptcy in the achievement of the Kedia Ecological Model.

2015

We saved Mahan forests! No coal mining in one of Asia's oldest sal forests!



A four-year lengthy struggle. Several arrests and lawsuits. The resilience of the forest community and Mahan Sangharsh Samiti. Backed by way of 1 million people.

In March 2015, the Coal Ministry showed that the Mahan coal block will no longer be positioned up for auction. The coal block which had been allocated to Essar and Hindalco threatened to destroy greater than four lakh bushes and the livelihoods of greater than 50,000 people. One of Greenpeace India's most hard fights, this is a landmark victory. The combat to shop Mahan is one of India's most large environmental actions of the century!

2014

Largest tea companies in India commit to pesticide-free clean chai!



In August 2014, after a year of careful and intensive research, Greenpeace India released a “Trouble Brewing” report that highlighted the alarming presence of pesticides unapproved for use on tea in samples of leading tea companies in India. This led to over 40,000 people raising their voices to demand pesticide-free #CleanChai from them. As a result, 4 of the largest companies – Hindustan Lever, Tata, Wagh Bakhri and Girnar – committed to ways to explore phasing out pesticides in their tea production. This was a smashing victory for India’s favourite drink and its consumers

“Energy Independence Unleashes Dharnai’s Potential”



On July 20, Greenpeace India empowered 2,400 Indian citizens living without electricity for over 30 years in Dharnai, Bihar, with a solar-based microgrid that now provides 24×7 electricity to 450 homes and 50 commercial operations, including two schools and a healthcare facility. This access to clean and renewable energy is a landmark achievement in India’s energy history!

2013

Telecom giant Bharti Airtel releases first ever sustainability report



This announcement came after two years of intense campaigning by Greenpeace, asking the company to stop using diesel to power its mobile network towers. Airtel also wants to work closely with Greenpeace India to implement their plans to go green.

8. CONCLUSION

As environmental troubles continue to have an effect on human sports, society is now regards them with a good deal concern. Most corporations have started the use of sustainable development framework which is called green advertising and marketing and maximum of the agencies have stated green products which might be environmentally friendly. Marketing managers can use green advertising to earn profits. In addition, inexperienced advertising is ready to maintain the environment even as satisfying customers' needs. Therefore, inexperienced advertising is a device now used by many companies to increase their competitive benefit as humans is presently very worried approximately environmental troubles. In the time applying green advertising, the businesses should comply with the consumers' wishes and wants. Consumers need to apprehend themselves with corporations that are green compliant and are inclined to pay extra for a greener existence style.

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GST ON TOURISM AND HOSPITALITY INDUSTRY

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ABSTRACT

India is one of the hot tourist destinations in the world. It is so due to variety of tourist attractions and delicious food. The Indian hospitality industry has become one of the main growth drivers for the service sector in India. Indian tourism sector is one of the industries, where, multiple taxes are levied. The sector was expecting some relief in the new tax regime of Goods and Services Tax (GST). Goods and Services Tax (GST) is an indirect tax which was introduced in India on 1 July 2017. Due to the variety of activities, the hospitality industry is generally one of the largest income producers for the countries. The growth of the hospitality sector and its contributions to GDP will continue to be significantly higher than in other sectors of the economy on the back of huge tourism potential in the country. The hospitality brands in the last decade and a half have multiplied because the hospitality sector is more a service sector than a real estate sector. During this period, they organized the sector and became the base of the hospitality industry in the country.

GST is a non-discriminatory tax whose effects are visible in all vertical sectors. This paper discusses the impact of GST on the Hospitality Industry. The Indian hospitality industry, which was tied at \$ 136.2 billion at the end of 2016, is one of the sectors that we can see the change after July 2017. Experts note that the implementation of the GST will help the sector by reducing customer costs, harmonizing taxes and reducing the cost of commercial transactions, it also has its challenges.

Keywords: Hospitality Industry, GST, Input Tax Credit, Indirect Tax, Tourism.

INTRODUCTION

The Indian tourism sector is one of the major contributors to the economy. Tourism in India is very useful for various reasons for business reasons, make a significant contribution to national income, for Foreign exchange, etc. Furthermore, the multiplier effect stimulates the general economy. Ideally, Indian decision makers should do everything to stimulate this sector by promoting the environment in terms of infrastructure such as good roads, friendly tax policies, safety and protection of tourists in general and foreign female tourist in particular. In practice, we can see that different taxes are applied to this sector at different times. This creates obstacles to the growth of this sector. In order to facilitate tax relief, the high industry foresaw a reduction in taxes on goods and services (GST). In reality, GST is imposed with a target of 5% to 28%. Most of the industry partners are not satisfied with this and fear that such a speed could stop the growth of the sector. A researcher goes in another direction and positively states that a negative impact of this percentage would be in the short term, but the scenario could change in the long term.

AN OVERVIEW OF INDIAN TOURISM SECTOR

India is one of the fastest growing tourism industries in the world, with 6.1% of Gross National Product (GNP), giving employment to 27 million people, 5.7% of total employment for 27 million people, 5.7 % of total country occupation. Given this importance, the state government and national governments are trying to position tourism as the main engine of economic growth. In order to accelerate the growth of tourism, the Ministry of Tourism gives recognition of travel agencies, tour operators, travel agencies, etc. Due to effort of government and private sector both the number of domestic and foreign tourists visitors are high. About 88.90 lakhs of foreign tourists have arrived in India in 2016¹.

India is poised to emerge as the 2nd fastest growing tourism economy in the world. According to World Tourism Organization estimates, India will lead in South Asia with 8.9 million arrivals by 2020.

AN OVERVIEW OF GOODS AND SERVICE TAX

Taxes on goods and services are indirect taxes collected at national level and destroy all indirect taxes. It is an extended tax on the sale, production and consumption of goods and services. The GST system was created in 1986 by Vishwanath Ratap Singh during the reign of Rajiv Gandhi, but was not approved by Lok Sabha. The GST law was finally approved on March 29, 2017 and implemented on July 1, 2017. The rules and regulatory tariffs regulated by the GST Council include all government and central finance ministers. "One tax for the entire nation". The GST benefit is tax on tax is removed and the cost of goods is reduced. The general concept

¹ Renuka R., Impact of GST on Tourism and Hospitality Sector

of GST for taxes is based on 5 slabs 0%, 5%, 12%, 18% and 28%. GST removed the Cascading effect (tax on taxes) of tax on the sale of goods and services; this contributes to reducing the costs of goods and services. Activities such as withdrawals and responses to repeat samples must be performed on the GST portal. This speeds up the GST process.

3 types of GST are,

- CGST: collected by central government on intra state sale.
- SGST: collected by state government on intra state sale.
- IGST: collected by central government on interstate sale.

INPUT TAX CREDIT

Input Tax Credit means reducing the taxes paid on inputs from taxes to be paid on output. When any supply of services or goods is supplied to a taxable person, the GST charged is known as Input Tax.

The concept is not entirely new as it already existed under the pre-GST indirect taxes regime (service tax, VAT and excise duty)¹. Now its scope has been widened under GST. Earlier, it was not possible to claim input tax credit for Central Sales Tax, Entry Tax, Luxury Tax and other taxes. In addition, manufacturers and service providers could not claim the Central Excise duty. During the pre-GST era, cross-credit of VAT against service tax/excise or vice versa was not allowed. But under GST, since these taxes will be subsumed into one tax, there will not be the restriction of setting off this input tax credit.

Eligibility and conditions for taking input tax credit states that²:

Every registered person shall, subject to such conditions and restrictions, be entitled to take credit of input tax charged on any supply of goods or services or both to him which are used or intended to be used in the course or furtherance of his business and the said amount shall be credited to the electronic credit ledger of such person.

BASIC CONDITIONS FOR INPUT TAX CREDIT (ITC)

No registered person shall be entitled to the credit of any input tax in respect of any supply of goods or services or both to him unless

- a) He is in possession of a tax invoice or debit note issued by a supplier registered under this Act.
- b) He has received the goods or services or both. However where the goods against an invoice are received in lots or installments, the registered person shall be entitled to take credit upon receipt of the last lot or installment:
- c) The tax charged in respect of such supply has been actually paid to the Government, either in cash or through utilization of input tax credit admissible; and
- d) He has furnished the return under section 39

Input tax credit shall not be available in respect of the following supply of goods or services or both³

- a) Food & beverages
- b) Outdoor catering
- c) Membership of club, health and fitness center in hotel.
- d) Spa treatments in hotel as they are in the nature of personal consumption.

HOSPITALITY SECTOR BEFORE AND AFTER GST⁴

BEFORE GST

Under the old indirect taxation system, the state government initially charges VAT, luxury and entertainment tax, while the central government then imposed a completely different type of tax, such as excise duty, service tax, customs duty and central state taxes. For example, consider VAT, which is often imposed by the state on a value that already includes an excise duty. As a result, each state has their own tax rates. The hotels and

¹ CA Mohnish Katre, Input Tax Credit.

² Section 16 of the Central Goods and Services Tax Act, 2017

³ Section 17(5) of the Central Goods and Service Tax Act, 2017

⁴ CMA Mrityunjay Acharjee, IMPACT OF GST ON THE TRAVEL & TOURISM SECTOR IN INDIA

hospitality were unable to use them as input tax credits because the central tax burden cannot be set off to state taxes such as sales tax or vice versa.

In the previous tax system, a hotel with a room price above Rs. 1,000 was required to pay a 15% Service Tax. A 40% deduction from the tariff rate is allowed, the effective tax rate of Service Tax is upto 9%, but the effect was negligible as VAT and luxury tax would continue to apply. Such a cascading effect of the tax system benefits the end customer who bears the burden of paying taxes on taxes.

In the existing indirect tax regime, the hospitality industry, like every other sector in the Indian economy, pays multiple taxes¹. They are

- a) Luxury Tax
- b) Tax on Food and Beverages
- c) Tax on Road Transport
- d) Tax on Air Travel

a. Luxury Tax

Levy of luxury tax on hotel accommodation is a State subject. The State Governments/UTs have the power to levy luxury tax on hotel tariff. According to the "Report Of The Working Group Of Tourism" by The Ministry of Tourism Government Of India's 12th Five Year Plan (2012-2017), it can be observed that the taxes range from 4% to 20%. In many States, the levy of luxury tax is on printed tariff as against the actual tariff paid by the visitor. The actual tax rates shoot of up to 30% as the tariff charged can be substantially less than printed tariff, particularly in the lean season.

b. Taxes on Food & Beverages

Both domestic and international travelers consume food and beverages. The Report of The Working Group on Tourism also gives details of VAT applicable on food item and liquor. The VAT on food item ranges from 5% to 16.84% in various states.

Similarly, VAT on liquor varies from 13% to 58%. In addition, from budget of 2011-12, a service tax of 10% (with an abatement of 70%) on air conditioned restaurants had been imposed.

c. Taxes on Road Transport

International and domestic tourists move around the destinations in tourist coaches/ cars. Many of the popular tourist circuits require inter-state movements. The golden triangle circuits of Agra- Delhi-Jaipur cover 4 states of Delhi, Haryana, Uttar Pradesh and Rajasthan. While moving across these 4 states, the tourist vehicles have to pay road and passenger taxes. The tax structure varies from state to state. The taxes can be levied per seat basis or per Kilometer basis. They could be calculated on per day, weekly, monthly or quarterly basis. Due to the absence of centralized tax payment facilities, the tourist vehicles have to stop at each entry/state border to pay these taxes. This causes undue delay in itinerary resulting in dissatisfaction of the tourists. According to estimates made by Indian Tourist Transport Association (ITTA), for a 3 day package between Delhi, Agra and Jaipur, the total rate and passenger tax paid is 23% of the package cost.

d. Taxes on Air Travel

The cost of Air travel in India is also considered on a higher side compared to the competing destinations. This has not only deterred the domestic travel but also made the packages for international tourists costly. Based on the information received from the travel agents, multiple taxes are levied on air ticket as follows:

- i. Fuel surcharge varying from Rs.1850 to Rs.2500/-.
- ii. Transaction charge varying from sector to sector.
- iii. New service tax of Rs.185/-.
- iv. Passenger service tax
- v. Airport Tax/User development fee which varied from Rs.200 to Rs.400/-depending on port of departure.
- vi. Service tax (0.62% of basic fare charged from the travel agents/tour operator services. The taxes charged by the various airlines also vary significantly. This leads to a lot of confusion and the lack of transparency causing dissatisfaction among the customers, tour operators and travel agents.

1 Pianca Gracias & Trisha, Tourism Taxation in the Hotel industry

AFTER GST

Approval of GST rates for hotels and restaurants based on annual turnover is a step by step process by the authorities. One of the main advantages of the GST for the hospitality and tourism sector is that it will eliminate all the taxes previously collected under one single entity. The "One Nation, One Tax" promise will also facilitate operations in the country by offering standardized tax rates and flexible criteria for using the input tax credit.

GST SLAB RATE ON HOSPITALITY INDUSTRY:

In the context of the goods and services tax, trade benefits from the advantages of standardized and uniform tax rates and from a simple and better use of the input tax. As end user costs decrease, the industry is expected to attract more foreign tourists than before. Ideally, this would result in better state revenues and this new tax system offers many benefits that can help the sector in the long term. For example, additional food (such as breakfast) has been taxed separately based on VAT, but is now taxed as a bundled service based on VAT. Let's take a closer look at the rates for this sector:

GST Rates for Hotels based on Room Tariff ¹	
Tariff Per Night	GST Rate
<INR 1,000	No Tax
INR 1,000 to 2,000	12%
INR 2,500 to 7,500	18%
= or > INR 7,500	28%
GST Rates applicable for Hotel Industry	

GST Rates for Hotels based on Room Tariff ²	
Tariff Per Night	GST Rate
<INR 1,000	No Tax
INR 1,001 to 7,500	12%
= or > INR 7,501	18%
GST Rates applicable for Hotel Industry	

POSITIVE AND NEGATIVE IMPACT OF GST IN HOSPITALITY INDUSTRY

The Tourism and the Hospitality industry has both positive and negative impact after the implementation of GST

POSITIVE IMPACT OF GST

- The GST eliminates several other taxes, with consequent reduction of the procedural steps and greater opportunities to simplify the tax process.

- **Uniformity in Tax**

Multiple taxes would be replaced by a single tax, the rate of which would probably be between 16% and 18%. The sector can benefit from lower tax rates, which should help attract more tourists to India.

- Now the tourism and hospitality industry is easy to avail or claim Input Tax Credit. Before GST, the tax paid on inputs (raw edibles for food, cleaning supplies etc.) could not be adjusted against the output without any complications.

- **Increased Revenue for State Government**

Under GST the place of supply is shifted to the place where immovable property is situated in case of Hotels, Restaurant & Monuments for sightseeing. This will increase the revenue of such states where immovable property is located. Currently, on such income, States charges local Luxury Tax on hotel stay and VAT on food supplied. While Union Government gets revenue from Service Tax on such services. Because of GST, the States having maximum tourist places, hotels or restaurants for tourist shall earn the maximum revenue by way of SGST which will be equivalent to CGST.

¹ Up to 30.09.2019

² With effect from 01.10.2019

In the case of Passenger traveling, the state with the maximum outbound journey shall earn the highest revenue so the station or the port having highest outbound flights, train journey or local cab journey shall earn substantial revenue.

- **Saving in Food and Beverage operations**

Companies specializing in food and beverages operations could be the biggest beneficiaries of GST within the hospitality sector. Food and beverages bills have multiple components which inflate the bills by 30- 35%. It is expected that GST to result in savings of more than 15-20% on the overall bill.

- Taxation processing and calculation have been made easier and time-saving for the hospitality industry.
- Previous tax regime was complicated to customers and they were not able to recognize the correct tax order. With unified tax system, it is hassle-free for end-users to cross-check and understands the taxation structure.

NEGATIVE IMPACT OF GST

- The hospitality industry is facing multiple issues regarding the implementation of GST. Compliance and maintenance process of GST is complicated as there are multiple GST rates (5, 12, 18, and 28) for different categories of services and goods offered. To avail input tax credit's full advantage, businesses have to match outputs and inputs based on the tax rate applied.
- Although GST may have reduced end-user prices, if hotels spend extra on maintaining compliance, they end up charging more to customers. This will ultimately reduce the positive impact of GST in decreasing end-user costs.
- If SMEs fail to buy products from registered dealers, they'll not be able to avail benefits of the input tax credit.
- The complicated structure may lead to the formation of a parallel economy where users may opt out of receiving bills. It will create numerous undocumented transactions.
- Many neighboring countries have 5% to 10% GST tax slab for hospitality services. However, in India, most hotels fall under the tax slab of 18% to 28%. This can negatively impact the tourism industry.

CONCLUSION

GST is a mixed bag of better and easier rules and regulations, and increased costs and compliances. The Hotel and Restaurant Association of Western India had been lobbying for a GST rate of 5% as it believed that a lower rate will bring in more tourists and allow Indian businesses to compete with global chains. However, the GST Council deemed it fit to set the rate at 18%.

The Tourism and Hospitality industry in India is expected to grow to US\$ 280.5 billion by 2026, and the initial hiccups after GST implementation are highly unlikely to impede this growth. However, it remains to be seen whether the cons outweigh the pros for this sector.

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IMPACT OF GST ON TOURISM INDUSTRY¹

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ABSTRACT

Tourism industry has an important potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty which spread across the country. It is marked with a rich potentiality in employment generation and a significant source of foreign exchange for the nation. Tourism industry has emerged as one of the key drivers of growth among the various service sectors. The rising significance of tourism has motivated the government to increase the tourism outlay by three-fold in its 12th five-year plan. However, it can also be mentioned that India fails to attract potential tourist because the Indian tourism sector is one of the sectors where more taxes are levied. This industry has recently got updated with a new set of Goods and Services Tax (GST) rates; which will be applied on their services based on tariffs and turnover. This paper highlights the objectives of the GST and impact of GST on tourism sector in the present scenario. The paper also explores the various pros and cons of one Nation-One tax reform. So it is imperative to study the impact of GST on development of tourism sector.

Keywords: GST- Tourism Sector- Tourist- Hospitality Industry.

INTRODUCTION

India ranked 3rd among 184 countries in terms of travel and tourism's total contribution to GDP in 2016. In India, the sector's direct contribution to GDP is expected to grow by 7.9 percent per annum during 2016–26. The travel and tourism sector in India is estimated to account for 9 per cent of the total employment opportunities generated in the country in 2016, providing employment to around 38.4 million people during the same year. The number is expected to rise by 2 per cent per annum to 46.42 million jobs by 2026. India's Tourism sector has been performing well with Foreign Tourist Arrivals (FTAs) growing by 9.7 per cent to 8.8 million and Foreign Exchange Earnings (FEEs) at 8.8 per cent to US\$ 22.9 billion in 2016. FTAs during 2017 were 10.2 million, with a growth of 15.6 per cent, while FEEs from tourism were US\$ 27.7 billion, with a growth of 20.8 per cent over 2016. Domestic tourist visits grew by 12.7 per cent to 1,614 million in 2016 from 1,432 million in 2015. Tamil Nadu, Uttar Pradesh, Andhra Pradesh, Madhya Pradesh and Karnataka were the Top 5 Destination States in 2016². It might be a sign with its uniformity of tax rates, a better utilization of input credit which in turn benefits the end user in terms of affordability. GST has been one of the most awaited tax reforms of India. Goods and services Tax is touted as one of the biggest reforms of Modern India. Since last few years, Indian tourism industry has been growing at a rapid pace and it has vast potential for generating employment and earning large amount of foreign exchange.

India's biggest tax reform yet has been met with an equal measure of praise and criticism. While the implementation of the Goods and Service Tax promises to add a significant edge to the economy, by reducing costs for customers, integrating taxes, and reducing business transaction costs, it will also increase costs for businesses as well the burden of compliance. The hospitality and tourism industry is one such sector in the economy that is deliberating over the new tax regime. Hospitality is one of the most competitive and steadily growing industries in the country. In addition to being one of the top sources of foreign exchange, tourism is also among the highest tax generating sectors in the country.

HOW THINGS ARE UNDER GST FOR INDIAN TOURISM?

With the motto "Atithi Devo Bhava" ('the guest is equivalent to God') Indian tourism industry was expected to reap great 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 perceived to decrease which in turn would attract more foreign tourists. This meant more revenue for the government and assist in the growth of the industry. However, confusion and lack of lucidity around GST has complicated the process and created trouble for consumers booking hotels during peak tourist season. As per government guidelines hotels with declared tariffs of Rs 7500 and above can charge 28% GST. But hotel owners explained that declared tariff was imprecise and unclear as prices of hotel rooms vary with seasons. Depending on the influx of people hotels could implement new tariffs several times during a year.

¹ Authored by K. Esakki Ammal, LL.M., The Tamilnadu Dr. Ambedkar Law University.

² Bharat Sidram Vhankate, *GST And Indian Tourism Sector*, International Research Journal Of Multidisciplinary Studies, Vol 3, No 9, 2017.

Hence the term is misunderstood and creates confusion among travellers. From the inception as recommended by GST Council and subsequently the law that have been framed, hotels with tariffs less than Rs 1,000 are GST free. Hotel Rooms for Rs 1,000-2,500 are taxed at 12% while those with a tariff of Rs 2,500- 7,500 are liable for 18% tax and those above Rs 7,500 are taxed at 28%. However, it could be understood that hotels depend on tourist seasons for good business, hence the invoice value should be considered for calculating the GST rate in hotels. The tax slabs appear to create confusion among customers and the solution ahead as suggested by experts is to charge taxes on invoice or transaction value rather than the declared tariffs¹.

GST IMPACT ON TOURISM SECTOR

Tourism sector shall be impacted both positively and negatively under the GST regime.

POSITIVE ATTRIBUTES

1. Administrative Ease

GST will abolish several other taxes, leading to a reduction in procedural steps and more chances to streamline the taxation process.

2. Clarity for Consumers

It was sometimes difficult to differentiate between a Value Added Tax and an entertainment tax for the common man. However, under the GST regime customers will see only a single charge on their bill and it would give them a clear picture of the tax they are paying.

3. Improved Quality of Service

How many times have you had to wait in the hotel lobby wondering if you would miss your flight back home because your bill was still being prepared? With just one tax to compute, the checking-out process at hotels and restaurants will now become easier – another perk that the hospitality industry can brag about.

4. Availability of Input Tax

The tourism and hospitality industry will find it easier to claim and avail input tax credit (ITC) and will get full ITC on their inputs. Before GST, the tax paid on inputs (raw edibles for food, cleaning supplies etc.) could not be adjusted against the output without any complications. However, this will become easier in the GST regime².

5. Uniformity in Taxes

The multiple taxes would be replaced by one single tax, the rate of which is likely to be between 16%-18%. The sector may benefit in the form of lower tax rates which should help in attracting more tourists in India.

6. Increased Revenue for State Government

Under GST the place of supply is shifted to the place where immovable property is situated in case of Hotels, Restaurant & Monuments for sightseeing. This will increase the revenue of such states where immovable property is located. Currently, on such income, States charges local Luxury Tax on hotel stay and VAT on food supplied. While Union Government gets revenue from Service Tax on such services. Because of GST, the States having maximum tourist places, hotels or restaurants for tourist shall earn the maximum revenue by way of SGST which will be equivalent to CGST.

In the case of Passenger traveling, the state with the maximum outbound journey shall earn the highest revenue so the station or the port having highest outbound flights, train journey or local cab journey shall earn substantial revenue.

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Companies specializing in food and beverages operations could be the biggest beneficiaries of GST within the hospitality sector. Food and beverages bills have multiple components which inflate the bills by 30- 35%. It is expected that GST to result in savings of 10-15% on the overall bill.

¹ Dr. Khatik S.K, Dr. Nag Amit Kumar, *Impact Of Gst On Indian Hotel And Restaurant Business*, International Journal Of Management, Volume 9, Issue 3, 2019.

² Dr. Rajeev K. Saxena, Priyanka Payal, *Impact Of GST On Tourism Industry*, Professional Panorama : An International Journal Of Management & Technology Impact Of GST On Tourism Industry 47 Volume V , Issue I , 2018.

DRAWBACKS**1. Multiple Registrations**

Service providers having centralized registration will have to get registered in each state from where they provide services. Although Government has been claiming “One Nation One Tax”, practically it is not going to be so. Service providers will have an option to take different registration for separate business verticals which need to be examined on a case by case basis. Every state has been constitutionally granted right to collect GST on services.

2. Increased Compliance Burden

The procedure for all the invoices/receipts towards inward and outward supplies will become cumbersome as each one of them will have to be uploaded in the system. The concept of credit matching under GST would be very difficult to handle and would lead to increase in working capital requirements.

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 will also be required to be filed.

3. No Credit on Work Contract Services

The hotel industry spends 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 sector when such services are not used for the further supply of works contract service. This would have a negative cascading effect despite strong promises being made by the government in this regard.

4. Increased Technological Burden

When the service tax was first introduced, there were a lot of mix ups. GST, thankfully, has very clear guidelines on how each industry needs to manage their accounts and file returns but it will require businesses to become technologically adept, increasing the technological burden and cost for compliance.

5. Increased Costs

In Maharashtra, for instance, hotel rooms were earlier taxed at 19% and food and beverage at 18.5%. Even with GST charged at 18%, there is only a minimal cost reduction in both cases. Businesses will also look to recover the additional cost of technology and new systems from their customers, which might – in some instances – lead to higher tariffs¹.

6. Lack of Parity with Asian Counterparts

As India becomes an even bigger player in the global hospitality and tourism industry, we need services to be at par with global rates. Our Asian neighbors such as Japan and Singapore have very low tax rates for their hospitality sector (8% and 7% respectively) which is an important reason for them ranking high on tourist wishlists. India is a global tourism hotspot, but it still loses out on the backpacker crowd due to these high rates

Any proposal to make supplier of goods or services liable to pay tax under reverse charge when receiving supply from an unregistered supplier can increase burden in case of B2B transactions on registered assessee.

7. 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.

IMPACT ON CONSUMERS

In Pre GST era, there was a composite levy of both Service tax i.e 6%, as well as, Value Added Tax i.e 14.5% (Vary from State to State) on food and beverages served by hotels and restaurants which finally put the burden of 20.5% in the pocket of ultimate consumers. However, some relief was provided for Non-AC Restaurants supplying food and beverages as no service tax was levied on these restaurants. Post GST, the scenario shall be completely different. As discussed above that supply of food and drinks in a restaurant shall be treated as a supply of services. Hence, only GST shall be levied on such services @ 18% which saves around 3% as compared to the previous regime².

¹ <https://economictimes.indiatimes.com/industry/services/travel/tourism-ministry-plans-promotions-around-gst-rate-cut-for-hotels/articleshow/71404995.cms>

² Dr. Khatik S.K, Dr. Nag Amit Kumar, *Impact Of Gst On Indian Hotel And Restaurant Business*, International Journal Of Management, Volume 9, Issue 3, 2019.

Erstwhile, Non AC Restaurants were exempt from levy of Service Tax. But State vat was charged at 12%. In Present System, Restaurant not having the facility of air-conditioning or central heating at any time during the year and not having a licence to serve liquor is liable to tax at GST Rate of 12%. Overall things shall continue to remain status quo as far as pricing goes. Further, staying in a good hotel is going to be very costlier as the rate of tax has been doubled from 9% to 18%. Even Luxury Hotels of 5 stars or above-rated charging room rent Rs. 7,500/- or above will attract 28% tax.

CONCLUSION

GST is going to be an efficient and harmonized destination-based tax system and will remove the problems faced by the sector leading to cost optimization and a free flow of transactions.

GST is a glimmer of hope for the Hotel and Tourism Industry if we can keep the GST rate between 10 to 15%. GST might herald with its uniformity of tax rates, a better utilization of input credit which in turn benefits the end user in terms of affordability.

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IMPACT OF MEDICAL TOURISM IN STATE OF TAMILNADU

R. Kaviyaveni¹ and L. Narashimma Jainthan²Student¹, M.L, University of Madras, ChennaiStudent², LLM, The Tamilnadu Dr. Ambedkar Law University**ABSTRACT**

Medical tourism is a new form of a niche tourism market which has been rapidly growing in recent years. The term medical tourism is the act of travelling to other countries to obtain medical, dental and surgical care. Particularly the state of Tamil Nadu Good medical services are available in the state along with good tourist attractions. This has recently spurred a new wave of medical tourism. Costs and waiting periods in developed world are very high for some of the major medical and dental procedures. As consumers are becoming aware of the high quality of these procedures in India, insurance has started covering them and hence the flow of these medical tourists has increased in Tamil Nadu and elsewhere. India holds 9th position is providing cheapest health care services in the world and Indian government is taking plenty of measures to develop the tourist inflow in medical tourism aspect. This paper only focus on medical tourism in state of Tamil Nadu especially Siddha, Ayurveda...etc, and intimidating remarks of medical tourism

Keywords: Medical Tourism, , Siddha, Ayurveda, Health care, Wellness Tourism, Sustainable Development

INTRODUCTION

India is one of the fastest growing country in the world in all sectors, especially in service sectors like Tourism and Health care. Tourism which means a person travelling one place to another place, the duration should not exceeding more than one year and above 24 hours out of his regular environment like work, residence by UNWTO. India the land of mysteries and surprises, we have our own traditional method of treatments like, Unani, Sidha, Yoga, Homeopathy, Ayurvedha, etc., and also adopted the western medical facilities Allopathic medicines. Foreigners were keen to get treatment in India by the Indian doctors.

MEDICAL TOURISM¹

This is an Industry with billions of dollars annual turnover and also called as Health Tourism too. Travelling from one place to another or one country to another, in search of an affordable and good medical treatment is the simplest definition for the term "Medical Tourism". Yester years witnessed people travelling from developing countries in search of specialized treatments that were not available in their countries, to the developed countries, paying a very high cost. It was only affordable for the Rich. The Trend was reversed, when the developing countries started providing high class Super Specialty Facilities at an affordable and reasonable cost. People from developed west and oil rich middle-East and many neighbouring countries too, travel to India for its best medical facilities. India is expected to record a 30% growth in this segment of tourism in 2015.

MEDICAL TOURISM IN TAMILNADU²

Tamil Nadu, a state in the southernmost tip of India, is a leader in providing medical care on par with the finest hospitals in the West in almost all the medical fields, and has implemented many policies for cheap medical tourism. It has plush corporate hospitals especially in Chennai, the capital. There are many world-class institutions and hospitals in Chennai, Madurai, Coimbatore and other cities in Tamil Nadu.

CMC at Vellore is well known all over the world. India's first heart valve replacement was conducted in CMC Vellore in 1961. In 1971, the country's first kidney transplant was performed at the CMC Vellore. In 1996, the first transeptal carotid-stenting in the world was performed in the CMC, Vellore. India's first stem cell translational research center was set up in this hospital in 2005.

Tamil Nadu leads the field as far as eye care is concerned. Shankara Nethralya and Arvind Hospitals at Madurai are renowned. The other famous eye institutions are AIIMS, New Delhi and LV Prasad Eye Hospitals at Hyderabad also well known. Among them, Arvind Hospitals at Madurai conducts the highest number of cataract surgeries in the world.

Also, Tamil Nadu has many hospitals like the Apollo Hospitals at Chennai and Madurai, Ramachandra Hospitals, Lifeline Hospitals, St. Isabella's Hospital, Madras Medical Mission, Miot Hospitals, and Shankara Netralya at Chennai, Arvind Hospitals at Madurai and Coimbatore, and PSG Hospital at Coimbatore.

¹ <http://www.tamilnadutourism.org/MedicalTourism/MedicalMain.aspx>

² <http://www.medicaltourismintamilnadu.com/Tamilnadu.php>

The State Government is also aggressively promoting Medical/Health Tourism. It is a much more peaceful state than any other state in North India. It is a leader in India especially in Eye Care, Oncology, Orthopedics, Dialysis and Kidney Transplant. Today, practically every town has a good nursing home with attending consultants.

Nursing has evolved as a specialty and Indian Nurses handle patients with a humane and personal touch that is the main reason why they are so much in demand in the West.

SPECIAL MEDICAL TREATMENTS IN TAMIL NADU

SIDDHA¹

Ancient Tamil and Indian Medicine Siddha system is one of the oldest systems of medicine in India and originated in Tamil Nadu, India.

The word Siddha means achievements and Siddhars were saintly persons who wrote about the cure for diseases on old palm leaves in the ancient script of Tamil. Eighteen Siddhars were said to have contributed towards the development of this medical system. Since the Siddha literature is in Tamil, it is practiced largely in Tamil Nadu and other Tamil speaking areas in India and abroad. Instead of giving the name of any of individual as the founder of these systems, our ancestors attributed their origin to the creator. According to the tradition it was Shiva who unfolded the knowledge of Siddha system of medicine to his consort Parvati who handed it down to Nandi Deva, who in turn gave the knowledge to the Siddhars. The Siddhars were great scientists in ancient times. The Siddha System is largely therapeutic in nature. Siddha is mainly practiced in the south and Ayurveda is more prevalent in the north.

According to tradition, the origin of Siddha system of medicine is attributed to the great Siddha Ayastiyar. Some of his works are still standard books of medicine and surgery in daily use among the Siddha Medical practitioners.

Ayurveda and Siddha are similar in the principles and doctrines, both fundamental and applied. According to this system the human body is the replica of the universe and so are the food and drugs irrespective of their origin. Like Ayurveda, Siddha also believes that all objects in the universe including human body are composed of five basic elements namely, earth, water, fire, air and sky. The food, which the human body takes and the drugs it uses are all, made of these five elements. The proportion of the elements present in the drugs vary and their preponderance or otherwise is responsible for certain actions and therapeutic results..

This system also deals with the concept of salvation in life. The exponents of this system consider achievement of this state is possible by medicines and meditation.

The system has developed a rich and unique treasure of drug knowledge in which use of metals and minerals is very much advocated. Sulphur, which is insoluble in water, finds a crucial place in Siddha materia medica along with mercury for use in therapeutics and in maintenance of health.

AYURVEDA²

Ayurveda is a Sanskrit word that literally means 'Science of Life' and it is a natural and Holistic Medical science, developed thousands of years ago and collated into text form almost 5000 years ago. 'Prevention is better than Cure' – this is what the Ayurveda does as against its counter part Allopathy, used for cure or correction. Charaka Samhita, Sushruta Samhita and Ashtanga Hrudaya speaks elaborately about the Five Elements of Nature [earth, water, air, fire and space [sky] and their influence / representations in the human body in the form of Doshas or Energies. They are termed as Vata [air/sky- neuro, blood, respiration etc.] / Pitta [fire/water- metabolism of organs – tissue system] and Kapha [earth and water - growth protection, Gastro, fluids that protect brain and spine] on the human body system. This system of medicine has five purification procedures called Vaman [Therapeutic vomiting], Virechan [Bowels cleansing], Basti [rectum cleansing process], Nasya [purify from Toxins through the Nose] and Rakta Moksha [Detoxification of Blood or Bloodletting]. This system prevents illness, heals the sickness and preserves life. Shushruta Samhita says: Balancing of Doshas, Good appetite, smooth functioning of the tissues and natural urges - keeps the Mind, Body and Spirit cheerful.

¹ <http://www.medicaltourismintamilnadu.com/Siddha.php>

² <http://www.tamilnadutourism.org/MedicalTourism/t-ayurveda.html>

HEALTH CARE IN TAMILNADU¹

For the ordinary tourist India is a very cheap destination. Great unusual varied places to see and at rock bottom prices! It also offers world class medical treatment at very affordable rates. Few countries in the world can offer as much as India! Long needed medical care plus a good rejuvenating holiday afterwards to help in the convalescence.

Tamil Nadu is one such state in India wherein one can avail of all-inclusive package. There are several world-class facilities in Tamil Nadu equipped with the latest testing facilities. The doctors, nurses and other Para medical staff, manning the hospitals are all dedicated and well trained. There are many private hospitals that are all professionally run, offering treatment at a very economical cost. It has been noticed that the cost of treatment is about one-tenth of the cost of a similar treatment in developed countries. All this is at a very high success rate, which compares very favourably to the best of hospitals in the West.

One can come to Tamil Nadu for a specific treatment or even go for a Master Health Check Up while on holiday. Everything is taken care of by the concerned hospital in liaison with the Travel Agency. Cardiac Care, Dialysis and Kidney Transplant, Eye Care, Cosmetic Surgery is available in all hospitals in Tamil Nadu and at very reasonable rates.

EYE CARE

Tamil Nadu is undoubtedly the leader in this field in India. There are some excellent world class hospitals in Tamil Nadu. For more details, look up Eye care in Tamil Nadu.

CARDIAC CARE

Cardiac Care has become such a specialty in India. Tamil Nadu also has its share of some excellent hospitals which are well equipped to take care of all major heart diseases. Not only do these hospitals have expertise in heart care, but they also provide basic facilities in preventing heart diseases. All the major hospitals are equipped with the latest testing facilities, which are on par with the best hospital in the West. All this at a fraction of the cost in the West! Some of the good hospitals for cardiac care in Tamil Nadu are the Apollo Hospitals, Ramachandra Hospital, Vijaya Hospitals, Madras Medical Mission, Sundaram Heart Foundation all at Chennai, and CMC Hospital at Vellore about 150 Km from Chennai.

COSMETIC SURGERY

All the major hospitals in Tamil Nadu are equipped with excellent facilities for cosmetic surgeries like liposuction, Rhinoplasty, hair transplants, facelifts, Botox treatment for reduction of wrinkles, breast enhancement/reduction. Visit the page Cosmetic Surgery for the latest updates.

ONCOLOGY

Most hospitals listed above have very good oncology departments offering radiation therapy as well as Bone Marrow Transplants. Special surgeons are available for individual organs.

Apollo Hospital, a premier hospital has a separate Cancer Hospital. It has recently introduced Brachytherapy, a new form of treatment, for prostate cancer. Brachytherapy was until now mainly used for Mesothelima Treatment. This is a high tech radiation treatment, which is done by implanting radioactive seeds near or inside the cancerous tumors. It is quick procedure not taking more than 1 hour and also does not require overnight stay. Afterwards the implanted seed remain in the body and transmits radiation for a year. Brachytherapy can also be used for treating breast and cervical cancer.

A world famous hospital for treatment of cancer at Chennai is the Adyar Cancer Hospital, run by Dr V Shanta who was honoured with the Magasaysay Award in 2005 for her pioneer efforts in the treatment of cancer.

ORTHOEPAEDICS

All hospitals in Tamil Nadu have very experienced skilled surgeons, very well trained in the latest medical techniques. Shoulder/hip/knee replacement surgery, are all performed here. One exclusive orthopedic hospital in Chennai is MIOT Hospitals, run by Prof Dr PVA Mohandas.

DIALYSIS AND KIDNEY TRANSPLANT

All renal diseases are managed very well in all the major hospitals in Tamil Nadu. The hospitals have state of the art facilities in the operation theatre and Transplant Intensive Care Units. The hospitals in Tamil Nadu are leaders in cadaver transplants and have performed a considerable number of them with very high success rates.

¹ http://www.medicaltourismintamilnadu.com/Healthcare_in_Tamilnadu.php

ALTERNATE MEDICAL TREATMENT

Though Kerala, the neighbouring state, is spoken of in the same breath as Ayurveda, Tamil Nadu also does not lag far behind. If you are a person in search of alternate healing, there are plenty of reputed of such places in Tamil Nadu also. Ayurveda, Siddha in TamilNadu, Homoeopathy, Acupuncture, Acupressure Pranic Healing, and Reiki are all practiced here. Yoga Schools are aplenty here where one can undergo a short-term course for a reasonable fee.

CHENNAI MEDICAL TOURISM

Patients from all over the country (the North Eastern states) and abroad come to the city for medical treatment. Patients from Africa (Nigeria, Kenya, and Congo), Bangladesh, and the Middle East frequent the city for quality medical care. The recuperating patients and their companions then go on sightseeing tours, organized by the hospitals. These medical tourists thus give a big fillip to Tamilnadu Tourism.

Most of these reputed hospitals maintain a separate wing for international patients. Ramachandra Hospital at Porur in Chennai receives about 100 international patients each day. Similarly, Fortis Malar receives about 20 overseas patients each day. Cardiac, orthopaedics, neurosurgery, and oncology are the main branches in which medical treatment is being sought by these foreign patients. Some hospitals even provide cheaper service apartments for the relatives accompanying the sick person.1961.

Hospitals like Madras Medical Missions have tie-ups with foreign governments. The last named hospital receives about 20 medical tourists from East African countries, mainly for cardiac surgeries and kidney ailments including kidney transplants.

Sankara Netralyaya receives about 500 overseas patients a month for eye-related problems. The hospital also takes care of other patients coming from all over India. Aravind Hospitals at Madurai receives nearly 1000 patients every day, a sizable number of those from the North East and other parts of the world.

St. Isabel's, a mission hospital at Mylapore, is another excellent low-cost hospital. The doctors and nursing staff at this hospital are extremely caring, and the quality of the treatment is excellent. Many eminent doctors are consultants at this hospital. The orthopedic wing is headed by Dr. George Thomas, a brilliant young surgeon. For those patients wishing for quality healthcare at a low cost, this hospital is an excellent choice.

INTIMIDATING REMARKS FOR MEDICAL TOURISM**1. Negligence of Government Hospitals**

Because of the carelessness of the administration emergency clinics the destitute individuals are endured alot. In 2017, 23 kids died inside the hospital within 24 hours due to lacking oxygen supply. The explanation which said by the authorities are the bill of Rs.68 lakhs was not paid by the medical clinic.

2. The unqualified medical practitioners

There are many qualified restorative professionals are working in the business despite the fact that there are some unfit individuals are filling in as therapeutic experts. This is mischief to the notoriety of the business.

3. Quality of Treatment in Government Hospitals

The Treatment and the facility which provided by the government hospitals are not good as the private hospitals. Only because of the private hospitals only our country is on top. Many people are not preferring the government hospitals except few government hospitals like JIPMER, Rajiv Gandhi government hospital Chennai, etc.,

4. Lack of Experts in Government hospitals

One out of ten doctors only coming for the government hospitals rest all of them get paid well from the private Hospitals or from abroad. That is why there is huge vaccum in the government hospitals. Only few were there to protect the life of poor and rural people.

CONCLUSION

Our country is rich in nature and culture. We have plenty of herbals and resources with us. Our Ancestors did the open heart surgery without having the modern tools. They did this with the herbals and available resources. In modern era, we are technically developed and we have adopted new techniques from various other countries also. We have the consumers. Now our only job is to develop the infrastructure and focus on the hygiene area. Government promoting wellness tourism as it can. Tourism is the only sector which doesn't need any investment only to show what we have. So it is the easiest way to grow our GDP.

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IMPOSITION OF TAXES ON TOURISM -A CRITICAL ANALYSIS

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ABSTRACT

Few studies have investigated the effects of taxation on micro-level tourism demand or the composition of tourists' budgets during a trip. This study examines the intersection of these two areas, and models the influence of the air passenger duty (APD) on the budget allocations of outbound UK tourists. The compositional data analysis (CODA) approach is used to transform trip budget shares into three log-ratios based on staged binary sequential partitions. The seemingly unrelated regression (SUR) technique is then used to analyze the effects of the APD, personal traits and trip characteristics on the log-ratios. The results demonstrate that the APD modifies the budget allocations of UK outbound tourists by increasing the relative share of transportation expenditure, while correspondingly decreasing the at-destination expenditures on items such as accommodation and food. The tourism sector is a rapidly growing sector its contribution to India's GDP is expected to increase from US \$ 136.2 billion in 2016 to US \$ 275.2 billion in 2025. GST has developed into a household word, the majority is still unaware of the implications it will have on the hotel industry. India from 1st July 2017 will be one of the 160 countries worldwide, to have implemented GST in its economy. Benefits of execution of GST will help in reducing business transaction costs, reducing costs for customers, balancing taxes. GST is a fair-minded tax. In this paper, we will look at the positive and negative effects of the GST on the hospitality and tourism industry. In the Indian economy hospitality industry is one of the other sectors who pay multiple taxes like VAT, luxury tax, and service tax in the existing indirect tax regime.

Keywords: Tourism, GST, Indian economy, Hospitality industry.

INTRODUCTION

“Its better to see something once than to hear about it a thousand times ”

— Russian proverb

As per the above said quote, it evidently states that it is always better to see something rather than hearing about it enormous times, this would be the mindset of tourists. Tourism is a big part of India's economy. Tourism is one of the world's fastest growing industries and a major foreign exchange and employment generation for many countries. It is one of the most remarkable economic and social phenomena. Tourism is a major piece of India's economy in recent days. Tourism is a dynamic and aggressive industry that requires the capacity to adjust always to clients' changing needs and wants, as the consumer loyalty's, wellbeing and satisfaction are especially the focal point of the tourism organizations. There are various approaches to quantify the size of the tourism, as tourism doesn't fit in with the typical ways that enterprises are characterized, for example, manufacturing, forestry, and other industries. The capacity of tourism to stimulate economies by creating employment, attracting foreign investment, earning foreign currency, and adding value nationally, regionally and locally is well recognised. However, tourism operates in a rapidly evolving and highly competitive global market place; characterised in recent years by strong growth in emerging tourism economies.

This has led to increased pressure not only on tourism and supporting infrastructure, but also on the budgets with responsibility for: i) marketing and promotion; ii) providing the necessary services and facilities to cater for tourists; iii) ensuring visitor safety and security; and iv) maintaining the natural environments that often attract them. Like any other sector, tourism is subject to a range of specific taxes, fees and charges, and tourism taxation provides governments with one avenue of funding to help support public investment for tourism development. The travel industry comprises a wide assortment of parts that give differing items and administrations to guests. Be that as it may, these organizations likewise give items and administrations to neighbourhood inhabitants. Truth be told, in 2016, universal visitors burned through 22.2 billion U.S. dollars in India. Since the merchandise and ventures charge law propelled in 2017, new assessment rates remain to influence what guests pay for their outings. Regardless of whether you maintain a travel industry business or you're going for work, it's useful to know the assessments on the travel industry as far as costs on everything from flights to lodgings.

CONCEPT OF TOURISM

The word 'tour' is derived from the Latin word *tornus*, meaning 'a tool for making a circle'. Tourism may be defined as the movement of the people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of

leisure and pleasure. **According to WTO (1993)** "Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. There are a number of ways tourism can be defined, and for this reason, the **United Nations World Tourism Organization (UNWTO)** 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).¹

The tourism system can be described in term of supply and demand. Tourism, or the idea of people traveling to destinations away from their home for business or pleasure, is a growing field with many opportunities. For tourism professionals, these opportunities include work in the facilities where tourists stay as well as employment in the activities tourists undertake during these trips. ²People embark on tourism for all kinds of reasons: to relax, to visit family, to take in new cultures, and as part of business and professional outings. As an industry, tourism is important to development, growth, and economic potential. Tourism planning should strive for a balance between demands and supply. This requires an understanding not only of market characteristics and trends but also of the planning process to meet the market needs. Here the market includes the markets of food, accommodations etc., and managing these markets will come under tourism management. Tourism management is the oversight of all activities related to the tourism and hospitality industries. It's a multidisciplinary field that prepares people with the interest, experience, and training for management positions in the food, accommodations, and tourism industry. Tourism management might also include the enterprises, associations, and public authorities that market tourism services to potential travellers.

TOURISM MANAGEMENT MARRIES THREE AREAS

1. Business administration functions, such as finance, human resources, and marketing
2. Management theories and principles
3. Tourism industry topics, such as travel motivation, environmental factors, and tourism organizations.

ECONOMIC IMPACT/ CONTRIBUTION OF TRAVEL & TOURISM

Travel and Tourism is an important economic activity, which apart from its direct economic impact, has a cascading economic impact on other associated industry segments. The sector has significant positive indirect and induced impact on the economy. Tourism activities impact the economy of the country as well as the local economy of the destination.

❖ Components of total contribution to Gross Domestic Product

- ✓ **Direct Contribution:** The direct contribution of travel and tourism to GDP is calculated from total internal spending by netting out the purchases made by different parts of the tourism sector such as hotels, airlines, airports, travel agents and leisure and recreational services that deal directly with tourists. Internal spending is total spending within a particular country on travel and tourism by residents and non-residents for business and leisure purposes as well as government spending on travel and tourism services, directly linked to visitors such as cultural and recreational services.
- ✓ **Indirect Contribution:** The Indirect contribution includes the GDP and jobs supported by:
 - Travel & Tourism Investment spending – an important aspect of both current and future activity that includes investment activity such as purchase of new aircraft and construction of new hotels.
 - Government Collective spending which helps Travel and Tourism activity in many ways as it is made on behalf of the community at large –e.g. Tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services etc.
 - Domestic purchases of goods and services by the sectors dealing directly with the tourists – including purchase of food and cleaning services by the hotels, of fuel and catering services by airlines and IT Services by travel agents.

¹ <https://cf.cdn.unwto.org/sites/all/files/docpdf/glossaryenrev.pdf>

² Gago, A., Labandeira, X., Picos, F., & Rodriguez, M. (2009), Specific and General Taxation of Tourism Activities, Evidence from Spain, *Tourism Management*, 30(3), 381–392.

- ✓ **Induced Contribution:** It consists of the GDP supported by the spending of those who are directly or indirectly employed by the travel and tourism industry.

❖ Economics Benefits

- ✓ Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.
- ✓ Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts, and guide services.
- ✓ Tourism generates foreign exchange for the country and injects capital and new money into the local economy.
- ✓ Tourism helps to diversify the local economy.
- ✓ Improved tourism infrastructure.
- ✓ Increase tax revenues from tourism.

❖ Economic Costs

- ✓ Higher demand created by tourism activity may increase the price of land, housing and a range of commodities necessary for daily life.
- ✓ Demands on health services provision and police service increase during the tourist seasons at the expense of the local tax base.

TAXING SYSTEM AND TOURISM

Tourism sector is a mind boggling sector of various sub segments such as – transport, tourists’ attractions, accommodation and food etc. It is trying to characterize precisely what comprises a tourism product and how to impose it. Tourism is certainly not a solitary product, yet rather an variety of a wide range of merchandise and ventures gave by a wide scope of providers. The Tourism value chain encompasses a variety of different actors, including hotels, air carriers and transport companies, tour operators, travel agents, rental agencies and countless suppliers from other sectors.¹ A tourist enjoys all of these or any one or any combination, as per his willingness and affordability. Various governmental agencies such as pollution board, local self government, state government and central government etc. levy taxes on various tourism products at multiple level, resulting – tax on tax.

Various types of taxes such Value Added Tax (VAT), Custom and Excise and other such taxes are levied on room rentals, restaurant services, banquet services etc. Considering the multiple incidences of taxation, the overall taxation for this sector use reach in the range of 20% to 27%, it is considered to be very high.² More than tax rates, the pattern and method of charging taxes differ from state to state, leading to lot of confusion and complexity in handling it. At the state level, there was the value-added tax, luxury tax, and entertainment tax. Then, the central government charged its own taxes, including excise duty, central state tax, customs duty, and service tax. Sometimes, these taxes were charged on a value that included other taxes — something that’s called cascading taxes.

The goods and services tax regime subsumed all of those taxes and replaced it with a single tax: the GST. This eliminates the tax-on-tax effect and lowers the final rate for many tourism services, which means that you can offer lower prices to your customers in many cases.

PRE GST REGIME

★ Service tax

Service tax is charged on all the services provided in the tourism sector across the supply chain by airlines, cab services, hotels, restaurants and other tourism centric activities like money changing services, tourism related adventure sports etc.

¹<http://tourism.gov.in/sites/default/files/Other/Fi%20nal%20Report-MOT-IMRB-Taxes%20on%20Tourism%20Sector-C6.pdf>

² Ali Agha and Jonathan (1996), Designing VAT System: Some Efficiency Consideration, Review of Economics & Statistic, Harvard University, and Northeastern University.

★ Luxury tax

Luxury tax is applicable to the tourism sector as it is charged on the hotel room tariff. Tax applied on hotel room tariffs varies significantly from state to state, not just in pure percentage terms but also in the way it is computed.¹

★ Entertainment tax

The entertainment industry in India needs to pay taxes in the form of entertainment tax to the government. All financial transactions incurred on entertainment like big private festivals, movie tickets, large commercial shows etc. attract entertainment tax in India.

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★ Toll Taxes

Motor Toll charges or toll taxes are user charges upholding the concept of the “user-pays”. Tolls are paid only when a particular facility is used and the tolls paid are meant to cover operating and maintenance costs as well as debt retirement of the facility.³

★ Motor Vehicle Tax/Road Tax

Motor Vehicle Tax/Road Tax is levied on the Tourist transport Vehicles in the same manner as for other transport vehicles. The avowed purpose of motor vehicle tax (MVT) is to defray the costs of road maintenance out of the revenue realized from user charges. Besides, motor vehicle taxation is also geared to fulfil other objectives like the reduction of both congestion and pollution.

POST GST REGIME**★ Restaurants taxes**

The restaurant industry has seen some upheaval since the GST launched in 2017. At first, the tax rates were set at 18% for restaurants with air conditioning or liquor licences, and 12% for other restaurants. At that time, you could also use the input tax credit to offset your tax bill. In November of 2017, the GST Council changed the GST rates for restaurants. If you run a restaurant located inside a hotel where rooms are priced at Rs 7,500 or higher, your tax rate stayed at 18%, and you can still use the ITC. If you run any other type of restaurant, however, your tax rate is 5%, with no ITC benefit. This should result in lower food bills — but without the ITC, you may need to build up greater cash reserves before buying new equipment or expanding your business.

★ Hotel Taxes

The hotel industry has also experienced changing tax rates under GST. As of July 2018, the GST rates are based on nightly room rates:

₹ 999 and lower: 5%

₹ 1,000-2,499: 12%

₹ 2,500-7,499: 18%

₹ 7,500 and higher: 28%

These taxes are based on the declared tariff of your hotel rooms, which is the rate list that you submit to the government. However, if your room rates change prices throughout the year and land in a different tax rate slab, this means that you might still need to charge the original GST rate. The declared tariff issue has caused confusion among customers and problems in the hotel industry. Industry associations are pressuring the GST Council to allow hotels to charge GST based on the invoice price, rather than the declared tariff. If that happens, you would be able to charge tax based on the current room rate, which helps you account for seasonal and demand-based price changes.

¹ [www.department of Commercial taxes of Indian states.org.in](http://www.departmentofCommercialtaxesofIndianstates.org.in)

² [http://indian Association of Amusement Parks & Industries.pdf](http://indianAssociationofAmusementParks&Industries.pdf)

³ [www.ministry of Road Transport & Highways - Road User Taxes.gov.in](http://www.ministryofRoadTransport&Highways-RoadUserTaxes.gov.in)

★ Transportation taxes

The GST's effect on the transportation sector has been minor, with most areas seeing small changes. Air travel tax rates depend on the flight class. For travellers taking economy-class flights, the tax rate dropped from 6% before GST to 5% after GST. Taxes on business-class flights rose from 9% to 12%. If you're traveling by bus or non-AC trains, you don't need to pay GST, as these services are exempt. For first-class trains and air-conditioned cars, the tax rate rose slightly from 4.5% to 5%. Taxes on taxis dropped from 6% to 5%. For many businesses in the tourism industry, the GST law stands to lower prices and bring in more customers. If your company's taxes have risen, it's a good idea to stay up to date, since the GST Council continues to adjust tax rates, which could affect your pricing down the road.

CONCLUSION

GST will be a productive and blended goal based duty framework and will expel the issues looked by the segment prompting cost advancement and a free progression of exchanges. GST is a hint of something better over the horizon for the Hotel and Tourism Industry in the event that we can keep the GST rate between 10 to 15%. GST may proclaim with its consistency of assessment rates, a superior use of information credit which thusly benefits the end client as far as moderateness. Hence, ideally, Indian policy makers should make all sorts of efforts to boost this sector, by providing conducive environment in terms of infrastructure such as good roads, friendly taxation policy, safety and security of tourists in general and foreign female tourists in particular. GST is a hodgepodge of better and simpler guidelines and guidelines, and expanded expenses and compliances. The Hotel and Restaurant Association of Western India had been campaigning for a GST pace of 5% as it accepted that a lower rate will get more sightseers and enable Indian organizations to rival worldwide chains. In any case, the GST Council considered it fit to set the rate at 18%.

The Tourism and Hospitality industry in India is relied upon to develop to US\$ 280.5 billion by 2026, and the underlying hiccups after GST execution are profoundly improbable to obstruct this development. In any case, it is not yet clear whether the cons exceed the professionals for this area. However, in reality, it can be seen that, various taxes are imposed on this sector at various stages. It creates hurdles in growth of this sector. In order to get relief, especially in taxation, the entire industry was expecting lower slabs of Goods and Services Tax (GST). But in reality GST has been levied in the bracket of 5% to 28%. Majority stake holders of the industry are unhappy about it and fear that, such rate may halt the growth of the sector. So government shall take appropriate steps to ensure growth and development of tourism sector.

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INTRODUCTION TO TRIBAL TOURISM IN INDIA

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ABSTRACT

The Indian Society is not as simple as it looks from the outside. India includes a sizable amount of tribal folks that still belong to a social set-up, of which little or nothing is understood. These tribes who stay in several parts of the country are still to return out of their traditional way of life and join the mainstream. Notwithstanding this apparent aloofness, these tribes are considerably a neighborhood of Indian society. Having a culture and tradition that's distinctly different from others, the tribal still occupy the yet to be discovered horizons. India has one among the most important tribal populations within the world. The statistics are quite astonishing: the 533 different tribes, made from quite 80 million tribal, represents almost 10% of India's population. The lives of the tribes in India are closely tied to nature, and that they inhabit a number of the foremost pristine and picturesque environments within the country. Largely unaffected by the fashionable world, they're very simple and sometimes curious people, who have retained their rituals and customs.

Keywords: tribal tourism, ecology, experience, local development.

INTRODUCTION

Following is a secondary research on the present scenario and options of tribal tourism in India. It is a new and upcoming form of tourism that is finding its place in the urban society youth. This type of tourism gives them a chance to go to the tribal region and get to know about the ways and cultures of the tribal people. The tourists go in the deep tribes, away from normal civilization and live along with the tribal people in their primitive and customary ways.

This secondary research was carried out by referring to various articles and journals on the internet regarding the same. The main objective or purpose of this research work is to identify, determine and outline the importance, development and new options for enthusiastic travellers to explore these new and exciting options for travels which will give a boost to the economic and social development of these hidden tribes located in the distant part of the country which are normally refrained from the normal development measures of the government. It is also important that tribes are protected in the process of this tourism and develop it in sustainability so that part of the culture and heritage is preserved and survives through these tribes.

The Indian Society is not as simple as it looks from the outside. India includes a sizable amount of tribal folks that still belong to a social set-up, of which little or nothing is understood. These tribes who stay in several parts of the country are still to return out of their traditional way of life and join the mainstream. Notwithstanding this apparent aloofness, these tribes are considerably a neighborhood of Indian society. Having a culture and tradition that's distinctly different from others, the tribals still occupy the yet to be discovered horizons. India has one among the most important tribal populations within the world. The statistics are quite astonishing: the 533 different tribes, made from quite 80 million tribals, represent almost 10% of India's population. The lives of the tribes in India are closely tied to nature, and that they inhabit a number of the foremost pristine and picturesque environments within the country. Largely unaffected by the fashionable world, they're very simple and sometimes curious people, who have retained their rituals and customs.

LITERATURE REVIEW

- ◆ According to Oxford Dictionary "A tribe is a group of people in a primitive or barbarous stage of development acknowledging the authority of a chief and usually regarding them as having a common ancestor.
- ◆ D.N. Majumdar in his book "An Introduction to Social Anthropology" defines tribe as a social group with territorial affiliation, endogamous with no specialization of functions ruled by tribal officers hereditary or otherwise, united in language or dialect recognizing social distance with other tribes or castes and tribal tourism is making other people aware of your tribe and its uniqueness.
- ◆ According to Ralph Linton tribe is a group of bands occupying a contiguous territory or territories and having a feeling of unity deriving from numerous similarities in a culture, frequent contacts and a certain community of interests.

- ◆ L.M Lewis in his paper on “Social Anthropology in Perspective. The Relevance of Social Anthropology” believes that tribal societies are small in scale are restricted in the spatial and temporal range of their social, legal and political relations and possess a morality, a religion and world view of corresponding dimensions. Characteristically too, tribal languages are unwritten and hence the extent of communication both in time and space is inevitably narrow. At the same time tribal societies exhibit a remarkable economy of design and have a compactness and self-sufficiency lacking in modern society. So tribal tourism can be a major method to make the urban people aware about the loosing cultures and methods as well as preserving the old customs and cultures.

RESEARCH METHODOLOGY

This is a secondary research based on the pre available facts and figures in already published journals and books. This also required a deep online research on the internet to obtain and get the recent and latest fact as well as information. So, for this research I choose to do a secondary research by gathering data and information from various books and internet website. Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior. I took reference from various books as well as various government or university sites that showcase the need and importance of first aid in the work place. I also took information from some peers as well as referred papers done by some other scholars in the field. Various government and non-government websites were also very helpful and informative to get the data for the use in this research.

FINDINGS & OBSERVATIONS

Tribal tourism is that the type of tourism that focuses on the region's culture, specifically the approach to life of the people in those geographical regions, the history of local people, their art, architecture, religion and other elements that helped shape their way of life. It may include tourism in rural areas showcasing the traditions of indigenous cultural communities that includes their festivals, rituals, etc. Tribal tourism has been defined as 'the movement of persons to cultural attractions that are totally away from their normal place of residence, with the thought to collect new information and experiences to increase knowledge about various cultures.

The tribal population of India has managed to preserve their prehistoric rituals, customs and culture even in today's modern world. This lies mostly in the region extending from Northeast India to Orissa, Chhattisgarh to Jharkhand. The population of tribal people in India alone represents about 10 -12% of the country's total population. So, we can get a glimpse of the rich culture and traditions of ancient India in those tribal regions and have an unforgettable experience that we haven't had before.

India is a country full of various ethnic and cultural diversity. More than 550 distinct tribal communities are living throughout India, many of which have unique traditions, festivals, music and modes of artistic expression. The best and only way for tourists to experience these diverse communities is through tribal tourism.

MAJOR TRIBAL TOURISM DESTINATIONS

Most of India's tribal groups are in four main regions:

- Central India,
- Northeast India,
- Western India
- East India.

Tropical central states of Chhattisgarh and Madhya Pradesh are home to the Gond, the region's largest tribe. During summer, an ideal destination is the “Seven Sisters” of the northeast, where many tribal villages are perched under the shadows of the Himalayas.

The states of Rajasthan and Gujarat, that lie in the western part of India, are best seen between the month of November and February when travelers can combine tribal visits with desert camel treks before the temperature rises in early spring. In Eastern India, almost one-fourth of Orissa's population belongs to a tribal community.

Here are six of the best places to tour tribal India, and get an unforgettable insight into their existence.

1. Nagaland and Northeast India

The state of Nagaland has around 16 major tribes. Nagaland shares a border with Myanmar in remote northeast India. Whether the tourist visits the tribal villages just a few hours from Kohima, or to the far-off districts of Mon which renowned for having the last surviving head hunters and Mokokchung, the tourists are sure to be

welcomed by the unbelievable tribal village life in Nagaland. A number of visitors visit the Hornbill Festival, held every December in the Kohima, which offers a popular tribal experience.

2. Orissa

Orissa state has the largest number of tribes. The state has identified around 62 tribes living in the state. These tribal people with their primitive ways live in Orissa's remote, deep forests and hilly interiors. Most of the tribes are in the southwest part of the state. One needs to go on an organized tour to visit the tribes in Orissa because some tribal areas are quite inaccessible and require government permits, and language is also a barrier. The famous city of Puri is the best place to arrange tribal tours.

3. Chhattisgarh

Sharing its border with Orissa is the small cultural state of Chhattisgarh which used to be part of Madhya Pradesh. More than one-third of its total population is tribal, with most of them living in the thickly forested areas of the Bastar region. The tribal people from Gond tribe, are known for producing beautiful arts and crafts, music and dance, and unorthodox marriage practices. The unmarried men and women live together in groups in Ghotul huts and interact freely before getting married. The Dusshera festival is one of the most important festivals of the region and is celebrated in a unique style there.

4. Rajasthan

Around 15% of Rajasthan's population is tribal. The Bhil tribe are amongst the original inhabitants of Rajasthan. These tribes mostly live in the southern Rajasthan, and certain cities are named after their Kings who once ruled there. One should miss the five-day Baneshwar tribal fair, held every January/February in Dungarpur. Tourists also celebrate the Holi festival in traditional style in Banswara with the Bhils here they can see the tribals dressed in traditional clothing, carrying swords and sticks, and performing the tribal dance of the region. Conveniently located near Jodhpur, Bishnoi village provides an authentic experience of rural Rajasthan. The notable Bishnoi tribe utilizes nature and live in harmony with it, so much so that they bury their dead (instead of burning them like other Hindus) to preserve trees as wood is used in cremation. People go on a Bishnoi Village Safari from Jodhpur where they will be able to visit artisans such as weavers, potters and block printers, and spot wildlife.

5. Maharashtra

Maharashtra has a large tribal population. The state is home to almost 50 tribes, with the main ones being Bhils, Gonds, Mahadeo Kolis, Pawras, Thakurs, and Warlis. All the tribe lives in harmony with nature there, earning a living through farming. These villages have just over 100 houses, and over half of them welcome guests. So, the tourists will be able to stay with the tribal families and experience what it's like to live in a tribal village. The Mahadeo Kolis are extremely warm and friendly, and will happily continue their regular activities without being disturbed by the visitors.

6. Kerala

As we travel through the Kerala villages, one gets the feeling of going back in time. In the tribal villages, the local way of life has not changed and everything is still created by hand. No noise and disturbances of city life. Some of the popular villages are Vavannoor, Udayagiri, Aranmula, Cheppad, Teekay, etc. The tribal life in the villages of Kerala moves at an amazingly slow pace and it is amazing to find that the people in these villages lead simple lives in the pattern that was prevalent in the olden days. Nothing much seems to have changed with time. In these villages, time remains idle and travelers seem to lose their sense of time strolling in these beautiful and peaceful places. These villages offer you an ideal get away from your day to day tensions. One can spend a perfectly relaxed holiday at one of these villages in the lap of greenery and an atmosphere of complete tranquillity. The villages in Kerala offer a feast to the eyes of the travelers by way of its panoramic view of the fields, farms, hillsides, rivers as well as lakes. The locals' tribal people engage in fishing, farming, pottery, jute making, stone cutting, carpentry, inlay work, textile block printing, and handicrafts.

TOURIST ACTIVITIES IN THE TRIBAL REGIONS

As tribal groups are located in rural areas, many tribal tours combine cultural tourism with outdoor exploration and hiking, or visits to national parks, wildlife sanctuaries and tiger reserves. When a tourist is planning a tribal tour, one must look for opportunities to sample local cuisine, hear live music, attend a festival or see traditional folk dancing. Some villages house small museums containing tribal artifacts and others may offer educational tours for tourists to learn about traditional agricultural methods.

◆ Tribal Art & Handicrafts

India's tribes are known for their craftsmanship. Often tourists can buy souvenirs and handicrafts straight from the workshop where the items were made during their trip. The tourists can buy items like bamboo crafts among Jharkhand's Santhal tribe, metal jewelry and naturally-dyed cotton saris in Chhattisgarh's Bastar region and vibrant textiles in Orissa. If you visit Rajasthan's Rathwa tribe, check out traditional Pithora hut painting.

◆ Relaxation

Tribal tourism provides a relaxed holiday at one of the villages in the lap of greenery and an atmosphere of complete tranquillity. The villages in Kerala offer a feast to the eyes of the travelers by way of its panoramic view of the fields, farms, hillsides, rivers and lakes. The locals engage in fishing, farming, pottery, jute making and handicrafts

◆ Sustainable Tourism

When visiting tribes, it's important to consider whether your actions are considered supportive or exploitative by the community. Book tours with companies that are committed to local development and put a portion of their proceeds back into the community. Consider a homestay in a tribal village rather than staying in a hotel nearby, and whenever possible hire local guides and buy items directly from local merchants.

CONSIDERATIONS & LIMITATIONS

Cultural tourism supports tribal efforts in many ways. Job creation, stimulating the learning of the cultural arts, contributing to the creation of indigenous economies, encouraging cultural pride

– all are important reasons to engage in tourism. Yet this engagement must be done carefully to avoid negative impacts. Cultural boundaries must be drawn by each community on what to share and protect.

India's tribal areas are not immune to communal and political tension. Avoid travel to tribal areas during national or local electoral campaigns and major religious holidays, particularly those of minority religious groups. Before planning your trip to tribal India, one must browse Indian and international media to see if there are any issues for concern.

One of the major limitations in doing this research was the unavailability of accurate data about the exact number of tourist visiting as well as the facilities they can avail. The tourists mostly depend on the tour guides for these forms of tourism and so the guides can be biased or scared to go about a specific place or area. This can be due to the aggressive or conservative nature of the tribal people. Many tribes do not want excessive intrusion or invasion in their ways of living so they may be reluctant in welcoming too many guests in their region. But most tribes are more welcoming and eager to display and show off their ways of living to guests who can help them too in developing their community and progress along with the modern times.

CONCLUSION & RECOMMENDATIONS

If one wants to explore a unique tour and unique face of our country one should take Tribal Tours in India. They will get the most amazing experiences of their life in the Tribal Tours. They should explore something completely different and take back superb memories of the holiday. With these tours, travelers can get the opportunity to learn and know about India's tribal heritage and culture. We will be amazed to see that each region and state in India features its own unique tribes and its arts and culture. Tribal tourism is one of the newest and most upcoming forms of tourism experienced and appreciated by travellers to want a change of prospect from their regular form of travelling. This has led to a steep rise in the number of people opting for tribal tourism rather than any other form of tourism.

The tribals in India are the pro-environmental communities that are fighting to protect rivers, lands, and forests that make for their livelihood. The congruities that exist between local tribals and nature only help in making tribal territories full of exotic bio-diversities. This way the government is taking measures to promote and provide measures to boost the tribal tourism in India.

In the western part of the country, in Rajasthan and Gujarat you can witness a way of life that is colorful, while in South India, the skillful craftsmanship of Todas of Nilgiri Hills will fascinate you. Their pastoral way of life clearly brings out the beauty in simplicity. In Central India, in the picturesque Jharkhand, you will get to see the Santhals and the tribals of Bastar. The Santhals are one of the oldest tribals living in India. Again, the north-eastern tribes of India are known for their traditional songs and dances, their colorful handmade clothing and intricately woven bamboo handicrafts.

There is often more to be seen than what meets the eyes. The peoples living in tribal society are always a matter of great interest. With a well chalked out tour to any of these places, you will be able to explore the roots of a multicultural and multilingual India, where unity in diversity is the essence of national spirit.

Tribal tourism differs from mainstream tourism in many ways. In tribal cultures, forms of traditional hospitality and greetings are a part of welcoming visitors. Caring about a visitor's entire journey, not just about one stoppage is another strength that tribes can foster. Families are a part of the traditional economy, and barter within each community is important, particularly in the art-making processes. Cultural retention is often encouraged by the tourism department.

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LOCAL COMMUNITY INVOLVEMENT AND TOURISM DEVELOPMENT

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Mettupalayam**ABSTRACT**

Today Tourism is very important sector for our country's economy development and second largest industry in the world. Tourism has important features and disciplines like economics, psychology, sociology and Geography. After the second world war tourism industry flourished. Many changes occurred in Travel and Tourism. The people from every country started to go to tour with family, friends, relatives for different kind of purposes. The advantages of tourism is to provide the employment opportunity, great and mutual understanding between the two nations, world peace, development of infrastructure facilities, environment protection etc... The local community people very important for the destination development. Moreover, the community to participate in conservation programmes depends upon the various factors, including knowledge, skills, and financial resources. The local community have to employment opportunities arising from the accommodation facilities in their region. The tourism suppliers have to provide better employment opportunity, wages, training, Internship programmes. Many researchers identified a lack of knowledge among the local community people refused to participation, particularly in rural destinations. The community means a group of people who share a geographic area and are bound together by common culture, values, race, or social class. Community participation requires, in one form or another, a certain level of skill and knowledge, and community members must be prepared to improve these skills to participate effectively. According to Tosun and Timothy public media campaigns to train and educate people, thereby improving their awareness for participating in tourism development. The aim of this abstract is to establish the policy issues, for the effective involvement of local people in the tourism decision-making process, poverty alleviation.

Keywords: Local people, tourism suppliers, employment opportunity, participation, destination community.

INTRODUCTION

There are three types of community participation identified for tourism development. They are coercive community participation, induced community participation, and spontaneous community participation. Coercive community participation means the lowest level of participation. In this category the local people don't have the power or rights to deal with tourism development. The community people participation is normal only and they will receive few economic benefits. In induced community participation, the local residents comes under tourism development process, they have no actual control over the decisions. In spontaneous community participation, local residents have the rights to make accurate decisions for the tourism development.

The following table displays the local communities are involved in various activities and practices for the development of the local community. The scope of the study is confined to community participation and destination development.

The below table shows how a local community can be involved in the tourism sector

Table 1. Different forms of Community Involvement in Tourism Enterprise/ Institution Type	Nature of Local Involvement	Examples
Private business run by an outsider	Employment Supply of goods and services	Kitchen Staff, Sales of food, building materials etc
Enterprises or Informal operational sector run by a local entrepreneur	Entrepreneurship, Self-employment, and Supply of goods and services	Craft Sales Set up, Food Outlet campsites, Ancillary services like, Guide, Home stays, Food, Fuel etc
Community Enterprises	Collective Ownership, Group or Individual Management, Employment or Contributed Labour	Community Camp Site, Art and Craft Centre, Cultural Hub

Joint venture between community and private sector	Contractual Commitments, Share in the revenues, Lease or Investment in resources, Participation in Decision Making Process	Income and Expenditure sharing with the local community on agreed terms, community leases/land/resources/concession to lodge, and community holds equity in lodge.
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The tour operators sending tourists to foreign virtually far from the reach of local communities in participation, the records shows that their counterparts operating in the destinations contribute importance to community improvement initiatives through community policies and ideas. Community Conservation Service (CCS) that operates in all tourism places, tour operators also seem to help the community participation in the areas in which they conduct their programmes or sales of local products..

LITERATURE

According to Baral and Heinen, 2007 Community participation has become a common element in many development initiatives, such as community-based programmes, which assume participatory methods and has been promoted by development organizations, notably the World Bank, to address the inefficiency of highly centralized development approaches particularly in the developing world According to Ribot, 2004, Havel, 1996, Songorwa 1999, Today many development initiatives solicit the participation of all concerned stakeholders, at the relevant level, not only for the sake of efficiency and equity of the programmes, leverage of donors and demands of local communities, but also for sustainability of these initiatives. Consequently, the real outcome for soliciting such community participation is to create and produce an enabling environment needed by these stakeholders, especially local communities who have been vulnerable to negative impacts of tourism attributed partly to the fact that many tourism resources occur in their areas, to have a real stake in development activities.

This requires involving local communities in decision-making and strengthening their ability to act for themselves. One approach to achieve this is “through investments in human capital, such as education and health, investments in social capital such as local-level institutions and participatory processes, and support for community based development efforts planned and implemented from bottom up” (Havel, 1996, p.145). However, given the fact that the central point underlying people’s participation may be the degree of power distribution, these efforts are less likely to succeed unless responsive institutions and the legal and policy framework that facilitate and support local participation are in place (Havel, 1996; Tosun, 2004; Wang and Wall, 2005).

While the literature tends to suggest that community tourism has evolved from various models of community participation in development, arguably, coercive community probably refers to what Kibicho (2003) found when examining the extent to which local communities participate in Kenya’s coastal tourism. His study, among other things, identified that there is a linkage between local community involvement in tourism activities and their support for its development. It is probably important to insist from here that a key consideration.

Another way to involve and attract community participation and ultimately their support in tourism development is through local job creation (Zhao and Ritchie, 2007). Since tourism offers better labour-intensive and small scale opportunities (Chok and Macbeth, 2007; Scheyvens, 2007) and since it happens in the community, arguably, it is thought to be one of the best placed potential sources of employment opportunities for local communities, inclusive of women and the informal sector (Blank, 1989; Li, 2005; Johannesen and Skonhoft, 2005; Scheyvens, 2007). Community participation via employment opportunities, as workers or as small business operators, can be a catalyst to the development of tourism products and services, arts, crafts and cultural values, especially through taking advantage of abundant natural and cultural assets available in communities in developing countries (Scheyvens, 2007). Tosun (2000) stressed that community participation through working in the tourism industry has been recognized to help local communities not only to support development of the industry but also to receive more than economic benefits.

Various stakeholders such as private sector, government, civil societies and local people are involved in tourism development. Local communities play an important role in tourism development. They are regarded as legitimate and moral stakeholders in tourism development. Local community has to be involved in policy and decision making so that it will enhance the trust and confidence of the local people on the tourism industry. In order to improve plans and service delivery, local community involvement in decision making is very essential and it also promotes a sense of community involvement who share common goals. (Muganda, Sirima, & Ezra, 2013).

The success of rural tourism development depends on better community leadership, support and participation of local administrative systems, strategic plans, understanding, coordination and cooperation between business entrepreneurs and local leadership, support and participation of local administrative bodies, coordination and cooperation of local entrepreneurs, involvement in information supply and technical support, good convention and tourists bureaus and community support spread worldwide for tourism. Active participation of local community in tourism development is very important to achieve the goals of sustainability and to improve the welfare of the local community (Ertuna& Kirbas, 2012). Community participation in tourism helps to uphold the local culture, tradition and indigenous knowledge of the local people. It also helps in conservation of the environment and culture of the local community. Community has to actively participate in involved working, meaningful decision making and representation in structured community. The community should be in line with proper communication among the stakeholders in facilitating better decision making and sustainable growth and development (Aref, 2011).

The success of tourism development always depends on the good will and the cooperation of the local community. If local community aspirations and capabilities do not match with tourism development and planning, it may destroy the industry's potential. Local community involvement is generally considered as an important issue for the success of tourism projects. (Breugel, L, V, 2013).

Several researchers have identified various types of community participation, from manipulative participation to citizen power . Arnstein , a pioneer in this area, suggested an eight-tier hierarchy of resident participation categorised according to three groups: manipulative participation, citizen tokenism, and citizen power . Pretty developed a somewhat similar typology of community participation inclusive of three categories: manipulative participation, passive participation, and self-mobilisation. Tosun applied the typologies of Arnstein and Pretty to tourism to identify the three forms of community participation already explained: coercive participation, induced participation, and spontaneous participation . Note, however, that, in coercive community participation, residents' involvement is limited to predefined activities in accordance with decisions made by power-holders who also determine how residents will act to promote the destination and to what economic benefits they will be entitled. The residents themselves, however, have no actual power or opportunities to make their voices heard . The second form of community participation, based on Tosun's typology, is induced community participation, which is similar to citizen tokenism in Arnstein's model and consultation in Petty's typology . In induced community participation, although residents' have a voice in the tourism development process, they lack the power with which to control the decision-making processes . In short, power-holders determine whether the opinions of residents will be accepted or rejected and how they will impact the planning and development process . This type of participation often takes the form of public hearings and usually occurs late in the development planning process, once most issues have already been resolved and decisions have been made . The highest level of community participation is spontaneous participation in Tosun's model, citizen power in Arnstein's typology, and self-mobilisation and interactive participation in Petty's study. As observed previously, spontaneous participation refers to the power of residents to make decisions and control the process of development . Spontaneous participation can generate trust, ownership, and social capital among the residents should be in line with proper communication among the stakeholders in facilitating better decision making and sustainable growth and development (Aref, 2011).

The success of tourism development always depends on the good will and the cooperation of the local community. If local community aspirations and capabilities do not match with tourism development and planning, it may destroy the industry's potential. Local community involvement is generally considered as an important issue for the success of tourism projects. (Breugel, L, V, 2013).

LOCAL COMMUNITY DEVELOPMENT

According to the study thr tourism destinations promotes local community economy by selling and buying products giving employment opportunities to the local community people. The tourism destinations giving opportunity for the development of local community people by different practices providing education ,training of the local people. Wildlife areas mostly wont give opportunity to the development of local culture, local festival and fairs ,providing programmes of environmental awareness to local community and tourists. Most of the accommodation sector will not provide the importance to local people and their suggestions on conservation.

The accommodation sector should cooperate with the local community people by purchasing local products from the local community, recruiting the local people as per their qualifications and experience or without experience, and encourage and develop the local arts, crafts, exhibitions, conference, conventions , cultural products so that it will advantage to the local people and guests. The accommodation sector of the tourist

destination requires all the food items and other items from local people only. Without local community people the destination should not develop. This will be advantage to accommodation sector in cost cutting since local goods and services are less expensive. More employment opportunities to the local community people will boost the local economy. The accommodation sector have to organize Conclusion Tourism is important for country's economy development. The sustainability of tourism destination is depends the participation of local people with tourism activities. community involvement is important for tourism destination development.. local cuisine festival, local culture and other local people festivals are add-on products to tourism and providing best experiences to the tourists. The local community people helps in the conservation and preservation of environment and local culture.

In order to increase the contribution of tourism to poverty alleviation, the training programmes for local people and recruiting them, developing the local economy with happy living, and promoting the destination and infrastructure facilities.

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WOMEN BUYING BEHAVIOUR TOWARDS COSMETIC PRODUCTS WITH REFERENCE TO KOZHINJAMPARA, PALAKKAD

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ABSTRACT

The study aims to analyze the women buying behaviour towards cosmetic products with reference to Kozhinjampara, Palakkad. The questionnaires were distributed to 60 respondents and taken 47 samples for this study. The findings of the study indicated that they are purchasing cosmetic products frequently and mostly they are influenced by friends and TV advertisements. They look first the brand of the cosmetic product while they purchase. Mostly all are satisfied with the brand that they are used and because of this they recommend others to use the cosmetic product.

Keywords: Women, purchase, satisfaction, brand, advertisements

INTRODUCTION

Consumer behaviour refers to the “mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants. As a consumer we all are unique and this is reflected in our consumption pattern and process of purchase. The study of consumer behaviour provides us with reasons why consumers differ from each other in buying and using products and services. We receive stimuli from the environment and the specifics of the marketing strategies of different products and services, and responds to these stimuli in terms of buying or not buying a product. In between the stages of receiving the stimuli and responding to it the consumer goes through the process of decision making. Consumer behaviour is a term covering a broad range of consumers based on difference in age, gender, culture, taste, preference, educational level, income level etc.. This study aims to know about the women buying behaviour towards cosmetics products. Cosmetics are products used to improve or adapt the appearance of the face, fragrance or the quality of the body. Many cosmetics are intended for use of applying to the face and body. They are usually mixtures of chemical compounds derived from natural sources (such as coconut oil), or may be synthetic or artificial. Cosmetics those are functional to the face to improve one's look are also known as makeup which consist of items such as; lipstick, mascara, eye shadow, foundation, blush, highlighter, bronzer and several other products. Although modern makeup has been traditionally used mainly by women, an increasing number of men are using cosmetics usually associated to women to enhance or cover their own facial features such as blemishes, dark circles, and so on. Cosmetics are planned to be applied externally. They include, but are not limited to, products that can be applied to the face: skin-care creams, lipsticks, eye and facial makeup, towelettes, and colored contact lenses; to the body: deodorants, lotions, powders, perfumes, baby products, bath oils, bubble baths, bath salts, and body butters; to the hands/nails: fingernail and toe nail polish, and hand sanitizer; to the hair: permanent chemicals, hair colors, hair sprays, and gels. A division of cosmetics is called "makeup", refers primarily to products containing color pigments that are projected to alter the user's appearance. Manufacturers may distinguish between "decorative" and "care" cosmetics. Cosmetics that are meant to be used on the face and eye area are usually applied with a brush, a makeup sponge, or the fingertips, or a beauty blender.

REVIEW OF LITERATURE

- Abdullah Bin Junaid, Faheem Ahmed, (2013), in their study “A study on the purchase behaviour and cosmetic consumption pattern among young females in Delhi and NCR”, they revealed that as the income level of female consumers is increasing their expenditure for cosmetic product is also increasing. There is an increase in the awareness as well related to cosmetic products. One major finding is that these days female consumers prefer more of cosmetic products which are made from the natural ingredients in other words they prefer herbal cosmetic products.
- Vandana Sabharwal, Savitha Maan, Sanjeev Kumar (2014), in their study “Women buying behaviour and consumption pattern of facial skin care products, they find out that brand came out as a major factor considered by all women while purchasing. Quality, naturalness and suitability to skin type are other factors which affect purchase of skin care products. Moisturizer was found to be most prevalently used by all age group. Anti aging and toners was found to be preferred by the aged women.

OBJECTIVES OF THE STUDY

- To study what motivates the women to purchase the cosmetics products
- To know what are the factors they prefer for using cosmetic product
- To analyse the overall satisfaction towards cosmetic products used
- To know the factors which influence the most while choosing cosmetic products

LIMITATIONS OF THE STUDY

- Respondents may not be ready to give accurate data.
- Findings are based on the information given by the respondents.
- The study is mainly based on the primary data therefore, the validity of the data depends on the responses by the respondents.
- Some of the respondents skipped the questions and that data can't be taken for the study.

RESEARCH METHODOLOGY

The data required for the study were collected from both the primary sources and secondary sources. The primary data has been collected by using the pre-defined well-structured questionnaire. Totally 60 samples were collected whereas 13 are rejected. The various statistical tools applied to analyze the primary data are Percentage analysis, Chi-Square, and Ranking. In order to interpret the data to arrive at findings from the study, for effective analysis and easy understanding, the data were tabulated. The secondary data were collected from the published journals, books and websites. Descriptive research is conducted to describe a situation.

ANALYSIS AND INTERPRETATION**Table 1:-Analysis of various characteristics of the respondents**

S.No	Characteristics	Sub Categories	%
1	Age	20 – 25	63.8
		26 – 30	23.4
		Above 30	30
2	Marital Status	Single	6.7
		Married	38.3
3	Monthly family income	10000 – 20000	30.4
		20001 – 30000	41.3
		30001 – 40000	10.9
		Above 40000	17.4
4	How often do you buy cosmetic products	Rarely	40.4
		Frequently	48.9
		Very Frequently	10.7
		Do not shop	0
5	Factor influence the most while choosing cosmetic brand	Family	14.9
		Friends	34
		Advertisement	34
		Colleagues	17
6	Kind of advertisement has influence to choose cosmetic brands	Print Media	0
		TV Advertisement	61.7
		Bill Boards	8.5
		Online Advertisement	29.8
7	Look first when purchase the cosmetic product	Price	10.6
		Features	36.2
		Advertisement	10.6
		Brand	42.6

		Packaging	0
8	Motivates to purchase the cosmetics	To be Stylish	21.7
		To get Confidence	43.5
		To be Trendy	32.6
		Impact of Advertisement	2.2
9	Place preferred to purchase cosmetic products	Convenient store	31.9
		Medical shop	0
		Internet	29.8
		Shopping mall	23.4
		Super market	14.9
10	Recommend cosmetic brand depending on your past experience	Yes	68.1
		No	10.6
		May be	21.3
11	Overall satisfaction towards cosmetic products used	Highly satisfied	10.6
		Satisfied	61.7
		Moderately satisfied	27.7
		Dissatisfied	0
		Highly dissatisfied	0

Interpretation

From the above table it is easy to identify that out of 47 respondents 63.8% of respondents are under the age group of 20 – 25, 38.3% of respondents are married, 41.3% of respondents have monthly income of Rs 20001 to 30000, 48.9 % of respondents buy cosmetic products frequently, 34% of the respondents are influenced by advertisement and friends to purchase cosmetic products, 61.7% are influenced by TV advertisement to choose cosmetic products, 42.6% respondents are look first brand of the product when they are purchasing cosmetics, 43.5% of the respondents are motivated to purchase cosmetic products to get confidence, 31.9% are preferred convenient store to buy cosmetics, 68.1% are recommended other to purchase cosmetic products and 61.7% of the respondents are satisfied with the cosmetics products that they are used.

Table 2: -Showing the factors which make the respondents to use the cosmetic product

Factors for using cosmetic products	Percentage	Rank
Facial care	25	1
Young look	16	6
Occupational requirement	13	8
Improving self image	14	7
Better feeling	18	5
Medical Purpose	11	9
Being fashionable	20	4
Attracting Men	8	10
Influenced by advertisements	23	2
Being trendy	22	3

From the above table it is very clear that the respondents are mostly using the cosmetic products for facial care and followed by influenced by advertisements, being trendy, being fashionable, better feeling, young look, improving self image, occupational requirement, medical purpose and using least for attracting men.

Table 3: - Showing the relationship between age and the influencing factor of purchase of cosmetic products

Age	Influencing Factor				
	Family	Friends	Advertisement	Colleagues	Total
20 – 25	9	6	9	6	30
26 – 30	1	3	5	2	11
Above 30	0	4	2	0	6
Total	10	13	16	8	47

O	E	O-E	(O-E)^2	(O-E)^2/E
9	6.38	2.62	6.86	1.08
1	8.3	-7.3	53.29	6.42
0	10.21	-10.21	104.24	10.21
6	5.11	0.89	0.79	0.16
3	2.34	0.66	0.44	0.19
4	3.04	0.96	0.92	0.30
9	3.74	5.26	27.67	7.40
5	1.87	3.13	9.80	5.24
2	1.28	0.72	0.52	0.41
6	1.66	4.34	18.84	11.35
2	2.04	-0.04	0.00	0.00
0	1.02	-1.02	1.04	1.02
				43.76

Hypothesis:- There is no significant connection between the age and the influencing factor to purchase the cosmetic products

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

$$= \frac{(O - E)^2}{E} = 43.76$$

INTERPRETATION

The table value of chi square at 5% level for 6 degrees of freedom is 12.59. The calculated value of chi square is 43.76 and which is greater than the table value, so the hypothesis is rejected.

CONCLUSION

It is to be concluded that the respondents are frequently purchasing the cosmetic products and mostly they are influenced by friends and TV advertisements. They look first the brand of the product while they purchase and they are motivated to purchase because to get confident. The respondents are mostly using the cosmetic products for facial care. Mostly they recommend others to purchase cosmetics because they are satisfied with the brand that they are used.

"A STUDY ON THE EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT AMONG THE EMPLOYEES WITH SPECIAL REFERENCE TO SAKTHI SUGARS LIMITED, COIMBATORE"

Dr. K. Thirumalaisamy, Dr. I. Maria Yesuraja and A.Bellaro John Regan

INTRODUCTION

HRM is concerned with the human beings in an organization. "The management of man" is a very important and challenging job because of the dynamic nature of the people. No two people are similar in mental abilities, tacticians, sentiments, and behaviors; they differ widely also as a group and are subject to many varied influences. People are responsive, they feel, think and act therefore they can not be operated like a machine or shifted and altered like template in a room layout. They therefore need a tactful handing by management personnel."

NATURE OF HRM

HRM is a management function that helps managers to recruit, select, train and develop members for an organization. HRM is concerned with people's dimension in organizations. The following aspects constitute the core of HRM:

1. HRM Involves the Application of Management Functions and Principles. The functions and principles are applied for acquiring, developing, maintaining and providing remuneration to employees in organization.
2. Decision Relating to Employees must be integrated. Decisions on different aspects of employees must be consistent with other human resource (HR) decisions.
3. Decisions Made Influence the Effectiveness of an Organization. Effectiveness of an organization will result in betterment of services to customers in the form of high quality products supplied at reasonable costs.
4. HRM Functions are not confined to Business Establishments Only but applicable to non-business organizations such as education, health care, recreation and like.
5. HRM refers to a set of programmes, functions and activities designed and carried out in order to maximize both employee as well as organizational effectiveness.

FUNCTIONS OF HRM

Human Resources management has an important role to play in equipping organizations to meet the challenges of an expanding and increasingly competitive sector. Increase in staff numbers, contractual diversification and changes in demographic profile which compel the HR managers to reconfigure the role and significance of human resources management.

The functions are responsive to current staffing needs, but can be proactive in reshaping organizational objectives. All the functions of HRM are correlated with the core objectives of HRM . For example personal objectives are sought to be realized through functions like remuneration, assessment etc.

HR management can be thought of as seven interlinked functions taking place within organizations, as depicted in Figure below. Additionally, external forces—legal, economic, technological, global, environmental, cultural/geographic, political, and social—significantly affect how HR functions are designed, managed, and changed.

1. Strategic HR Management

As a part of maintaining organizational competitiveness, strategic planning for HR effectiveness can be increased through the use of HR metrics and HR technology. Human resource planning (HRP) function determine the number and type of employees needed to accomplish organizational goals.

HRP includes creating venture teams with a balanced skill-mix, recruiting the right people, and voluntary team assignment. This function analyzes and determines personnel needs in order to create effective innovation teams. The basic HRP strategies are staffing and employee development.

2. Equal Employment Opportunity

Compliance with equal employment opportunity (EEO) laws and regulations affect all other HR activities.

3. Staffing

The aim of staffing is to provide a sufficient supply of qualified individuals to fill jobs in an organization. Job analysis, recruitment and selection are the main functions under staffing.

Workers job design and job analysis laid the foundation for staffing by identifying what diverse people do in their jobs and how they are affected by them. Job analysis is the process of describing the nature of a job and specifying the human requirements such as knowledge, skills and experience needed to perform the job. The end result of job analysis is job description. Job description spells out work duties and activities of employees.

Through HR planning, managers anticipate the future supply of and demand for employees and the nature of workforce issues, including the retention of employees. So HRP precedes the actual selection of people for organization. These factors are used when recruiting applicants for job openings. The selection process is concerned with choosing qualified individuals to fill those jobs. In the selection function, the most qualified applicants are selected for hiring from among the applicants based on the extent to which their abilities and skills are matching with the job.

4. Talent Management and Development

Beginning with the orientation of new employees, talent management and development includes different types of training. Orientation is the first step towards helping a new employee to adjust himself with the new job and the employer. It is a method to acquaint new employees with particular aspects of their new job, including pay and benefit programmes, working hours and company rules and expectations.

Training and Development programs provide useful means of assuring that the employees are capable of performing their jobs at acceptable levels and also more than that. All the organizations provide training for new and inexperienced employee. In addition, organization often provide both on the job and off the job training programmes for those employees whose jobs are undergoing change.

Likewise, HR development and succession planning of employees and managers both are necessary to prepare for future challenges. Career planning has developed as result of the desire of many employees to grow in their jobs and to advance in their career. Career planning activities include assessing an individual employee's potential for growth and advancement in the organization.

Performance appraisal includes encouraging risk taking, demanding innovation, generating or adopting new tasks, peer evaluation, frequent evaluations and auditing innovation processes. This function monitors employee performance to ensure that it is at acceptable levels or not. This strategy appraises individual and team performance so that there is a link between individual innovativeness and company profitability. Which tasks should be appraised and who should assess employees' performance are also taken into account.

5. Total Rewards

Compensation in the form of pay, incentives and benefits are the rewards given to the employees for performing organizational work. Compensation management is the method for determining how much employees should be paid for performing certain jobs. Compensation affects staffing and in the matter of staffing; people are generally attracted to organizations offering a higher level of pay in exchange of the work performed.

6. Risk Management and Worker Protection

HRM addresses various workplace risks to ensure protection of workers by meeting legal requirements and being more responsive to concern for workplace health and safety along with disaster and recovery planning.

7. Employee and Labor Relations

The relationship between managers and their employees must be handled legally and effectively. Employer and employee rights must be addressed. It is important to develop, communicate and update HR policies and procedures so that managers and employees alike know what is expected. In some organizations, union/management relations must be addressed as well.

REVIEW OF LITERATURE

Ayanda (2012) conducted a study on the innovative HRM practices in Nigerian banking sector. The effect of innovative HRM practices on the financial performance of banks in Nigeria was examined in this study. Results indicated that strategic integration and devolvement of HRM were practiced to a moderate extent in the Nigerian banking sector. Findings also showed that innovative HRM practices as represented by innovative HRM alignment, documented HRM strategy, committee membership, line management devolvement and line management training had significant positive effect on firm's financial performance. The study also recommended that organizations should pay more attention to the implementation of innovative HRM practices with a view to improving the degree of their impact on firm's financial performance.

Jain et al. (2012) highlighted the extent to which innovative HRM practices were being adopted by both Indian and foreign firms operating in India. Their research also examined perceptions. The results showed a difference

in the way the foreign firms see its human resource management innovations (HRMI) in contrast to the way Indian firms do. There was a greater emphasis on parent subsidiary alignments in foreign MNCs something that Indian MNC had less as a concern. As per the study, the Indian MNCs were clearly focused on managing performance from within, and had put in place innovative culture building practices. In contrast, foreign MNCs emphasised on keeping the balance between parent and subsidiary and looked for HRMI practices from across their subsidiaries in various global areas. Foreign MNCs also tended to be conscious of the cost and performance aspects more than Indian MNCs.

Savaneviciene and Stankeviciute (2010) explored the —black-box between HRM and organisational performance. On the basis of an intense literature review, they provided an insight into HRM drawing a conclusion that there is no single agreed or fixed list of human resource (HR) practices which are used to define human resource management. However, in the same study, four performance measures were identified which could define how well an organisation is being performed in the line with all the HRM practices. These were: HR related outcomes (affective, cognitive and behaviour); organizational outcomes (productivity, quality, efficiencies); financial outcomes (profit, sales); market based outcomes (market value).

Vermeeren et al. (2009) conducted a study with an aim to gain insight into the relationship between HRM and the quality of public service in order to help public organizations improve their performance by means of better HRM policies. For the analysis two different data bases were used. The data bases provided them with data about employee well being and data about the performance of municipalities. The data of both surveys were aggregated on the organizational level, with the result that data could be compared among thirty five different municipalities in the Netherlands. Structure equation modelling was used for establishing this relationship. Based on the secondary data analysis both hypotheses were confirmed, showing that a) in organizations with a more performance oriented HRM system, employees had a more positive attitude and behavior towards their job and b) organizations in which employees showed a more positive attitude and behavior towards their job would reach better organizational public service performance.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

1. To Know the personal profile of the respondents.
2. To Find Out the practices of Human resource management.
3. To Study the effectiveness of Human Resource Management.
4. To Find out the influence of HRM on the attitude of the employees.
5. To Study the impact of HRM on the behaviour of the employees.

RESEARCH DESIGN

The study is Descriptive in nature. Descriptive Research Design includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present.

UNIVERSE OF THE STUDY

The aggregate of all the units pertaining to the study is called the population of the universe. The Researcher selected the Employees from Sakthi Sugars Limited, Coimbatore, in that industry 182 employees are working in different positions. Hence the universe of the study is 182.

SAMPLING DESIGN

In the research study the researcher adapted the Simple Sampling Random Techniques in which lottery method was used to select the samples. This method is under the method of Probability Sampling Method. The size of the Sample is 60 respondents. The researcher collected the data from the respondents through Questionnaire with the help of Self Prepared Questions.

DISTRIBUTION SHOWING SOCIO DEMOGRAPHIC PROFILE OF THE RESPONDENTS

SL.NO	ITEMS	FREQUENCY	PERCENTAG (%)
1	AGE		
	Below 25	3	5.0
	26-30	8	13.3
	31-40	13	21.7
	41-50	19	31.7

	Above40	17	28.3
2	GENDER		
	Male	42	70.0
	Female	18	30.0
3	MARTIAL STATUS		
	Married	52	86.7
	Unmarried	18	13.3
4	EDUCATION QUALIFICATION		
	Sslc	2	3.3
	Hsc	7	11.7
	Diploma	13	21.7
	Ug	33	55.0
	Pg	5	8.3
	Others		
5	EXPERIENCE		
	Above 5 years	16	26.7
	6-10years	13	21.7
	11-15years	10	16.7
	16-20years	4	6.7
	21&above	17	28.3
6	CORPORATE EXPERIENCE		
	Less than 1 years	7	11.7
	1-5years	18	30.0
	6-10years	14	23.3
	10-15years	4	6.7
	Above 15years	17	28.3
7	WORKING CURRENT POSITION		
	Less than 1 years	6	10.0
	1-2years	11	18.3
	2-3years	15	25.0
	3-4years	7	11.7
	More than 5 years	21	35.0
8	INCOME		
	10000-20000	8	13.3
	21000-30000	17	28.3
	31000-40000	17	28.3
	41000-50000	6	10.0
	50000&above	11	18.3

DISTRIBUTION SHOWING THE LEVEL OF PRACTICE OF HUMAN RESOURCE MANAGEMENT

S.NO	PRACTICE OF HRM	FREQUENCY	PERCENTAGE
1	Low	2	3.30
2	Moderate	18	30.00
3	High	40	66.70
	Total	60	100.00

The above table shows about the level of practice of human resource management. 40 (66.7%) of the respondent are high level of practice of human resource management, 18 (30.0%) of the respondent moderate level of HRM, 2 (3.3%) of the respondent are low level of practice of HRM.

DISTRIBUTION SHOWING THE LEVEL OF EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT

S.NO	PRACTICE OF HRM	FREQUENCY	PERCENTAGE
1	Low	2	3.30
2	Moderate	18	30.00
3	High	40	66.70
	Total	60	100.00

The above table shows about the level of effectiveness of human resource management. 34 (56.7%) of the respondent are high level of effectiveness of HRM, 24 (40.0%) of the respondent moderate level of effectiveness of HRM, 2 (3.3%) of the respondent are low level of effectiveness of HRM.

DISTRIBUTION SHOWING THE ATTITUDE OF THE COMPANY

S.NO	ATTITUDE OF HRM	FREQUENCY	PERCENTAGE %
1	Low	2	3.30
2	Moderate	9	15.00
3	High	49	81.70
	Total	60	100.00

The above table shows about the level of attitude of human resource management. 49 (81.7%) of the respondent are high level of attitude, 9(15.0%) of the respondents have moderate level of attitude, 2(3.3%) of the respondent have low level of attitude of the company.

DISTRIBUTION SHOWING THE LEVEL OF BEHAVIOUR OF HUMAN RESOURCE MANAGEMENT

S.NO	BEHAVIOUR	FREQUENCY	PERCENTAGE%
1	Low	4	6.70
2	Moderate	11	18.30
3	High	45	75.00
	Total	60	100.00

The above table shows about the level of behavior of human resource management. 45(75.0%) of the respondent are high level of behavior of HRM, 11(18.3%) of the respondent are moderate of HRM, 4(6.7%) of the respondent are low level of behavior of HRM.

SUGGESTIONS

- The relationship between the employees and management must be more effectiveness.
- The trade union must stand for the benefits of laborers and not for the benefits of the management.
- There should be a team-work between the office staff as well as laborers for the hand by hand development of the company as well as labors.
- Proper training and welfare measures must be given to the employees.

CONCLUSION

The Human Resource Management is the major important aspect in any organization. In today's managerial aspect' of people management, it is a challenge for human resource management to manage and to resolve conflicts and to out come to show its effectiveness. The main aim of the researcher is to know the level of effectiveness of HRM and their relation for organizational growth. The conclusion of the study reveals that the level of effectiveness is moderate but the level of effectiveness and organizational development relation is positive and the level is high. So as researches analysis the human resource management has a great vital role in the development of any organization.

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**“A STUDY ON THE EFFECTIVENESS OF EMPLOYEES ENGAGEMENT
WITH SPECIAL REFERENCE TO V.GUARD INDUSTRIES LTD, COIMBATORE”****A. Bellaro John Regan¹, Dr. I. Maria Yesuraja² and Dharsana M³**Assistant Professor¹, Professor² and Student³, Department of Social Work, Sree Narayana Guru College,
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INTRODUCTION

Employee Engagement is a workplace approach resulting in the right conditions for all members of an organization to give their best each day. Employee Engagement is based on trust, integrity, a two-way commitment and communication between an organization and its members. It is an approach that increases the chances of business success, contributing to organizational and individual performance, productivity and well-being.

WHY IS EMPLOYEE ENGAGEMENT SO IMPORTANT?

There is more and more convincing evidence that improving employee engagement can significantly improve the company's performance across several key areas, such as;

- ▶ Profitability
- ▶ Productivity
- ▶ Customer Satisfaction
- ▶ Innovation
- ▶ Health and Safety
- ▶ Sickness and Absence
- ▶ Turnover and wellbeing

TEN C'S OF EMPLOYEE ENGAGEMENT

Connect: In a company, every employee should be valued and these values come with a good relationship that is possible through good connections.

Carrier: Every employee looks for career growth. It is possible only when the employees are given an opportunity to perform challenging tasks in their respective domains.

Clarity: The mission and vision of the company should be clear to every employee so that they can plan their goals with respect to their career growth.

Convey: In any company, communication should be maintained transparent to avoid any misunderstanding. Conveying information in a clear manner is an extremely important function.

Congratulate: Every employee should be congratulated and appreciated, when they produce extraordinary work output. It keeps them motivated

Contribute: Being a leader, it is mandatory for any manager to support and contribute their subordinates in achieving their goals.

Control: Being in control helps in performing a task in a balanced way and produce successful output. Hence, a leader should always encourage his employees to be in control while taking any official decision.

Collaborate: Trust is an important binding factor that helps in collaborating all the employees together for achieving the goals for themselves and for the organization.

Credibility: In any organization, every employee should be ethical and honest, where the leader is credible for the employees.

Confidence: Confidence among employees is very important for the betterment of the organization. So, it is the primary role of a leader to instill confidence among the employees.

BENEFITS OF EMPLOYEE ENGAGEMENT

1. **Employee Satisfaction:** Research indicates that if employees are engaged with the company, their job satisfaction levels increase. Employees that are engaged and satisfied are very invested in the success of the business and have a high level of commitment and loyalty. Satisfied employees play a key role in your

organization, as the ambassadors of the company. They promote and support the company's mission, strategy and brand.

2. **Productivity:** Engaged employees are often top performers, those committed to 'Going the Extra Mile' to achieve business success. As an employee becomes more engaged their absenteeism lowers and their motivation increases leading to increased productivity. What this means is that the more engaged the employee is the more efficient and driven to succeed they become. As per a research done by the Hay Group 'The offices with engaged employees were as much as 43% more productive'.
3. **Retention & Recruitment:** Retaining good employees is a key to the success of every business. Employees who are engaged significantly lower the risk of turnover for the company. As engaged employees are more invested in the success of the company, they also become more loyal. Simply put, when employees are satisfied and engaged they are far more likely to stay with the organization. Coupled with retention, businesses that have a highly engaged workforce have an increased ability to attract new, qualified employees.
4. **Innovation:** There is a close relationship between innovation and employee engagement. Engaged employees perform at a higher level and bring passion and interest to their job, which often leads to innovation in the workplace. As highly engaged employees feel they have a real stake in the organization, they strive to efficiently create new products, services and processes. Collaboration in the workplace amongst engaged employees and top management also leads to overall organizational growth.
5. **Profitability:** Companies with more engaged employees tend to have higher profitability rates. When the employees are engaged, they become more productive and efficient, positively affecting the company's bottom line. Increased performance and innovation can also be a factor in improving the work and organizing it in a way that everything gets done.

REVIEW OF LITERATURE

Kevin Kruse (2012) Employee engagement is the emotional commitment the employee has to the organization and its goals. This emotional commitment means engaged employees actually care about their work and their company.

Erickson (2005) in his study found that, Engagement is a desirable condition, where an organization connotes involvement, commitment, passion, enthusiasm, focused effort and energy among employees. It has both attitudinal and behavioural components

Luthans and Peterson (2002) elaborated on Kahn's work on employee engagement, which provides a convergent theory for Gallup's empirically derived employee engagement. They opined that to be emotionally engaged is to form meaningful connections with others and to experience empathy for them. In contrast, being cognitively engaged refers to those who are acutely aware of their mission and role in their work environment

RESEARCH METHODOLOGY

Objectives of the Study

- ▶ To study the Personal Profile of the Employees
- ▶ To know the Organizational Culture of the Concern
- ▶ To analyze the Factors contributing to Employee Engagement
- ▶ To find out the Effectiveness of Employee Engagement among the employees

Research Design

The study is Descriptive in nature. Descriptive Research Design includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present.

Universe of the Study

The aggregate of all the units pertaining to the study is called the population of the universe. The Researcher selected the Employees from V .Guard Industries Ltd, Coimbatore, There 145 Employees are working. Hence the Universe of the Study is 145.

Sampling Design

In the research study the researcher adapted the Simple Random Sampling technique in which the lottery method was used to select the samples of the study. The simple random technique is comes under the Probability Sampling Method. The size of the Sample is 60 respondents. The researcher collected the data from the respondents through Questionnaire with the help of Self Prepared Questions.

FINDINGS**Related To Personal Profile**

- Majority of the respondents (41.70) belong to the age group 26-30
- Majority of the respondents (88.30) belong to the gender male.
- Majority of the respondents (21.70) are the designation production and accounts department.
- Majority of the respondents (21.70) belong to the department production and accounts department.
- Majority of the respondents (58.30) are educational UG/PG.
- Majority of the respondents (78.30) are married.
- Majority of the respondents (43.30) are experience at this concern group 6-10.
- Majority of the respondents (98.30) are the experience before group 0-5.
- Majority of the respondents (38.30) are the no.of year of experience group 6-10.
- Majority of the respondents (50.00) are the remuneration group above 20000.

Related To Chi Square

- There is no significant association between age and work culture.
- There is no significant association between department and work culture
- There is no significant association between education and work culture
- There is no significant association between experience and work culture
- There is no significant association between remuneration and work culture.
- There is no significant association between age and employee effectiveness.
- There is no significant association between department and employee effectiveness.
- There is no significant association between education and employee effectiveness.
- There is no significant association between experience and employee effectiveness.
- There is no significant association between remuneration and employee effectiveness.

Related To Correlation

- There is no significant relationship between age and factors contribute.
- There is no significant relationship between department and factors contribute
- There is no significant relationship between education and factors contribute
- There is no significant relationship between experience and factors contribute
- There is no significant relationship between remuneration and factors contribute.

SUGGESTIONS

Employee engagement, similar to any company foundation is some values. The management should take the following measures to increasing the rate of employee engagement.

Encourage individuality: Employees can bring their whole, authentic selves to work, and then tend to feel more engaged. Ask them about their personal loves and uncover what drives them. Simply learning about their favourite. Engagement falls when employee are told to be identical drones. Encourage their personalities to shine.

Celebrate personal wins: If someone on your team hits their monthly or quarterly goal, make it a win for your department or the whole company. Announce it to the rest of them and celebrate personal wins.

Incentives goals: Create some healthy competition and reward excellent performance with incentives for successful goal achievement.

Gather and celebrate: Get the whole team together and welcome the new comer by having a simple tea time session in the office. This way new person can get to know everyone in the department.

Problem solving meetings: Everyone takes a different approach problem solving. Schedule meetings where you reveal a big problem facing the company with complete transparency. Employee will feel more engaged in company outcomes and they might just solve a few problems.

CONCLUSION

The descriptive study sought to describe the opinions of the employees on the factors that contribute to employee engagement and the effectiveness of Employees Engagement in the work place. The study included 60 employees as sample. A questionnaire was used to collect data. Data was analyzed by using descriptive statistics. The study findings provided answers to the question related to factors contributing to employee engagement at V-Guard Pvt. Ltd. The findings of the study revealed the main reason for engagement. The employee engagement towards their job is good and they also maintain a good level of relationship with their supervisors / co workers. It was also found from the findings that the employee suggested the following measures **Encourage individuality, Celebrate personal wins, Incentives goals, Gather and celebrate: Problem solving meetings** to increase employee engagement at V-Guard Pvt. Ltd.

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“A STUDY ON THE IMPACT OF TRAINING AND DEVELOPMENT AMONG THE EMPLOYEES WITH SPECIAL REFERENCE TO UNIVERSAL HEAT EXCHANGERS LTD, COIMBATORE”

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INTRODUCTION

Training is concerned with imparting developing specific skills for a particular purpose. Training is the act of increasing the skills of an employee for doing a particular job. Training is the process of learning a sequence of programmed behaviour. Training is a learning process that seeks to bring about permanent improvement in the ability and behaviour of employees by enabling them to learn new skills, knowledge, attitude and behavior. Training in a general sense refers to a planned effort by an organization to facilitate employees in acquiring skill, attitude and behavior that are critical for successful performance on the job.

Development is all those activities and programme when recognized and controlled have substantial influence in changing the capacity of the individual to perform his assignment better and ingoing so all likely to increase his potential for future assignments. Thus, management development is a combination of various training programme, though some kind of training is necessary, it is the overall development of the competency of managerial personal in the light of the present requirement as well as the future requirement. Development an activity designed to improve the performance of existing managers and to provide for a planned growth of managers to meet future organizational requirements is management development.

TYPES OF TRAINING

Induction training: Also known as orientation training given for the new recruits in order to make them familiarize with the internal environment of an organization. It helps the employees to understand the procedures, code of conduct, policies existing in that organization.

Job instruction training: This training provides an overview about the job and experienced trainers demonstrates the entire job. Addition training is offered to employees after evaluating their performance if necessary.

Vestibule training: It is the training on actual work to be done by an employee but conducted away from the work place.

Refresher training: This type of training is offered in order to incorporate the latest development in a particular field. This training is imparted to upgrade the skills of employees. This training can also be used for promoting an employee.

Apprenticeship training: Apprentice is a worker who spends a prescribed period of time under supervisor

Team Training:

- ▶ Some reasons for team training include the following:
- ▶ Improving communication
- ▶ Making the workplace more enjoyable
- ▶ Motivating a team
- ▶ Getting to know each other
- ▶ Getting everyone “onto the same page,” including goal setting
- ▶ Teaching the team self-regulation strategies
- ▶ Helping participants to learn more about themselves (strengths and weaknesses)
- ▶ Identifying and utilizing the strengths of team members
- ▶ Improving team productivity
- ▶ Practicing effective collaboration with team members

Safety Training; Safety training is a type of training that occurs to ensure employees are protected from injuries caused by work-related accidents. Safety training is especially important for organizations that use chemicals or other types of hazardous materials in their production. Safety training can also include evacuation plans, fire drills, and workplace violence procedures.

IMPORTANCE OF TRAINING AND DEVELOPMENT

Optimum Utilization of Human Resources

Training and Development helps in optimizing the utilization of human resource that further helps the employee to achieve the organizational goals as well as their individual goals.

Development of Human Resources

Training and Development helps to provide an opportunity and broad structure for the development of human resources' technical and behavioral skills in an organization. It also helps the employees in attaining personal growth.

Development of skills of employees

Training and Development helps in increasing the job knowledge and skills of employees at each level. It helps to expand the horizons of Human intellect and an overall personality of the employees.

Productivity

Training and Development helps in increasing the productivity of the employees that helps the organization further to achieve its long-term goal.

Team spirit

Training and Development helps in inculcating the sense of team work, team spirit, and team collaborations. It helps in inculcating the zeal to learn within the employees.

Organization Culture

Training and Development helps to develop and improve the organizational health culture and effectiveness. It helps in creating the learning culture within the organization.

Profitability

Training and Development leads to improved profitability and more positive attitudes towards profit orientation.

BENEFITS OF TRAINING & DEVELOPMENT

- Faster learning of new skills
- Increased productivity
- Standardization of procedures
- Reduced need of supervision
- Increased motivation and morale of the employees
- Economy of operations
- Managerial development
- Increase of the confidence level
- Learning of new skills
- Helps in career advancement and higher earnings.
- Developing resilience to change
- Improving safety at the workplace
- Helping in teamwork and hence improving interpersonal relationship

REVIEW OF LITERATURE

Ojha and Puthali (2013) studied the necessity of evaluation of training that calls for the development of the technical knowledge and skills required for fresher and associates working in different departments of pharmaceutical industry. They described selected successful models of training and development, methods of training needs assessment for and managerial techniques those contribute to lost productivity and morale and build the confidence in employees. Researchers observed career growth of working professional as they adapted new skills and technologies due to trainings.

Raymond Noel and Neal Schmitt (1986) studied influence of trainee attitudes on training effectiveness. They stated that the influences of trainees' characteristics on training effectiveness have focused on the level of ability necessary to learn program content. Motivational and environmental influences of training effectiveness have received little attention. This analysis integrates important motivational and situational factors from organizational behaviour theory and research into a model which describes how trainees' attributes and attitudes may influence the effectiveness of training.

RESEARCH METHODOLOGY

Objectives of the Study

- ▶ To Study the Personal Profile of the Respondents
- ▶ To Examine the Impact of Training and Development among the Employees
- ▶ To Analyze the Change in the Behaviour of the Employees
- ▶ To Find out the Performance Level of Employees.

Research Design

The study is Descriptive in nature. Descriptive Research Design includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present.

Universe of the Study

The aggregate of all the units pertaining to the study is called the population of the universe. The Researcher selected the Employees who working in three Units of Universal Heat Exchangers Ltd, Coimbatore in the 120 employees are working. Hence the Universe of the Study is 120.

Sampling Design

In the research study the researcher adapted the proportionate stratified random sampling method for selecting the samples. This simple random technique is under the Probability Sampling Method in which the researcher used for collecting the data from the samples.

Unit I = 38 Employees

Unit II = 40 Employees

Unit III = 42 Employees

Proportionate Population Formula

Actual Employees in a Unit / Total Employees in all 3 Units x Expected Samples

The size of the Sample is 60 respondents. The researcher collected the data from the respondents through Questionnaire with the help of Self Prepared Questions.

FINDINGS

TABLE NO: 01 DISTRIBUTION SHOWING THE IMPACT OF TRAINING AND DEVELOPMENT OF THE RESPONDENT

S.NO	LEVEL	FREQUENCY	PERCENTAGE[%]
1	High	59	98.30
2	Low	1	1.70
	Total	60	100.00

The above table reveals that the impact of training and development adopted in UHE Pvt Ltd among the 60 respondents (98.30) have High level of for impact of training and development, (1.70) have the low level of impact of training and development .

TABLE NO: 02 DISTRIBUTION SHOWING THE CHANGE BEHAVIOUR OF THE RESPONDENT EMPLOYEES

S.NO	LEVEL	FREQUENCY	PERCENTAGE[%]
1	Low	19	31.70
2	High	41	68.30
	Total	60	100.00

The above table reveals that the level of changing behaviour adopted in UHE Pvt Ltd among the respondents (68.30%) have high level of changing behaviour, (31.70%) have low level of changing behaviour.

TABLE NO :03 DISTRIBUTION SHOWING THE PERFORMANCE LEVEL OF THE RESPONDENT EMPLOYEES

S.NO	LEVEL	FREQUENCY	PERCENTAGE[%]
1	High	1	1.70
2	Low	59	98.30
	Total	60	100.00

The above table reveals that the level of performance level adopted in the UHE Pvt Ltd among the 60 respondent (98.30%) have the high level of performance level, (1.70%) have the low level of the performance level.

SUGGESTIONS

Impact of training and development, is a new and existing method employees can they facing many challenges. the management should take the following measures to increasing the rate of training and development. Provide adequate training program to each and every person arranged accordingly. The result of the training program also should be analysed and training should be arranged periodically. Provide employees motivation program and other training programs for the development towards profit making. The training objectives are in keeping with skills needs and abilities of the trainee and it is that provides to be the major reason for success of the training as whole. Making impact training and development process and entirely in the house activity to reduce cost. Training has to be continuous and should be taken from line manager/ supervisor and from peers to find out the effectiveness and valuation of training. On the job training and off the job training is equally important. Provide both the training continuously to the employees.

CONCLUSION

The study findings provided answers to the question related to factors contributing to impact of training and development at Universal Heat Exchangers Pvt. Ltd. The findings of the study revealed the main reasons for the impact of training and development. Even though training and development prevail in the company. It never affects the output of Universal Heat Exchangers Pvt. Ltd. The impact of training and development towards their job is good and they also maintain a good level of relationship with their supervisors / co workers. It was also found from the findings that the employee suggested to provide medical facilities within the company premises, to provide non monetary benefits and better work condition to increase impact of training and development Universal Heat Exchangers Pvt. Ltd.

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A STUDY ON PSYCHOLOGICAL PROBLEMS FACED BY WORKING WOMEN

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INTRODUCTION

The liberated woman has come to the face today. The term chiefly implies a woman who is independent economically. For other things a woman still needs her husband and family. She cannot be liberated in matters of marriages and family otherwise she will not be accepted by society. When we consider the problems of a working woman in our society, her domestic life comes to mind immediately. The woman who works for financial reasons has to face many problems. They have to work in an office or organization, full-time. Often she is sniggered at; people make passes at her and criticize her work just because she is a woman. However hard working she might be in her work, there are people ready to find faults in her work in order to harass her if she does not submit to their lewd advances. And the poor woman cannot report against these people for fear of losing her job or her reputation in the eyes of colleagues, family or society. She, indeed, has to keep walking on a razors edge all the time.

ISSUES AND PROBLEMS FACED BY WOMEN

- Selective abortion and female infanticide
- Sexual harassment
- Domestic violence
- Inadequate Nutrition
- Domestic violence and status in the family
- Violence against women
- Gender discrimination
- Problems of female education
- Problems related to unemployment
- Balancing Work-Family Life
- Unequal Pay

PSYCHO-SOCIAL PROBLEMS OF WOMEN WORKING

The term psycho-social refers to one's psychological development in and interaction with a social environment. Psycho-social problems, which can greatly affect one's life, one's work, family and one's domestic life; can be mild to most severe in terms of how pervasive and to what extent a person exhibits the features of a personality disorder. Those with a psycho-social problem possess several distinct features including disturbances in self-image; inability to have successful interpersonal relationship; inappropriateness of range of emotions and ways of perceiving themselves, others and the world and differently possessing improper impulse control. Modern scientific and technological development has created a lot of exposure in man's life. Today, human life is full of numerous hardships, conflicts and problems related to satisfaction of basic needs and psychological needs. Traditionally, it had been perceived that men are more subject to psycho-social problems because of varied responsibilities being the provider of the family. But in recent times, this perception has changed. Women face more psychosocial problems now as a result of her changing roles and bearing dual responsibilities, one in family and other at job. Various psycho-social problems like anxiety, frustration, mental illness, distress, depression, stress, anger, phobias and other various social and emotional distresses.

CHALLENGES OF WORKING WOMEN

- Unequal Pay Structure
- Transportation Issues
- Difficult to Maintain Work-Life Balance

CAUSES OF STRESS IN WORKING PLACE

- Work/ Life balance
- Friendships and family life
- Concern over remuneration and the gender pay gap
- Lack of job satisfaction
- Mental stress, especially depression
- Career stress (caring for others in the home)
- Career progression
- Weak superannuation funds

REVIEW OF LITERATURE

- **Armstrong (2017)** revealed that higher level employees in her book stated that there is positive change in the political, economic and social status of middle class working and non-working women living in four cities in Maharashtra with the advent of independence. Care more for self-actualizing values like advancement, recognition and independence whereas lower level employees care more for salary, fringe benefits and happiness.
- **Sandhu and Singh (2015)** reported that motivation factors viz. feeling of achievement, ability utilization, recognition and rewards, creative work freedom of expression and scope for professional growth contributed comparatively more to job satisfaction than factors like behavior of immediate officers, job security and advancement, adequacy of salary, administrative setup and social status attached to the job.
- **Henley (2003)** stated that the feminine stereotype depicts women as being more concerned than men about their bodies, their clothing, and their appearance in general; as is often the case, there is both truth and reason to the stereotype. Women are subject to a great deal more observation than men; their figures and clothing; their attractiveness is the criteria by which they most often are judged. Not surprisingly, then women are more conscious than men of their visibility. This difference translates into both a power and a sex difference. In a situation where one person is observing and the other is being observed, the observer dominates the situation. When a man on the bases of her dress and appearance judges a woman, the man is able to dominance over the situation.

RESEARCH METHODOLOGY**STATEMENT OF THE PROBLEM**

The psychological problems faced by working women, the outcome of this study will pave the way to further research on the problems faced by working women at work place, stress related to work pressure, And also how they balancing both family and work. And also problems in family care. This problem became the main reason for the researcher to carry the study about the psychological problems faced by working women in the work place.

OBJECTIVES OF THE STUDY

- To study the personal profile of the respondents
- To study the problems of working women at work place
- To study the stress among working women
- To study the family problems of working women

RESEARCH DESIGN

Descriptive research design is concerned with describing the characteristics of dimensions of the problem studied. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual group.

SAMPLING DESIGN

In the research study the researcher adapted the convenient sampling method and non-probability sampling in this study the sample size is 60.

DATA COLLECTION

The researcher collected the data from the respondents through Questionnaire with the help of Self Prepared Questions.

LIMITATION OF THE STUDY

- Time period of study was very limited
- Some of the respondents not give proper details during the data collection period
- Generalization cannot be made since the study focused only on a section of the universe
- The responses given by the respondents may be biased.

FINDINGS

- Majority of the respondents were belonging to age group 30-40.
- Majority of the respondents are married.
- Majority of the respondents are women
- Majority of the respondents are the level of education is post graduation.
- Majority of the respondents are self employees and private employees.
- Majority of the respondents were belonging to 1-10 years experience.
- Majority of the respondents are having salary in between 10,000-20,000.
- There is a significant association between the monthly income and family problems of working women.
- There is a significant relationship between the monthly income and family problems of working women.
- There is no significant relationship between the work experience and stress among working women.
- There is no significant relationship between the monthly income and stress among working women.
- There is no significant relationship between the age and family problems of working women.

SUGGESTIONS

- Beat workplace stress by reaching out
- Support your health with exercise and nutrition
- Build new satisfying friendships

CONCLUSION

A working woman of today may belong to the middle, lower or higher echelons of society. Working women of middle or lower class have the work for economic reasons while those belonging to the higher class work to pass time. The woman who works for financial reasons has to face many problems. They have to work in an office or organization, full-time. Often she is sniggered at; people make passes at her and criticize her work just because she is a

woman. No matter how high their position or designation is in the office, women in India are still viewed as the family manager back home. They are expected to return home at a certain time, cook, clean and take care of family affairs. In fact, men who help out around their house are often the butt of jokes by their male friends. This makes life extremely stressful for women who have little help around the house and have to do it all.

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A STUDY ON PSYCHO SOCIAL PROBLEMS OF PARENTS LIVING WITH SPECIAL CHILDREN

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INTRODUCTION

Disabilities are an umbrella term, covering impairments, activity limitations, and participation restrictions. Impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations. Thus, disability is a complex phenomenon, reflecting an interaction between features of a person's body and features of the society in which he or she lives. A fundamental part of giving care is being a good communicator with the person getting care.

Primary stressors are hardships and problems anchored directly in care giving. Secondary stressors fall into two categories: the strains experienced in roles and activities outside of care giving, and intra psychic strains, involving the diminishment of self-concepts. Coping and social support can potentially intervene at multiple points along the stress process. While the birth of healthy child constraints the parents, especially the participation of a disabled child creates important changes in the structure, operation and roles of the family members the needs of a child with growth deficiency may affect the style of life and plans of the family members as well as it causes great concerns in the family. The disabled children and young people along with their families need psychological aid in our country.

REVIEW OF LITERATURE

Lavee, Sharlin, and Katz (2016) studied the effects of having typically developing children on the marital relationship and the general psychological well-being of parents. The authors interviewed 287 families of typically developing school-age children regarding marital stress, economic factors, work, and home roles and number of children. From the interview data, the authors cited sources of normative and no normative stress.

McCubin and colleagues (2010) provided a meta-analysis based on ten years research on family stress. The authors noted that the ABC-X model of family stress has served as a major building block for additional research in this area. In the ABC-X model, A is the activating event, B is the stress meeting resources available to the family, C is the family perception, and X is the amount of stress experienced by the family. The authors particularly note the contributions of three authors to the field of family stress research **Aldous (2004)** who discussed how stress affects and is affected by normative life cycle phases. This focus on life cycle allowed researchers to note dynamic as well as static effects of stress. In the discussion section the authors note that the implications of the research in the 1970's decade have significant effects on subsequent research; stress is more quantifiable and other variables are better categorized and defined. The authors note two additional research areas of focus during this decade.

Sabbeth and Leventhal (2000) conducted a meta- analysis of 34 articles to review marital adjustment to chronic childhood illness. The authors were most interested in the effects of chronic childhood illness on marital adjustment, divorce figures, communication, decision making, and role flexibility. The authors theorized that there would be a transactional effect in which chronic childhood illness would affect the marriage that, in turn, affects the psychological adaptation of the child.

RESEARCH METHADODOLOGY**Statement of the Problem**

The outcome of this study will pave the way to further research on the psychosocial problems of parents of children with neurological problems. Exploring these problems that parents of these children encounter may be a step in the right direction on which provision of care can be based in relation to patient management, education/teaching, and counselling towards the prevention of complications.

Objectives of the Study

- To study the personal profile of the respondents
- To study the psychological problems of respondents
- To study the social problems of the respondents
- To study the stress condition of the respondents

Research Design

A research design is a logical and systematic plan prepared for directing a research plan. The researcher used descriptive research design of the study. Descriptive research design is concerned with describing the characteristics of dimensions of the problem studied. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual group.

Universe of the Study

All the item under consideration my field of enquiry constitute a universe or population .the universe of the study consist of the psycho social condition of parents with special children at buds school Alathur, Palakkaddistrict,Kerala.

Sampling Design

The researcher adapted the convenient sampling method and non-probability sampling in this study.

Tools of Data Collection

On the basis of the Objectives of the study, a questionnaire was framed to collect the general information from the respondents.

FINDINGS

- ❖ Majority of the respondents (58%) were belonging to age group of 31-40.
- ❖ Majority of the respondents (58%) are female.
- ❖ Majority of the respondents (55%) are the level of education is SSLC.
- ❖ Majority of the respondents (41.70%) are private employees and housewife.
- ❖ Majority of the respondents (83.30%) had one child.
- ❖ Majority of the respondents (56.70%) are from birth.
- ❖ Majority of the respondents (43.30%) are having high level of psychological problems.
- ❖ Majority of the respondents (83.30%) are having high level of social problems.
- ❖ Majority of the respondents (93.30%) are having low level of stress condition.
- ❖ There is a significant association between the children's and the psychological problems
- ❖ There is a positive relationship between gender and the psychological problems.
- ❖ There is a positive relationship between education and the psychological problems.
- ❖ There is a positive relationship between special child and the psychological problems.

SUGGESTIONS

- ❖ Parents should demand for information regarding medical management of their children.
- ❖ Parents should be provided with adequate information concerning the health management of their children.
- ❖ Parents should be referred to clinical psychologist to manage stress of care giving in such parents/caregivers.

CONCLUSION

Several implications can be drawn from the findings of this study. Firstly even though parents have some knowledge about such neurological disorders, the information at their disposal is inadequate to prepare them well to live with the disability with minimal stress. The level of stress experienced by caregivers calls for psychological support to caregivers/parents and stress management interventions. Health and social service agencies and policy makers must recognize the potential psychological impact of care-giving on caregivers/parents of pediatric patients with neurological disorders. If more attention is directed towards caregivers/parents, it will help them approve of their attention to themselves and ease the guilt they may experience when they use time for themselves. And the researcher was able to conclude the study after having found a few suggestions to the parents living with special children.

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A STUDY ON THE PROBLEMS OF MIGRATED CHILDREN WITH SPECIAL REFERENCE TO PALAKKAD DISTRICT

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INTRODUCTION

Human migration is the movement by people from one place to another with the intentions of settling, permanently or temporarily in a new location. The movement is often over long distances and from one country to another, but internal migration is also possible; indeed, this is the dominant form globally. People may migrate as individuals, in family units or in large groups. A person who moves from their home to another place because of natural disaster or civil disturbance may be described as a refugee or, especially within the same country, a displaced person. A person seeking refuge from political, religious, or other forms of persecution is usually described as an asylum seeker. For children who migrate to escape difficult living situations, violence or conflict, migration can constitute an opportunity to reduce risks. Others encounter more severe risks during migration or at the place of destination. Some groups of children are vulnerable to exploitation and abuse, including trafficking, because of weak social safety nets. The risks a child is exposed to are often closely intertwined and are considered cumulative. A child who is already living in a vulnerable situation, such as poverty, abuse or school-drop out, is considered even more vulnerable when additional risks come in, such as exploitative relationships or risky migration.

MIGRANTS

People who move from one place to another in search of work or shelter are called migrants. Most of the times migrants people are not skilled or educated therefore they usually employed as daily wagers (workers who are paid at the end of each day, for their services). Daily wagers do not get enough money for the survival of their families and suffering from many problems such as they do not have enough food to eat, sanitation, hygiene, a proper place to live etc.

IMPACT OF MIGRATION

Migration is becoming a very important subject for the life of cities. Many opportunities and attraction of big cities pull large numbers of people to big cities. Migration can have positive as well as negative effects on the life of the migrants.

POSITIVE IMPACT

- Unemployment is reduced and people get better job opportunities.
- Migration helps in improving the quality of life of people.
- It helps to improve social life of people as they learn about new culture, customs, and languages which helps to improve brotherhood among people.
- Migration of skilled workers leads to a greater economic growth of the region.
- Children get better opportunities for higher education.
- The population density is reduced and the birth rate decreases.

NEGATIVE IMPACT

- The loss of a person from rural areas, impact on the level of output and development of rural areas.
- The influx of workers in urban areas increases competition for the job, houses, school facilities etc.
- Having large population puts too much pressure on natural resources, amenities and services.
- It is difficult for a villager to survive in urban areas because in urban areas there is no natural environment and pure air. They have to pay for each and everything.
- Migration changes the population of a place, therefore, the distribution of the population is uneven in India.
- Many migrants are completely illiterate and uneducated, therefore, they are not only unfit for most jobs, but also lack basic knowledge and life skills.
- Poverty makes them unable to live a normal and healthy life.
- Children growing up in poverty have no access to proper nutrition, education or health.

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- Migration increased the slum areas in cities which increase many problems such as unhygienic conditions, crime, pollution etc.
 - Sometimes migrants are exploited.
 - Migration is one of the main causes of increasing nuclear family where children grow up without a wider family circle.

MAJOR CAUSES OF MIGRATION

This could be explained by the Push and Pull Factors of Migration. They are as follows.

PUSH FACTORS FOR MIGRATION

- Not enough jobs
- Few opportunities
- Inadequate conditions
- Desertification
- Famine or drought
- Political fear or persecution
- Slavery or forced labor
- Poor medical care
- Loss of wealth
- Natural disasters
- Death threats
- Desire for more political or religious freedom
- Pollution
- Poor housing
- Landlord/tenant issues
- Bullying
- Mentallity
- Discrimination
- Poor chances of marrying
- Condemned housing (radon gas, etc.)
- War

PULL FACTORS FOR MIGRATION

- Job opportunities
- Better living conditions
- The feeling of having more political or religious freedom
- Enjoyment
- Education
- Better medical care
- Attractive climates
- Security
- Family links
- Industry

- Better chances of marrying

PROBLEMS IN MIGRATION

• Exploitation

Children on the move are at risk of different forms of exploitation. They include sexual exploitation in prostitution and pornography, traveling sex offenders through web-cams, child abuse images and illegal content on the internet. Exploitation takes place in child labour and domestic work, as au-pairs, in factories, construction, asphalt laying, restaurants and cleaning industries, agriculture and berry picking and in begging.

Trafficking

Child trafficking is defined in the UN Trafficking Protocol of 2000 as the recruitment, transportation, transfer, harbouring or receipt of a child for the purpose of exploitation. While this definition applies only to transnational cases and/or cases involving organized criminal groups, child trafficking is now typically recognized well outside these parameters. The International Labour Organization expands definition to include movement and exploitation as key aspects of child trafficking.

Smuggling

The United Nations Protocol Against the Smuggling of Migrants by Land, Sea and Air defines human smuggling as the “procurement, in order to obtain, directly or indirectly, a financial or other material benefit of the illegal entry of a person into a State Party of which the person is not a national or a permanent resident”. A smuggler facilitates the border crossing of others without the required travel documents and for financial or other gain. Once a smuggler has facilitated the border crossing or ensured the migrant's arrival at the agreed destination, the contact between the smuggler and the smuggled migrants usually ceases..

Sale of children

The sale of children means any act or transaction whereby a child is transferred by any person or group of persons to another for remuneration or any other consideration. While trafficking could involve the purchase and sale of persons, the sale of children may lead to exploitation but does not necessarily have to. Children are sometimes sold in illegal adoptions, for instance. Children are also sold for sexual exploitation or labour.

REVIEW OF LITERATURE

Sabira (2006) analysed and reported that intensity and incidence of immigration has been higher in Malappuram District and Thrissur District as compared to other districts in Kerala. While the intensity of migration was 14 persons per 1000 population in Malappuram District and 15 person per 1000 population Thrissur District, Malappuram had the largest number of migrants compared to Thrissur in 1998. The total number of emigrants decreased in Malappuram but increased in Thrissur in 2003. However, the total number of emigrants is higher in Malappuram District than in Thrissur District. The rate of emigration from Malappuram District is one person per family is nearly 50 per cent of the households in the District whereas it is one person per 5 households in Kerala.

Zachariah and Irudayarajan (2001) stated that the first wave of migration in Kerala was in the 1920's when peasants from the Travancore region migrated to Malabar area. Most peasants who moved were Syrian Christians from the midland region of the northern half of Travancore. This brought about a significant change in the outlook of the peasants, who now ceased being subsistence peasants, and were converted into a class of forward looking commercial farmers.

BalarajanMeera (2008) discussed the impact of international migration of skilled professionals from India on family structure. The paper draws on multi-sited research conducted in India and the UK over 3 years and in particular in – depth interviews with parents of skilled migrants. This research contributes how transnational practices impact on family ties and relation between different family members in different spaces. The paper also examines how traditional hierarchical notions (caste, age, gender) interplay with new meanings and values defined by education, wealth and migration for the ageing parents. Focus is drawn into changing relationships between elderly husbands' and wives', mother's-in-law and daughters'- in-law, parents of children, grandparents' and grandchildren.

RESEARCH METHODOLOGY

STATEMENT OF THE PROBLEM

The reason for why i am selecting this project is because of that i had seen many children were not interested to study, they love to bunk classes and like to roam here and there. More over their parents are not caring them in a proper manner, all these facts lead to leave their home mostly And they thought that if they left their home they

will get enough freedom for doing like this that's why they are doing like this, And some economic factors in their home also force them to migrate in their early stages.

OBJECTIVES OF THE STUDY

- ❖ To study about the personal profile of the Respondent
- ❖ To find out the major causes of migration
- ❖ To analyze the problems of migrated children
- ❖ To give suggestion to overcome the problems of migrated children.

RESEARCH DESIGN

The researcher used the descriptive research design. Descriptive Research Design includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present. Descriptive Research Design includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present. The main purpose of this study is to assess the problems of migrated children with special reference to Palakkad district and Making awareness among the respondents.

UNIVERSE OF THE STUDY

All the items under consideration in any field of enquiry constitute a universe or population. The universe of the study is migrated children with special reference to Palakkad district, Kerala.

SAMPLING DESIGN

Sampling is a process of obtaining information about an entire population by examines only a part of it. The selected respondents constitutes what is technically called a sample and selection process is called sampling technique. Since the population of the study is indefinite, the researcher chosen the convenient sampling technique under non probability method.

DATA COLLECTION

The researcher used the Questionnaire Method to collect the data from the respondents.

LIMITATIONS OF THE STUDY

- Interview schedule carried only closed ended question so the responses were not descriptive.
- Some of the respondents were not willing to open at their problems.
- The Period of data collection was short.

FINDINGS

- ❖ Majority of the respondent are male
- ❖ Majority of the respondent were belong to age group of 10-20
- ❖ Majority of the respondent are minors
- ❖ Majority of the respondent are have a payment 20000
- ❖ Majority of the respondent are dropouts
- ❖ Majority of the respondent have experience less than 2 years
- ❖ There is a negative relationship between birth and the analyze the migrated problems of migration children
- ❖ There is a negative relationship between gender and the analyze the migrated problems of migration children
- ❖ There is a negative relationship between age and the analyze the migrated problems of migration children
- ❖ There is a negative relationship between religion and the analyze the migrated problems of migration children
- ❖ There is a negative relationship between income and the analyze the migrated problems of migrated children
- ❖ There is a negative relationship between birth and suggestions to overcome the problems of migrated children
- ❖ There is a negative relationship between gender and suggestions to overcome the problems of migrated children
- ❖ There is a negative relationship between age and suggestions to overcome the problems of migrated children

- ❖ There is a negative relationship between religion and suggestions to overcome the problems of migrated children
- ❖ There is a negative relationship between income and suggestions to overcome the problems of migrated children
- ❖ There is a negative relationship between birth and the major causes of migration
- ❖ There is a negative relationship between gender and suggestions to overcome the problems of migrated children
- ❖ There is a negative relationship between age and suggestions to overcome the problems of migrated children
- ❖ There is a negative relationship between religion and suggestions to overcome the problems of migrated children

SUGGESTIONS

In this case the main thing which I can understand that most of children are getting migrated to different place because of their lack of awareness and due to some crazy thoughts, even though some can be brought back to their normal life through counselling and with some friendly approach. The main thing want to be understand each children want to take care well in their families that's first thing want to be followed on. Then we can change the entire routine of this system. Moreover make children aware about the value of love, care, affection in order to prevent such kind of incidents. And make children more close to their own families.

CONCLUSION

By doing this project, I made much interesting facts regarding migrated children, Moreover I came into a conclusion that what are causes made to migrate children, And I can also understand about the mindset of these of children and what force them to migrate And the major issue which I found that most of children does not like to be there with families they hate their family background And some other cases such as dropouts and street children as orphans also can be found, But mostly did not like their family atmosphere which they live in. This is the study which I can made from this project.

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FEAR OF CHILD SEXUAL ABUSE: A COMPARATIVE STUDY AMONG HIGH SCHOOL STUDENTS

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Child abuse is a crime which is committed by individuals who are frustrated by their own lives. Abusing a child is as serious crime as killing a person because a child is soft by nature and any abuse that he or she goes through in early stages of life, leaves a lasting imprint on its mind for always. However hard the child tries to forget or erase such memories all he or she ends up in is being frustrated. Some of the victims of child abuse lose their confidence forever and lead their lives as introverts. Day by day the safety and well being of some children across the nation are threatened by child abuse and neglect. Child abuse is doing harm to child intentionally or not provides the essential needs for the child. Abuse child can be in physical, emotional, sexual in form or neglect.

Child sexual abuse, also called child molestation, is a form of child abuse in which an adult or older adolescent uses a child for sexual stimulation. Forms of child sexual abuse include engaging in sexual activities with a child, indecent exposure, child grooming, or using a child to produce child pornography.

Child sexual abuse can occur in a variety of settings, including home, school, or work (in places where child labour is common). Child marriage is one of the main forms of child sexual abuse; UNICEF has stated that child marriage "represents perhaps the most prevalent form of sexual abuse and exploitation of girls". The effects of child sexual abuse can include depression, post-traumatic stress disorder, anxiety, complex post-traumatic stress disorder, propensity to further victimization in adulthood, and physical injury to the child, among other problems. Sexual abuse by a family member is a form of incest and can result in more serious and long-term psychological trauma, especially in the case of parental incest.

The global prevalence of child sexual abuse has been estimated at 19.7% for females and 7.9% for males. Most sexual abuse offenders are acquainted with their victims; approximately 30% are relatives of the child, most often brothers, fathers, uncles, or cousins; around 60% are other acquaintances, such as "friends" of the family, babysitters, or neighbours; strangers are the offenders in approximately 10% of child sexual abuse cases. Most child sexual abuse is committed by men; studies on female child molesters show that women commit 14% to 40% of offenses reported against boys and 6% of offenses reported against girls.

CONSEQUENCES OF CHILD SEXUAL ABUSE

The consequences of child sexual abuse are devastating for survivors, but also affect those close to them, as well as the surrounding community. It is the root cause of many social and health issues and touches all of us in one way or another. Some of the major psychological and physical consequences of child sexual abuse are given below.

1. PSYCHOLOGICAL CONSEQUENCES

Child sexual abuse can result in both short-term and long-term harm, including psychopathology in later life. Indicators and effects include depression, anxiety, eating disorders, poor self-esteem, somatization, sleep disturbances, and dissociative and anxiety disorders including post-traumatic stress disorder. While children may exhibit regressive behaviours such as thumb sucking or bedwetting, the strongest indicator of sexual abuse is sexual acting out and inappropriate sexual knowledge and interest. Victims may withdraw from school and social activities and exhibit various learning and behavioural problems including cruelty to animals, attention deficit/hyperactivity disorder, conduct disorder, and oppositional defiant disorder. Teenage pregnancy and risky sexual behaviors may appear in adolescence. Child sexual abuse victims report almost four times as many incidences of self-inflicted harm.

2. PHYSICAL CONSEQUENCES**Injury**

Depending on the age and size of the child, and the degree of force used, child sexual abuse may cause internal lacerations and bleeding. In severe cases, damage to internal organs may occur, which, in some cases, may cause death.

Infections

Child sexual abuse may cause infections and sexually transmitted diseases. Due to a lack of sufficient vaginal fluid, chances of infections can heighten depending on the age and size of the child. Vaginitis has also been reported.

Neurological damage

Research has shown that traumatic stress, including stress caused by sexual abuse, causes notable changes in brain functioning and development. Various studies have suggested that severe child sexual abuse may have a deleterious effect on brain development.

Prevalence of parental child sexual abuse is difficult to assess due to secrecy and privacy; some estimates state that 20 million Americans have been victimized by parental incest as children.

Types of child sexual abuse

Child sexual abuse includes a variety of sexual offenses, including:

1. **Sexual assault** – a term defining offenses in which an adult uses a minor for the purpose of sexual gratification; for example, rape (including sodomy), and sexual penetration with an object.
2. **Sexual exploitation** – a term defining offenses in which an adult victimizes a minor for advancement, sexual gratification, or profit; for example, prostituting a child, and creating or trafficking in child pornography.
3. **Sexual grooming** – a term defining the social conduct of a potential child sex offender who seeks to make a minor more accepting of their advances, for example in an online chat room.

Causal factors

Causal factors of child sex offenders are not known conclusively. The experience of sexual abuse as a child was previously thought to be a strong risk factor, but research does not show a causal relationship, as the vast majority of sexually abused children do not grow up to be adult offenders, nor do the majority of adult offenders report childhood sexual abuse. Offenders may use cognitive distortions to facilitate their offenses, such as minimization of the abuse, victim blaming, and excuses.

According to WHO (1999) "Child sexual abuse is the involvement of a child in sexual activity that he or she does not fully comprehend, is unable to give informed consent to, or for which the child is not developmentally prepared and cannot give consent, or that violates the laws or social taboos of society. Child sexual abuse is evidenced by this activity between a child and an adult or another child who by age or development is in a relationship of responsibility, trust or power, the activity being intended to gratify or satisfy the needs of the other person. This may include but is not limited to: — the inducement or coercion of a child to engage in any unlawful sexual activity; — the exploitative use of a child in prostitution or other unlawful sexual practices; — the exploitative use of children in pornographic performance and materials".

Victim blaming is evidence of a patriarchal and misogynistic society. Many mainstream media organisations, too, indulge in insensitive reporting of sexual assault cases, divulging the identity of the victim and "sensational" details with little thought to the trauma they are inflicting on the person.

Offenders

Most offenders are situational offenders (pseudopedophiles) rather than pedophiles. They are rarely strangers, but relatives or acquaintances like trainers or playmates. Most offenders are male, the number of female perpetrators is usually reported to be between 10% and 20%, however in some studies it was found to be as high as 70%.

Pedophilia

The American Psychiatric Association and the World Health Organization both define pedophilia as attraction by adults and older adolescents toward prepubescent children, whether the attraction is acted upon or not. According to researcher Howard E. Barbaree, "not all child molesters are pedophiles, and some pedophiles may not have molested children (ie there may be men who prefer sex with prepubescent children but who have not acted on their desires)".

The term "pedophile" is used colloquially to refer to child sexual offenders. However, pedophilia is generally defined as a sexual preference for prepubescent or preadolescent children, and is currently defined as a psychiatric disorder by the medical community. Neither definition requires the pedophile to have sexually offended, with the latter specifying additional requirements such as distress. Indeed, not all child sexual offenders meet the diagnostic criteria of pedophilia, and not all pedophiles act on their fantasies or urges to

engage in sexual activity with children. Law enforcement and legal professionals have begun to use the term predatory pedophile, a phrase coined by children's attorney Andrew Vachss, to refer specifically to pedophiles who engage in sexual activity with minors. The term emphasizes that child sexual abuse consists of conduct chosen by the perpetrator.

Types of Offenders

There are three categorizations of child sex offenders studied in the field of criminal psychology. The first two are major while the third is minor.

1. Regressed offenders

Regressed offenders are primarily attracted to their own age group but are passively aroused by minors (pseudo-pedophiles).

- The sexual attraction in children is not manifested until adulthood.
- Their sexual conduct until adulthood is aligned with that of their own age group.
- Their interest in children is either not cognitively realized until well into adulthood or it was recognized early on and simply suppressed due to social taboo.

Other scenarios may include:

- Not associating their attractions as pedosexual in nature due to cultural differences.
- Age of consent laws were raised in their jurisdiction but mainstream views toward sex with that age group remained the same, were acted upon, then they were charged with a crime.
- The person's passive interest in children is manifested temporarily upon the consumption of alcohol and acted upon while inhibitions were low.

Some view regressed offenders as people who are unable to maintain adult sexual relationships and so the offender substitutes an adult with a child. This appears to be a flawed concept since it would suggest the offender was primarily pedosexual and they would thus fit into the fixated category.

2. Fixated offenders

Fixated offenders are most often adult pedophiles who are maladaptive to accepted social norms. They develop compatibility and self-esteem issues, stunting their social growth. This is commonly characterized amongst psychologists as a "lack of maturity".

"This offender identifies with children, in other words considers him or herself to be like a child and thus seeks sexual relationships with what the offender perceives to be other children". Such offenders often resort to collecting personal articles related to minors (clothing, children's books) as an outlet for their repressed desires. Most fixated offenders prefer members of the same sex. There is a difference of opinion as to whether this may be classified as homosexuality due to the nature of the individual's attractions. The sexual acts are typically preconceived and are not alcohol or drug related.

3. Sadistic offenders

Sadistic offenders are very rare and inherently violent criminals. They primarily use sexuality as a tool of sadistic suppression and not for sexual satisfaction. For this reason they do not fit within the classification of pedophilia.

REVIEW OF LITERATURE

- **Krishnan, Syahirah, and Syahirah, and Amira (2017)** "The study on child sexual abuse" found that government need to make a campaign to educate the parents and the society about protecting the child. Furthermore parents need support as much as possible in order to raise their children.
- **(Kacker, Varadan, and Kumar 2007; Kacker and Kumar 2008), The Study on Child Abuse India 2007** was supported by the Government of India and initiated so that a more accurate and comprehensive understanding of child abuse and neglect could be gained. Various forms of abuse, including child sexual abuse, were examined in two states from each of the major geographic regions of India (North, South, East, West, Central and Northeast, as well as the city of Mumbai). The study included children (5-18 years) and young adults (18-24 years).

- **Kathleen A. Kendall-Tackett, Linda Meyer Williams and David Finkelhor, "The Impact of Sexual Abuse on Children":** A Review and Synthesis of Recent Empirical Studies," (1993) found that the absence of any specific "sexually-abused-child syndrome" and no single traumatizing process. The need for theory testing and methodological development is emphasized.

RESEARCH METHODOLOGY

Research Objectives

1. To find out the fear of child sexual abuse of male and female high school students
2. To study identify whether place in which they live makes a difference in fear of child sexual abuse.

Research Design

The research design used in this study is descriptive research design.

Sampling

Simple Random sampling method was used. The researcher selected 120 respondents as sample size.

Method of Data Collection

Questionnaire was used for the purpose of study.

Limitations of the Study

1. The respondents were selected only from few schools in Trivandrum district which could be further extended.
2. The number of sample was limited.
3. A lot more statistical analysis and corrections can be made.
4. The study was conducted in a relatively short period of time.

Operational Definitions

CHILD SEXUAL ABUSE: Child sexual abuse, also called child molestation, is a form of child abuse in which an adult or older adolescent uses a child for sexual stimulation.

FINDINGS

- ❖ There is a statistically significant difference in the attitude towards child sexual abuse between boys and girls.
- ❖ Students residing in different localities do not exhibit any statistically significant difference in their attitude towards child sexual abuse.
- ❖ Students studying in government and private institutions show no statistically significant difference in their attitude towards child sexual abuse.
- ❖ There is no statistical significant difference in attitude towards child sexual abuse in children who are active and not active in extracurricular activities.
- ❖ There is no statistical significant difference in their attitude towards child sexual abuse among students with different religious beliefs.
- ❖ There is no statistical significant difference in relation among students studying in different classes in their attitude towards child sexual abuse.
- ❖ There is no statistically significant relation between birth order and attitude towards child sexual abuse.
- ❖ There is no statistically significant relation between number of siblings and attitude towards child sexual abuse.

SUGGESTIONS

1. The study can be extended on a large sample, so that the results can be generalized in a more convincing manner.
2. The same study can be conducted in offices, colleges, etc.
3. More advanced statistical techniques can be used for further studies.
4. Broaden the scope of the study to include other institutions in other regions of India.

CONCLUSION

The present study is much relevant in today's world. The results of the study can be applicable to the fields such as clinical psychology, counselling psychology, personality psychology, educational psychology, etc. These results can be used by the psychologists, teachers, and parents to handle their children effectively. That means, the present study has many theoretical and practical implications. The findings that express females have higher fear on child sexual abuse than males will surely attract much research attention in future days. The results indicate the necessity of an active research in fear of child sexual abuse. The present investigation would feel gratified if the results and implications are widely used at the appropriate levels, and more investigations are conducted in the area by prospective researchers in the areas.

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“A STUDY ON THE PSYCHO SOCIAL PROBLEMS FACED BY THE MIGRATED CHILDREN”**¹Sukanya K.K , ²Shifa Joy and ³Neena Sreedharan**¹Assistant Professor and ^{2,3}II MSW, Department of Social Work, Sree Narayana Guru College, Coimbatore, Tamilnadu**INTRODUCTION**

Over the past few decades migration both international and internal - has increased dramatically. Easier travel, greater access to information about distant places, relatives and friends who have migrated and the opportunities for improving living standards all have fuel movements of individuals and families. Whilst international migration to industrialized countries is important, evidence indicates that around 40 per cent of migrants leave a developing country to go to another developing country.

Migration also occurs within countries; and contributes to urbanization and both formal and informal sectors. Additionally, significant numbers migrate from one rural area to another, sometimes across borders. Experience has shown that children are affected by migration in different ways: children are left behind by migrant parents; they are brought along with their migrating parents; and they migrate alone, independently of parents and adult guardians. Other children do not move, but are nevertheless affected because they live in communities that send or receive large numbers of migrants. Some children are return migrants or have been repatriated.

INTERNAL MIGRATION

Internal migration or domestic migration is human migration within one geopolitical entity, usually a nation-state. Internal migration tends to be travel for education and for economic improvement or because of a natural disaster or civil disturbance. The Economic Survey of India 2017 estimates that the magnitude of inter-state migration in India was close to 9 million annually between 2011 and 2016. The 2001 census estimated the total number of internal migrants at 314 million based on place of last residence, representing nearly 30% of the total population.

DEFINITION OF CHILDREN

According to international standards, children are defined as “individuals below the age of 18” (CRC, Article 1); this definition will be used throughout the paper.

DEFINITION OF MIGRATION

The United Nations (1998), in its Recommendations on Statistics of International Migration, revision 1, defines a migrant as “any person who changes his or her country of usual residence”. Identifying who is a migrant can be difficult due to the dynamic nature Migration has several effects on the life of the migrant. The effect on education is direct and deeper.

REVIEW OF LITERATURE

- **Mueller and Shariff (2011)** examined the 2004–2005 Human Development profile of India survey to examine correlations between the receipt of remittances from internal migrants and human capital investment in rural areas. Data was collected from 26,734 rural households from all states except Assam and the city of Delhi. The data gives a positive correlation between remittances received from internal migrants and the schooling attendance of teenagers. Importantly, the level of correlation is higher among Dalit and Adivasi households and statistically significant level in male school attendance.
- **Narayan and Mooij (2010)** examined the data from World Bank National Absence Survey (WBNAS) in which 3,700 government schools across 20 states in India were visited unannounced. The findings show more than a quarter of the teachers were absent in rural areas. The above discussion on education identifies several obstacles faced by migrants and their families or dependents especially those belonging to Dalit and Adivasi communities. SarvaShikshaAbhiyan (SSA) is a milestone educational programme for migrants because it is a key tool for achieving primary education in India.

RESEARCH METHODOLOGY

In research work methodology is considered as an important aspect, because it explains whole procedure of study which has been adopted by the researcher it is a way to systematically solve the research problem.

OBJECTIVES OF THE STUDY

- To find out the demographic profile of the migrants.
- To study the psycho-social problems of migrant children.

- To find out the association between migration and its effect on children

RESEARCH DESIGN

Research design is logical and systematically planned to carry out a research. In this study the researcher adopted descriptive research design as it portrays accurately the psycho-social problems of migrant children.

TOOLS FOR DATA COLLECTION

An interview schedule was used to collect data from the respondents of the study. To this effect, an interview schedule was constructed keeping in mind the variables of the study.

METHOD OF DATA COLLECTION

Using the interview schedule, the researcher proposed interviewing the children at the places where the children of migrant families reside. To begin with, the researcher created a rapport with the children to gain their trust. After this, the researcher briefed the children about the study and only those who consented to become participants of the study were interviewed.

FINDINGS

- The majority of (64%) the respondents belongs to the age group of 16-18 years.
- (60%) of the respondents are male.
- About 65% of the respondents belong to Hindu religion.
- The greater percentage (62%) belongs to backward class community.
- (70%) of children are attending school.
- The majority of (66%) migrant children are from Kerala.
- Nearly (70%) of the respondents domicile gets shifted near to the work place of their parents.
- (80%) respondents are resides with both of their parents.
- (51.7%) of the respondent's parents educational qualification is high school.
- (67%) respondents stays more than 6 months at the migrated place.
- (77%) of respondent's parent's reason for migration was employment opportunities.
- (89%) of respondents are facing adjustmental problems.
- (75%) of the respondents are undergoing stress in their life.
- (80%) of respondents are facing language problems in their academics.

SUGGESTIONS

- To educate parents about the psycho-social problems of migrated children
- To conduct classes for children to get familiar with local language.
- Promoting the appointment of social work counsellors in schools.
- To develop their personality.
- Promoting good neighborhood interaction

CONCLUSION

There are many evidences where children of school going age migrate with their parents or relatives missing their school at the place of origin. They neither have access to school at the destination nor at the place of origin. When they return to school at their source locality there may be too little possibility that they could catch what was going on in the class. There are a lot of psych social problems which this children will undergo at the new place like adjustmental problems, problems in communication etc. which affects the growth of children adversely.

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 - <https://www.google.com/search?q=%22Over%20the%20past%20few%20decades,%20migration%20-%20both%20international%20and%20internal%20-%20has%20increased%20dramatically.%22>

PREVALENCE OF CHILD ABUSE AND PARENT-CHILD RELATIONSHIP

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INTRODUCTION

This chapter describes the methods followed to achieve the goals of the study. This study is entitled “A study on the prevalence of child abuse and parent child relationship among school going adolescents in Coimbatore. The researcher intends to discuss the methodological aspects under the following headings: statement of the problem, need and scope of the study, objectives, hypotheses, profile of the study area, research design, universe and sample size and sampling procedure, operational definitions, tools of data collection, pre-test, collection of data, analysis of data, difficulties faced, limitations of the study and organisation of the thesis.

STATEMENT OF THE PROBLEM

Childhood is a social phenomenon. Childhood is an ambiguous status, even within a given time and place. Individual children are often confronted by, generally cope with and frequently take creative delight in exploring the multiple versions of childhood at home, at school, in the playground, with all its contradictions, especially in multi-ethnic, urban contexts. Competing pressures on childhood can also be a burden to individual children, of course. Child abuse and neglect is a major threat to the health and well-being of children throughout the world. Maltreatment occurs primarily in the family setting and is a problem firmly rooted in the care giving environment.

The term “Child abuse” had gained increasing currency, re-enforced from time to time by high profile events that had gradually linked the problem to wider social concerns. Perceived deterioration in family values, failing trust in state and ecclesiastical institutions and previously “hidden” issues, such as domestic violence and institutional abuse had become the subject of frequent discussion and debate.

Child abuse refers to the intended, unintended and perceived maltreatment, whether habitual or not, of the child, including any of the following:

- Psychological and physical abuse, neglect, cruelty, sexual and emotional maltreatment.
- Any act, deed or word which debases, degrades or demeans the intrinsic worth and dignity of a child as a human being.
- Unreasonable deprivation of his/her basic needs for survival such as food and shelter; or failure to give timely medical treatment to an injured child resulting in serious impairment of his/her growth and development or in his/her permanent incapacity or death.

Child maltreatment, sometimes referred to as child abuse and neglect, includes all forms of physical and emotional ill-treatment, sexual abuse, neglect, and exploitation that results in actual or potential harm to the child's health, development or dignity. Child maltreatment is the abuse and neglect that occurs to children under 18 years of age. It includes all types of physical and/or emotional ill-treatment, sexual abuse, neglect, negligence and commercial or other exploitation, which results in actual or potential harm to the child's health, survival, development or dignity in the context of a relationship of responsibility, trust or power. Exposure to intimate partner violence is also sometimes included as a form of child maltreatment. Child maltreatment is a global problem with serious life-long consequences. In spite of recent national surveys in several low- and middle-income countries, data from many countries are still lacking (WHO, 2014).

A child was defined as a person not having completed 18 years of age. Children were divided into three age groups: younger children (5-12 years), children (13-14 years) and adolescents (15-18 years). The sample for this study constituted children in the age group of 15-18 years.

India has expressed its recognition of the fact that when its children are educated, healthy & happy and have access to opportunities, they are the country's greatest human resource. Nineteen percent of the world's children live in India, which constitutes 42 percent of India's total population. But, India is the second country with the highest rate of child sexual abuse.

Women and Child development minister Renuka Chowdry (2014), “Child Abuse is surrounded in secrecy and there is a conspiracy of silence around the entire subject. The ministry is working on a new law for protection of children's rights by clearly specifying offences against children and stiffening punishments”

PARENT-CHILD RELATIONSHIP

The Parent-Child relationship consists of a combination of behaviors, feelings, and expectations interact with one another physically, emotionally, and socially, that are unique to a particular parent and a particular child. The relationship involves the full extent of a child's development. The term parent-child relationship refers to the unique and enduring bond between a caregiver and his or her child.

SOCIAL ADJUSTMENT

"Getting along with the members of society as best one can" is called social adjustment". Social adjustment is an effort made by an individual to cope with standards, values and needs of a society in order to be accepted. It can be defined as a psychological process.

EMOTIONAL ADJUSTMENT

It is a reaction to identifiable emotional stressors; adjustment may take place by adapting the self to the situation, or by changing the situation. Emotional adjustment (also referred to as personal adjustment or psychological adjustment) is the maintenance of emotional equilibrium in the face of internal and external stressors.

REVIEWS RELATED TO THE PARENT - CHILD RELATIONSHIP

Karen L. Fingerman, Yen-Pi Cheng, Lauren Tighe, Kira S. Birditt, Steven Zarit (2012) relationships between young adults and their parents have received considerable media attention in recent years. However, research on relationships between young adult children and their parents during the transition to adulthood are scant. Parents and offspring are highly involved in one another's lives as evident by their phone conversations (more than once a week) and frequent parental financial, practical, and emotional support. Students are more likely to talk with parents by phone, and nonstudents are more likely to see parents in person. Students received more support from their parents than nonstudents, and that support contributed to their life satisfaction. Parents also use student status as an indicator of the offspring's potential future success and experience more positive relationships with grown children they view as on target for achieving adult milestones.

Sarah A. Mustillo, Shannon Dorsey, Kate Conover, Barbara J. Burns (2011) Using longitudinal data on 1,813 children and parents from a nationally representative child-welfare sample, National Survey of Child and Adolescent Well-Being (NSCAW), this study investigated physically abusive and neglectful parenting as mediating the effects of parent depression on child mental health by developmental stage. Findings from latent growth models indicated that parental depression had a significant impact on child outcomes for all youths, but of the 2 types of parenting behaviors, only neglectful parenting mediated the relationship for preschool and school-aged children. Neither parenting behavior mediated the effects of parental depression for adolescents.

Alisha Carpenter, Brad Donohue (2006) low levels of parental satisfaction has been implicated in parents' utilization of harsh disciplining strategies and perpetration of child abuse and neglect. Although measures of parental satisfaction have been present for more than 3 decades, the employment of these instruments in child maltreatment populations has been limited, perhaps due to a lack of empirical evaluation. This study demonstrates the need to examine the relationship between parental satisfaction and child maltreatment, and provides a critical examination of existing measures of parental satisfaction, including their psychometric support and application to child maltreatment.

RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The descriptive design helps to portray accurately the characteristics of a particular group and for this research work, Descriptive Research Design is adopted. In this study, the researcher describes the demographic variables, prevalence and patterns of child abuse, Parent-Child relationship, nature of care and support among the school going adolescents.

UNIVERSE & SAMPLING

sCoimbatore city is governed by Municipal Corporation which comes under Coimbatore Metropolitan Region. The Coimbatore city is located in Tamil Nadu state of India. The study was conducted at Coimbatore Corporation Higher Secondary Schools. There are totally 16 Corporation Higher Secondary Schools in Coimbatore. Samples for this study were all 11th standard school going adolescents. 4 Schools were randomly chosen and the representative character of each of them was confirmed by the department of education. 11th standard higher secondary school going adolescents chosen because the researcher believe that they are mature enough to have the courage to report their abuse particularly sexually abusive experiences and at the same time their age expected not to be too far above our operational maximum age for child sexual abuse (18 years). There

are 120 adolescents from 11th standard adolescents 40 were excluded due to long absence and not willing to participate. All the rest 80 were covered in this study. Hence the census method was used for collecting data.

TOOLS OF DATA COLLECTION

The researcher for the present study used the primary sources of information acquired through direct administration of the self-prepared questionnaire and standardized rating scale.

FINDINGS

Parent-Child Relationship

Vast majority of the respondents are having extremely favorable relationship with their parents. But majority of the respondents were not gets CSA information and its prevention methods from their parents, and there is a significant differences in their family type, physical abuse, aware about to protection of private parts, and sexual abuse with the parent child relationship. The degree of relationship between parent and children must be strengthened through modifications in the home environment. The results highlight the need for CSA prevention education programmes for parents, to improve parents' awareness and practice of CSA prevention. The results indicate the content, attitudinal and skills areas that parents need in order to educate and protect their children. Because of the sensitive nature of the topic, there must be official support for schools and parents to cooperate together in developing a CSA prevention curriculum that will meet the needs of their children.

Social and Emotional Adjustment

All the family environment factors, viz. cohesion, expressiveness conflict, acceptance and caring, independence, active-recreational orientation, organization and control together showed significant role in socio-emotional adjustment of adolescent girls. It is essential for mental health and other health and education professionals to be knowledgeable about adolescent development and the value of adolescent-parent attachment. Shifting our assumptions about adolescence as a period of detachment and rebellion to a view that better fits the reality of this developmental period and stresses the importance of staying connected is well overdue.

Promoting Quality Social Relationships among Adolescents

- Positive relationships between parents and teens, supportive and warm parenting, and low levels of family discord lead to stronger relationships in teens' lives.
- Mentoring programs appear to be useful in promoting social relationships (i.e., with parents, mentors, or peers).
- Education and social skills training programs can increase the quality of the adolescent's relationships by addressing the aspect of the relationship that is the most problematic (i.e., conflict resolution).

Developing Good Social Skills

- Warm and responsive parenting is the most consistent factor found to predict good social skills among adolescents. In addition, having siblings can provide an opportunity for teens to develop social skills.
- Peer acceptance was found to lead to the development of many social skills, but it is possible that having good social skills could lead to these friendships.
- Programs targeting such specific skills as conflict resolution, self-control, behavior regulation, and self confidence that an adolescent may lack have been found to be helpful in experimental studies.
- Programs that focus on intimacy skills and pro-social behaviors need further evaluation.

The General Well-being

Nearly half of the respondents had low level of general well-being and while seeing the association between sexually abused respondents and their general wellbeing, it is highly associated with the sexually abused respondents. Personality and socio-demographic factors alone explain only a part of children's subjective well-being.

Improving Social Support

Helping children and families heal from maltreatment, or prevent abuse from happening in the first place, is not the sole responsibility of parents and caregivers. Just like children and youth need permanent connections to help them thrive, families need strong communities. There are things you can do to help make your neighborhoods safe not just for your family, but for the benefit of all the children in your community. Parent and community centers is a helpful tool for bolstering community support. Centers can include parents, neighbors, school professionals, church members, and other adults in your community who are concerned with the health and well-being of children. These gatherings should be intimate and designed to ignite conversation

among participants about the presence of or lack of protective factors in their own lives. Communities with committed parents who have taken on a leadership role have improved their neighborhoods and improved child safety. Other things we can do to engage your community in preventing child abuse and neglect include (Prevent Child Abuse):

- Building partnerships to enhance support for parents and caregivers
- Educating community members about the stages of child development
- Promoting a community responsibility for the health and wellbeing of children
- Developing a consistent language within your community about protective factors and the signs of abuse and neglect
- Building awareness about the available services and supports for families and children

SUGGESTIONS FOR FUTURE RESEARCH

1. Research that examines the processes by which individual, family, community, and social factors interact will improve understanding of the causes of child maltreatment and should be supported.
2. Research that clarifies the common and divergent pathways in the etiologies of different forms of child maltreatment for diverse populations is essential to improve the quality of future prevention and intervention efforts.
3. Research that assesses the outcomes of specific and combined types of maltreatment should be supported.

RECOMMENDATIONS

There are several major areas for action that need to be addressed by governments, researchers, health care and social workers, the teaching and legal professions, non-governmental organizations and other groups with an interest in preventing child abuse and neglect.

CONCLUSION

The prevalence of CSA was found to be high in India as well as throughout the world. CSA is an extensive problem and even the lowest prevalence includes a huge number of victims. Three main issues have been identified that makes it difficult to estimate exactly how many children are victims of CSA. Firstly, the way abuse is defined plays an important role. Secondly, the cases reported by the official organizations usually underrate the number of victims as many cases never get reported to them. Thirdly, different studies report the prevalence for different time periods, for e.g., few give data on number of children abused in one year, others give numbers based on children ever abused in their lifetime, and few others involve adults who recall and report their childhood abuses. The prevalence of CSA is alarming; hence, stringent measures should be taken for its prevention and control.

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A STUDY ON CHALLENGES FACED BY PARENTS IN RAISING CHILDREN IN THE DIGITAL WORLD

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INTRODUCTION

Now a days, digital technologies have a much specific role in our lives. Here In this paper, we mainly try to communicate with you about two major specific topics which we consider are very much important today. They are Parenting and the Digital Era. We mainly focus on The Challenges faced by parents in raising children in the digital world. Considering the close past situations, parenting and digital technologies have acquired a massive change which have advantages and disadvantages. Initially Digital world do not absolutely change for parents and children. If parental digital illiteracy can cause one type of problems to children, parental overindulgence in technology can raise a completely different set of equally serious issues.

Parental digital awareness hinges not only on the parent being well-informed of the tools available to children for safe and efficient use of technology, but also on her personal commitment to lead by example. Parenting, as is often said, involves giving kids wings to fly and roots on which to stand. Digital technology and interactivity also pose significant risks to children's safety, privacy and well-being, magnifying threats and harms that many children already face offline and making already vulnerable children even more vulnerable. The **lack of understanding** is a barrier that parents face. They may face bullying in their own childhood, but they do not necessarily know how to support our kids when they are being cyberbullied. Many mums tell that when their child is being **cyberbullied** they just tell them to get off social media and close their account.

The roles of parents in raising the children in the digital world

- Educate Your Children
- Set Clear Boundaries
- Consider Age To Introduce To The Digital World
- Encouraging Independence
- Communicate Openly
- Positive Interaction
- Be the Student

Prevention of the negative effects of technology

- Parenting In A Digital World Using Parental Control Apps
- Keeping Your Child Active
- Building Your Relationship With Your Child
- Addiction To Technology
- Safety Risks

REVIEW OF LITERATURE

- **Impact of time spent using digital technology on children's mental well-being (Kim et al., 2010; Bezinovic et al., 2015; Ikeda and Nakamura, 2014)** Some cross-sectional studies have found a positive association between both internet and mobile phone use and self-reported feelings of depression. However, the effect sizes for the associations found were small² ; a finding that has also been observed in larger and more robust studies. For example, Ferguson (2017) in a study of 6000 children aged 12-18, found a small positive association between screen time and depressive symptoms and delinquency.
- **Selfhout and colleagues** (2009) provides a more nuanced perspective on the relationship between digital technology and depression; for children with low-quality friendships, spending time just surfing seemed to lead to a slight increase in self-reported feelings of depression over time (Selfhout et al., 2009). For children with medium- or high-quality friendships, there was no association between time spent just surfing and self-reported feelings of depression. However, if the children with low-quality friendships spent their time

socializing with others online, this led to reduced self-reported feelings of depression, leading the authors to conclude that what children do online is crucial and should be considered in addition to the time they spend online. The authors suggest that reduced feelings of depression might occur because socializing online increases the chance of receiving social support, which may otherwise not be available to children with low-quality friend.

RESEARCH METHODOLOGY

Objectives of the Study

- To study the personal profile of the respondents.
- To know the Role of parents in raising Children in the Digital World
- To explore the Challenges faced by parent in raising the children in the Digital World.
- To know the preventive measures of negative effects in the digital world.

Research Design

The research design used in this study is Descriptive Research Design. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject.

Universe of the Study

The aggregate of all the units pertaining to the study is called the population of the universe. The Researcher selected the Parents from Palakkad District as the universe of the study. The size of the Sample is 60 respondents.

Sampling Design

In the research study the researcher adapted the Convenient Sampling Method. This method is under the method of Non Probability Sampling. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

Method of Data Collection

The researcher collected the data from the respondents through Self Prepared Questions.

FINDINGS

- Majority (78%) of the respondents belong to the Age group of 13-18
- More than half of the respondents (66%) of the respondents are boys than girls.
- Majority (82%) of the respondents are from nuclear family.
- Majority (68%) of the respondents are studying in 8th to 12th
- Majority (56%) of the respondents have high level of family income
- Majority (54 %) of the respondents have low level of preventive measures of negative effects in the digital world
- Majority (69%) of the respondents have high level of Challenges faced by parent in raising the children in the Digital World
- Majority (58%) of the respondents have moderate level of role of parents in raising Children in the Digital World.

SUGGESTIONS

- Provide education to children and parents about the challenges of digital world
- Promote awareness programmes of preventive measures of negative effects of digital world in the Schools.
- School Social Workers intervene in the life of the students through counselling and other means.
- Parents can spend time with children and give back their life which they lost to the Digital World.

CONCLUSION

Although technology can boast huge benefits for your child's development, especially when it comes to accessing educational resources, there can also be huge risk factors. Educating yourself before enabling your child to freely use technology is key. It's also of huge importance to openly communicate and educate your

child about technology — both the positive and the negative aspects. It can be tough being a parent no matter the circumstance.

Parenting in the digital age is especially difficult, as you'll be tasked with monitoring your child's online activity whilst preventing them having access to malicious content or suffering the negative consequences associated with the overuse of smart devices. To stay on top of your child's wellbeing, use some of the tips in this article, and try to use the right tools for you to monitor your child's activity whilst using a digital device to ensure they grow up using technology safely and beneficially.

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MUDUMALAI WILDLIFE SANCTURY AND TIGER RESERVE TOURISM

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ABSTRACT

Tourism industry is limitless industry with immense growth potential. It has tremendous positive impacts on the economic and social aspects in developing countries. World Tourism Organization has projected that annual arrival growth would be around 4.5% by 2020. With the projected arrival of 1.6 billion tourists by 2020 generating tourist receipts of US \$2000 billion creating one job every 2.5 seconds, tourism today has emerged as one of the biggest industries of the future. Tourism has a very strong intricate, but fragile relationship with ecology and environment, the primary features contributing to the attractiveness of a tourism region. The quality of destination environment determines not only the type of tourism, tourist traffic flow patterns and effective and potential tourist activities but also the overall magnetism of the given destination. Despite the lack of sophisticated tourist infrastructure, the heat and humidity, people are drawn to forests. In any event, the secret for visitors lies in knowing what to expect and in understanding that the privilege of stepping into a pure and untouched world is a reward in itself. The Nilgiris plateau is divided East and West into fairly equal but climatically unsimilar halves by a range of hills running North and South culminating in Doddabetta peak (2623 M). The natural vegetation in these hills consists of mountain wet temperate (shoals) forests interspersed with rolling grasslands in the Western country and a strikingly different dry deciduous tropical forests in the North and North East. Among the tourist destinations of Nilgiris. Mudumalai plays a very important role. The Mudumalai sanctuary lies on the northern and north-western side of the Nilgiris (Blue Mountains) about 80 km north-west of Coimbatore in the extreme north-western corner of Tamil Nadu, on the interstate boundaries with Karnataka and Kerala states in southern India. The Nilgiri biosphere reserve was the first to be established as a biosphere reserve in the country. This was setup to conserve the entire spectrum of bio-diversity, sustainable harvest of natural resources. Scientific research of flora, fauna, climate, soil, water and the people. It was Established in September 1986 to co-join serve ecologically rich forests of Tamil Nadu, Kerala and Karnataka states juncture having Wynad, Nagar Hole, Bandipur and Mudumalai Sanctuaries.

Keywords : Wildlife sanctuary, environment, destination, biologically, tri juncture, tropical forests.

INTRODUCTION

Tourism has a very strong intricate, but fragile relationship with ecology and environment, the primary features contributing to the attractiveness of a tourism region. Environment is biologically defined as the life support complexes. Environment in reference to tourism can be perceived as the "health" of a tourist spot, which in turn contributes to the existence of wild life. The quality of destination environment determines not only the type of tourism, tourist traffic flow patterns and effective and potential tourist activities but also the overall magnetism of the given destination. Despite the lack of sophisticated tourist infrastructure, the heat and humidity, people are drawn to forests.

Recognizing the tourist potential of the wildlife the basic requirements of the nature lovers are catered to. Private and Government agencies gear up to meet the new influx of adventure seekers from all over the world by facilitating organized treks, river rafting and wildlife viewing facilities. These simple joys of nature are capitalized to give the visitors the very basic but well-designed creature comforts. Excursions into the forest on elephant back or four wheel drive vehicles help visitors to get a "feel" of the habitat in the shortest possible time. Varying degrees of creature comforts are available in every wilderness of India. In some of the most remote locations, even the basic hospitality of locals can be experienced. These trends towards wildlife tourism is most welcomed for there is no better way to communicate the worth of a country's natural wealth than to allow others to experience it first-hand.

WILDLIFE IN INDIA

India is richly endowed with a wide variety of flora and fauna. India is home for 372 mammals, 1228 birds, 428 reptiles, 204 amphibians, 2546 fishes, 57245 insects, 5042 molluscs and several other species of invertebrates. It is the only country to have all five vertebrates tiger, lion, panther, elephant and rhino. The diversity of wildlife in India is as rich as those of flora and fauna. Watching birds and animals in their natural habitats is an experience in itself.

The immense heritage of wildlife in India comprises of more National Parks and another whopping 441 wildlifesanctuaries including the bird sanctuaries. 'The magnificence of thegeographical area under them is parallel to paradise for nature lovers.These forest areas are crucial as regions for the conservation of the endangered species too,these reserves and forest area are spread across the length and breadth of India right from the foothills of Himalayas.India has two bio-diversity spots-North East Himalayas and theWestern Ghats.At present India is home to several animal species that arethreatened.The Wildlife Sanctuaries and National Parks all over this vast country are well preserved. They cover hundreds of square kilometres and the varied life can be observed here in their natural habitat.

CONSERVATION OF WILDLIFE

Wildlife defines to include "any animals,bees,butterflies,crustaceanfish,moths,aquatic or land vegetation which forms part of any habitat.Conservation and sustainable use of biological resources based onlocal knowledge system and practice is ingrained in the Indian ethos and wayof life.Formal policies and programs for conservation and sustainable useof biodiversity resources date back to several decades'. The Wildlife Institute of India is planning a wildlife protected areanetwork in India and has suggested 4.6%of the geographical area of thecountry to be constituted into National parks and Wildlife Sanctuaries.

Wildlife trade is the biggest threat to wildlife preservation.Therampant poaching in Wildlife and its produce are primarily driven by ademand in international market.It is widely believed that illegal trade inWildlife is second only to the narcotics trade.

IMPORTANT NATIONAL PARKS AND SANCTUARIES IN INDIA

Bandipur National Park

Corbett National Park

Dachigam Wildlife Sanctuary

Dudhwa National Park

Ghana Bird Sanctuary

GIR National Park

Guindy National Park

Khazaranga National Park Assam

Kanha National Park

Mudumalai Sanctuary

Nagarhole National Park

Periyar Wildlife Sanctuary Kerela

Sariska

Tiger Project Ranthamore

REVIEW OF RELATED LITERATURE

The review of literature is done by the researcher to get a familiaritywith the research topic,the review is done in order to bridge the gapbetween what is already done and what is yet to be done.It also helps toavoid duplication.

In this book"The Wildlife of India"(1992)E.P.Gee emphasizes theneed for preservation of wildlife. Dr.A.SatishBabu in his book"Tourism Development in India"(1998) explains the major role played by the Union Government and theState Government and the State Government in protecting rare animals.Forest department is entrusted with the work of preventing animal killing.The extension of wildlife protected area network by constituting moreNational Parks and Wildlife Sanctuaries promote wildlife preservation.Theimportant National Parks and Sanctuaries in India is given special mention."Wildlife in India"by V.B.Saharia(2001),deals with the significanceof managing wildlife and its legal protection.India is high in list of countrieswith highest threat rate to species.This makes it necessary to look at theframe work for legal protection of wildlife in India.This is done byidentifying the key protection areas in the realm of conservation.

GEOGRAPHICAL LOCATION OF MUDUMALAI WILDLIFE SANCTUARY

The Nilgiris Hills-popularly known as Nila-giri, The Blue Mountain and formally usually written Nilgherri-consist of the great plateau (about 35 miles long 20 broad and same 6,500 feet high on an average) up heaved at the junction of the ranges of the Eastern and Western ghats which runs southwards at a covering angle through the Madras Presidency. The name Nilgiris which is at least 800 years old and was bestowed by the dwellers in the plains. Below the plateau was doubtless suggested by the blue haze which envelop the range is common with most distant hills of considerable size. The district called the Nilgiris includes besides the great plateau from which it is named three widely different outlying tracks namely a strip of malarious jungle skirting the northern foot of the plateau, The outer long valley on the west, a deep recess in the high wall of the plateau called after the man who first exploited it still further west, the country known as the south east Wynaad a table land of bamboo forest, paddy of lands and bogs lying about 3500 feet than the plateau and the same height above the sea. The natural boundary of the plateau along much of its southern side is the Bhavani river and that along a great part of its Northern from here in the Moyar, which joins the Bhavani near the molding fort of Dannayaars Kottai close under Rangaswami peak, the eastern most heights of the Nilgiris. The boundary of the south east Wynaad follows no natural features at all in the North and West but on the east it runs along the P'ykara river and the edge of the Plateau above and on the south along the creast of the Wynaad fanble land just where it drops sharply down to the steamy lower levels of Malabar. The Nilgiris District marches on the North with the Mysore state a plateau comes 4,000 feet lower which is upheld on either side by insensible degrees into the Wynaad, On the west it joins the Malabar Wynaad a tract very similar to the south east Wynaad, South it is bounded by the low land of Malabar proper and the deep and malarious valley of the Bhavani part of which is in Malabar and part of which Coimbatore and its eastern frontier is formed by the later district, two being separated at the north eastern by the Gahalhatti (elephant village) pass which being a shortcut from Mysore to the Karnataka peak. The plateau is a true land, its average height being very uniform., But there is not a square mile of level ground in the whole of it, its surface being broken by endless undulations which in places most considerable and district ranges, It rises most abruptly from the plains below it and on the west above the outer long valley and southwards, its sides are after sheer bare walls hundreds of feet in height and too steep even for trees to obtain a footing on their, Everywhere dense forest covers almost the whole of its slopes.

The Nilgiris, the blue mountains of the Southern India, are one of the magnificent and the oldest mountain ranges in the world lying at the junction of the Eastern Ghats and the Western Ghats of the Indian peninsula, The total area covered under this is 32,100 hectare. The endemism here is high in terms of flora and fauna and it is home to over 100 species of mammals, 550 species of birds, 30 species of reptiles and amphibians. The development of the Mudumalai Wildlife Sanctuary and national park envisages various ecological geomorphological, faunal, floral, natural and allied activities for the purposes of protection. Conservation and development of wild life and its environment. All the development activities aim towards the long term conservation measures in the interests of the protected area and the wildlife there in including its habitat. The project Tiger and the Project Elephant are the major Species oriented conservation in Mudumalai Wildlife Sanctuary". This caters to a series of efforts to conserve these magnificent mammals which are already in the clutches of extinction. Protecting and preserving their habitat being the prime goal of these activities, forests get protected and in turn many other living organisms.

Degraded forests and recloses the denuded hill slopes through massive afforestation and to maintain the biological diversity of the unique shoal ecosystem. This is achieved by controlling the eco destabilization factors such as fire. Grazing, illicit removal of forests produce, soil erosion, etc. Apart from this nature conservation, tribal development programme, eco development, Tamil Nadu Afforestation Programme, medical plant conservation are the major ongoing projects focusing on the Mudumalai area of interest as the name implies and thus ultimately aiming towards conserving our natural heritage. The impact The wig and mud is being the hot spot of bio-diversity; the need for conservation measures by way of various schemes and projects came in action on time. This was improved a great deal in preserving our forests, soil erosion, and conservation of threatened species like the Tiger and the Elephant and many others which automatically got protection by way of these schemes. Various Eco-restoration activities have taken place in improving the migratory corridors of Elephants. The schemes like nature conservation has created a large audience of eco friendly people and could spread the message of conserving nature and the natural resources by creating awareness for achieving the desired goal in preserving our environment. The park was created in 1940 to become the first sanctuary in Southern India. The site is part of the Nilgiris Biosphere Reserve. Originally 50 square kilometres the sanctuary was enlarged to 295 km in 1956 and subsequently to its present size of 321 km. The sanctuary is contiguous with Bandipur National Park (874 km). Wynad Sanctuary (344 km), Seegur and Singara reserve forests.

BACKGROUND

Management of wildlife through the regulation of shooting was introduced for the first time in India in the Nilgiris Hills when the Nilgiris Game and Fish Preservation Act of 1879 was enacted and enforced at the instance of the Nilgiris Game Association (Nilgiris Wildlife and Environment Association). Despite the fact that Mudumalai was a popular hunting ground due to good management (for which as much credit is due to the forest administration, as to some conservation-minded sportsmen), the area which had been shot out before the implementation of the Act, soon recovered and had a thriving and viable stock of animals and birds. By the mid-thirties, the herds of the deer on the Kargudi Hill had become so tame that it seemed a shame to shoot even the trophy stags among them and the Game Association.

CONCLUSION

Promotional measures should be taken to attract more people from neighbouring state Karnataka and Kerala. Special schemes for students may boost up the arrival of tourist below 18 years. Most of the tourists who came to Mudumalai belong to the high income group. Low income group of people also should be motivated to come to Mudumalai. Only the percentage of the domestic tourists gets information through literature. Steps may be taken for conveying the message on Mudumalai through literature. Good hospitality to international tourists will in turn bring more number of tourists by word of mouth. The role of media providing information seems to be very less, improvements in this direction should be made. More trained and experienced guides must be made available in inside the sanctuary. A good number of international tourists found the TTDC hotels to be expensive special schemes or discounts with regard to tariff may bring in more tourists to the hotel. Media publicity should be undertaken to popularized. Staff of the Mudumalai sanctuary should be trained to be polite and generous to the tourists. Brochures on Mudumalai may be supplied to the tourists. Nature conservation should be prioritized. Nature has always helped in flourishing the mankind. Wildlife is a major tourist attraction all over the world. The desire to view wildlife, in as natural a setting as possible, concentrates large number of tourists with a limited number of areas enclosed with rich wildlife habitats. Overcoming of tourists and the mismanagement of tourists activities pose a great threat to wildlife. The natural projects and programmes started by the Indian government such as project tiger. Nature camps and jungle lodges have been organized to promote wildlife awareness among the people. The adverse effects of human impacts on biodiversity are increasing dramatically and threatening the very foundation of the sustainable development. The problems due to the mismanagement of tourists activities and other forest degrading activities form a major threat to the rich flora and fauna of Mudumalai Tiger Reserve. The formulation of forest protection strategies and environmental awareness activities at Mudumalai Tiger Reserve focuses on biodiversity conservation. These project not only help preserving the natural heritage but also encourage eco-tourism. Saving the environment around and preserving the natural luxuries and forest life :that is what eco-tourism is. Whether it is a nature camp or organizing trekking trips tower is the unspoilt and inaccessible regions, toehold always keep in mind not to create any mishap or disturbance in the life cycle of nature.

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MULTILEVEL MARKETING

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ABSTRACT

This paper is about “Multilevel Marketing system”, a Digitalized White Collar Crime which are emerging rapidly and the author here tries to suggest some preventive measures to overcome this problem. This multilevel marketing system (MLM) is a form of Pyramid schemes which falls under the purview of white collar crimes that is based on a fraudulent hierarchy. New investors are at the bottom of the pyramid. They fund the enterprise in the form of paying money to earlier investors on the promise that they'll see high profits. Instead, the money merely comes from an arrival of investors. These funds may leave those at the top of the pyramid in an excellent financial position, but the same cannot be said of those at the bottom of the pyramid, who do not see a return on their investment. Unfortunately we don't have any effective legislation to solve these problems; moreover many of such problems are not even reported properly. And awareness has to be created among people about these scams.

Keywords: Digitalized white collar crime - multilevel marketing - fraudulent –implementing of law.

INTRODUCTION

Direct selling is one of the oldest, most traditional forms of selling globally, involving a direct interaction between the seller and the buyer. Direct selling is a dynamic and rapidly expanding channel of distribution for the marketing of products and services. Direct sales generally depend on the explanation and demonstration made by an independent direct salesperson to the consumer. Being a specialized channel of distribution, it covers both business-to-business and business-to-consumer aspects. Introduction of the multi-level marketing (MLM) opened another episode in the evolution of direct selling. In the MLM compensation plan; each direct seller recruited can potentially recruit new distributors and create a down line of direct and indirect distributors/sellers. Distributors purchase products to sell to the consumers. They receive commissions and bonuses on the sales made by them and the sales made by their downline direct sellers and retail markups. The word “**Network Marketing**”¹ is analogous with MLM.

A report prepared by the Federation of Indian Chambers of Commerce and Industry discloses that direct selling and multi-level marketing in India is estimated to be to the tune of several hundred crores of rupees. And that it has emerged as an independent industry. It is also expressed therein that direct selling and multi-level marketing are forms of economic activity that could play a very important role in a country like India, as it envisages low transactional cost mechanisms for sale of consumer products without the need for large marketing infrastructure. MLM creates a chain of customers; the long and unbroken chain would ensure larger amount of quick or easy money. The shorter and missed links in the chain would result in earning lesser commission. Therefore, there should be unbroken chain or customers. Unfortunately, the person does not get the value of the money he pays; the companies are collecting service charges in a sale of goods².

Network marketing is legal in India and so are multi-level marketing schemes, except for certain businesses which are categorized as illegal multi level marketing, as they are done to trap innocent consumers who invest in MLM schemes, and there is no actual trade in goods and services directly by the investors or the promoters. A list of multi level marketing companies has been found to be illegal after people who became victim to the MLM fraud and MLM scams brought the companies' illegal affairs out in the open to the notice of authorities. One such was, Qnet - the infamous company that was charged with fraud as a Multi-Level Marketing (MLM) company in India.

Kerala has been the first state to come up with a draft Kerala Multi-level Marketing (Control and Regulation) Bill, 2013, which has raised lot of flak, as it does not allow distributors to recruit down-line members to do business. But, this is a commendable first step taken towards legalizing Multi-level Marketing Schemes. The government of India has identified a few types of network marketing fraud strategies as illegal in India in order to protect consumers. These network marketing schemes are not legal in India under the Direct Selling Guidelines 2016 and Prize Chits & Money Circulation Schemes (Banning) Act 1978.

¹Formation Of Indian Network vs M/S.Apple Fmcg Marketing Pvt. Ltd

² <http://www.ijoart.org/docs/A-Study-On-Direct-Selling-Through-Multi-Level-Marketing.pdf>

HISTORY AND EVOLUTION OF DIRECT SELLING

The modern direct selling industry can be considered to have pioneered in the USA, with the establishment of Avon in 1886. With the success of this model, involving lower sales, and distributions costs and greater direct interaction with the consumer, the movement was supported by the engagement of women as direct sellers, who considered this opportunity as a means of empowerment and self-reliance. The preface of the multi-level marketing compensation plans (MLM plans) unfurled another era in the fruition of direct selling. Introduced in the mid-twentieth century, the plan for the first time enabled consumers to benefit from the success by providing them the option to become a direct selling partner of the business. MLM plans became widely accepted and a large number of companies adopted the same including global majors like; Avon, Tupperware and Amway¹.

Modern direct selling can be considered to have been kick-started in India in 1980s. The industry witnessed major growth post-liberalization with many global players entering the Indian market. Amway was one of the first major global direct selling companies to enter India in the year 1995, which was followed by companies like; Avon, Oriflame and Tupperware in 1996. Around the same time Modicare was one the first few Indian companies to adopt this channel of distribution.

TYPES OF DIRECT SELLING

There are two types of direct selling:

1. Single -Level -Marketing (SLM) or Public Franchisee.
2. Multi -Level -Marketing (MLM) or Private Franchisee.

Single Level Marketing (SLM) gets straight commission and bonus from sale generated from his/her business. In this system, one can get distributorship directly from the Company. The Company which is giving distributorship is called “Franchisor” and the Company which is taking distributorship is called “Franchisee”. In the single level, the franchisor is the Company and others one called franchisee².

Multi Level Marketing (MLM), Network, Direct Selling Marketing, or Private Franchisee Companies offer distributors an income based on their own products sales plus that of those they sponsor. The recruitment of downline helps them build a team for the sale of such products. He/she can sponsor as much distributors as they can. Here, the person who sponsors /introduces other is known as “Franchisor” and the person who is introduced by the introducer is called “Franchisee”. Here Franchisee can introduce another person as a distributor and this way he/she can become Franchisor. In the Multilevel, marketing the Company, the franchisor, appoints franchisee who can appoint franchisees or distributors.

DEFINING THE PYRAMID SCHEME

“Pyramid Scheme” as defined in the guidelines means a multi layered network of subscribers to a scheme formed by subscribers enrolling one or more subscribers in order to receive any benefit, directly or indirectly, as a result of enrolment, action or performance of additional subscribers to the scheme. The subscribers enrolling further subscriber(s) occupy higher position and the enrolled subscriber(s) lower position, thus, with successive enrolments, they form multi-layered network of subscribers³.

The key feature of the pyramid is that as the entrants in the last layer of the pyramid continue to get more and more participants who pay money. By way of this a hierarchy is created and the sponsor who holds the top most position is the recipient of the highest commission. The Amway case is the perfect example of the “illegal Pyramid scheme” where the purpose of the scheme was to make money through recruiting more distributors at various levels.

The pyramid scheme is illegal in India under the Prize chits and Money Circulation Schemes (banning) act, 1978. Hence there is a non-applicability of this scheme⁴.

¹<https://assets.kpmg/content/dam/kpmg/pdf/2014/12/Direct-Selling.pdf>

²https://www.researchgate.net/publication/316975488_Problems_and_Prospects_of_Network_marketing_in_Asia

³http://www.mlmwatch.org/11Legal/pyramid_scheme_industry.pdf

⁴https://www.abhinavjournal.com/images/Management_&_Technology/Dec13/7.pdf

COMPARING THE 'MULTI LEVEL MARKETING' AND THE 'PYRAMID SCHEME'

The big difference between multilevel marketing and a pyramid scheme is in the way the business operates. The entire purpose of a pyramid scheme is to get distributors' money and then use it to recruit other distributors. The entire purpose of MLM is to move the product and ultimately achieve the sales of the product. The theory behind MLM is that the larger the network of distributors in a chain, the more products the business will be able to sell. Therefore, whether it is a pyramid scheme or an MLM approach depends upon the legality of the schemes and the purpose behind their operation as the Pyramid scheme is illegal.

THREATS UNDER MULTI LEVEL MARKETING

- The courts have also failed to differentiate between valid MLM and other Pyramid and Ponzi schemes under The Prize Chits and Money Circulation Schemes (Banning) Act, 1978 (The Act).
- Multi-level Marketing results in *exploitation of the personal influence* of each and every distributor or his close relative. As stated already, a superior Officer or his ward when he involves in this Multi-level Marketing, the subordinates are forced to become members in the chain. Though it may not amount to violation of this Act, it would attract some other laws; it may result in undue influence, extraction, coercion, etc¹.
- *Victims fail to disclose their victimization* since it is his close relative, friend or others in his immediate ladder who would have influenced him to join and reporting him will never be a good option for the victim.
- It is alleged that the company is mainly attracting people by offering hefty commission and enrolling members. It is basically running a *pyramid scheme with some camouflages*². When confronted with the observations by the Investigating agency, it was claimed that it is adhering to the provisions of the Act while launching plan under the M. L. M. Scheme.
- Defrauding people through multi-level marketing or ponzi schemes is certainly not a new phenomenon. It has just got the digital touch now. Though a large number of people have smartphones and use internet, very few understand how online businesses work. Many don't understand that they cannot get Rs 5 by clicking on the link of a website when the website itself can't make that much money even from 100 such clicks. Internet phones are spreading faster in India than the awareness about how internet works or the risks involved in online trade. "Everybody knows this well. Still, people get greedy and end up losing their hard-earned money³." Any scheme that requires minimal work such as watching videos, clicking on web links, refer and earn or taking surveys but promises extraordinary returns must be a MLM scam categorized under "*Digitalized white collar crime*".
- The *greed for extracting money* without realising the pitfalls has resulted in public being misled into investing in Multi Level Marketing Scheme (MLMs). Such kind of scheme is a pyramid scheme which is stated to be a non-sustainable business model, involving exchange of money primarily for enrolling other people to earn more by simple method of introducing new members to grow in the pyramid.
- Such schemes are stated not to be falling under direct jurisdiction of any regulators or departments and thus, there is no monitoring. In order to regulate the MLMs, various State Governments are stated to have framed guidelines and even draft Bills. *The guidelines shall not be applicable to the pyramid scheme*. This is because these schemes are generally money-making schemes and not any legal marketing strategy. This comes from the fact that pyramid schemes are generally created not to market the products, but to create a distributor base for earning large money through promotion. Thus, the direct selling guidelines take a legal view and apply to only legal MLM schemes and direct selling⁴.

CONCLUSION

The intention of the legislation was to prevent white collar crimes being perpetrated on hapless and innocent public. It is the case, unless the member/distributor falsely induces others to become members/distributors, they

¹M/S.Apple Fmcg Marketing vs The Union Of India

²Jasdeep Singh Bains And Ors. vs U.T. Chandigarh

³<https://economictimes.indiatimes.com/wealth/personal-finance-news/ponzi-scams-in-digital-age-how-to-detect-link-click-and-similar-frauds/articleshow/59476691.cms?from=mdr>

⁴Girish.S.N, "Multi-Level Marketing: Comparative Perspectives And Indian Dilemma", International Journal of Advanced Research in Management and Social Sciences, Vol. 4 2015.

cannot make quick or easy money and the money paid or circulated as commission or incentive is only the ill-gotten money made from other members/distributors and the chain continues by manipulation and deceitful false claims. It is true that the victims are comparatively a small fish in the business of the so called Multi-level Marketing. There are other comparatively bigger associations or institutions or companies which adopt similar schemes. . A letter dated 1st January, 2015 issued by the Chief General Manager, R.B.I has cautioned the public against multilevel marketing activities as the people due to attractive offers are falling prey to the said schemes and finally they suffer losses. It is for the law enforcing authorities to have a watchful eye on all such activities and to take timely action as and when it is called for

SUGGESTIONS

- Therefore, an amendment is needed to the Prize, Chits and Money Circulation Schemes (Banning) Act, making the distinction clear.
- ❖ First, direct selling, including multi-level marketing, has to be defined.
- ❖ Second, there has to be a criterion explaining that direct selling is not to be interpreted as a money circulation scheme, as long as there is no pyramid structure involved.
- ❖ Third, a pyramid scheme has to be defined, so that one knows what is being prohibited. This will protect direct selling companies, protect consumers and also make the task of enforcement easier.
- Other than defining and allowing direct selling and defining and prohibiting pyramid schemes, a formal registration system should be put in place, there need to be written contracts between the direct seller and the direct selling company that make the relationship transparent and specify sales practices in the ethical domain.
- It is also necessary to amend the consumer protection act, to include pyramid scheme as an unfair trade practice; although the listing of “unfair trade practice” is meant to be indicative and not exhaustive, the point being that it is not explicitly mentioned.
- Repeated adverse happenings in digital world highlight the immediate need for the government to amend the Information Technology Act and to have a regulation for the direct selling industry tangled in the misinterpretations of the current regulatory framework.

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POSITIONING OF A DESTINATION: A CASE STUDY OF VALPARAI, AN ECO-TOURISM SPOT

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ABSTRACT

Tourism destinations are strategically positioned when their image is promoted in the domestic and overseas niche or mass market. Destination positioning is a continuous exercise to showcase the credibility of tourism attractions superior to the competing destinations (Swain, 2012).

There has been remarkable attraction towards the nature. Nature tourism is a responsible travel to natural areas, which helps in conserving the environment. It happens in natural settings with an emphasis on understanding the nature.

Valparai, a hill station in Coimbatore, Tamil Nadu, is a home of pleasant weather and admirable scenic view. This beautiful place is located near to the border of Kerala. It stands majestically with green spread mountains and forests all around, famous for its flora and fauna, bio-sphere reserves, national Park, natural photography sites, etc.

This paper is an attempt to find out the nature of tourism (Natural tourism) and its implications for the ecology and environment of Valparaiss area. Understanding the different aspects of positioning Valparai as Natural tourist destination or eco-tourism spot. This paper will also try to find out the important factors responsible for the present tourism scenario and suggest ways through which the multiple goals of conservation and promotion resulting in the development of Valparai area.

Keywords: Destination Positioning, Destination Management, Eco-Tourism, Sustainable Tourism, Promotion and Development, Valparai

INTRODUCTION

India is one of the rapidly developing country in the world in all sectors, particularly in service sector like Tourism and Travel. As per 2019 statistics, India holds 34th out of 140 countries and shares the rapid increase global Tourist Arrivals by every year. Eco-tourism is completely a fresh approach in tourism sector. It conserves the cultural and natural history of the environment, taking care not to disturb the probity of the ecosystem. And while generating economic opportunities that make preservation, conservation and protection of natural resources advantages to the local people. It is ecologically sustainable tourism with a main attention on experiencing natural areas that substitute environmental and cultural understanding.

IMPORTANCE OF ECO-TOURISM

Eco-tourism is a emerging segment of the global tourism industry that is making noteworthy progressive contributions to the environment, cultural, economic and social well-being of destinations and local societies around the world. Contributing market long-term solutions, eco-tourism offers active economic incentives for preserving and improving bio-cultural diversity and helps to guard the natural and cultural inheritance of our lovely planet. For growing opportunities, eco-tourism is also an effective way for authorizing local communities around the world to battle against poverty and to achieve sustainable development. Besides, eco-tourism has provided a push against greening the tourism industry on many heads.

ECO-TOURISM BENEFITS

Lots of benefits that can be occurred from eco-tourism, if it is used as a bridge by local societies rather than large outsiders. Yet, the outcomes are a straight image of motivation behind the project.

Perceptions: Developing countries fear that their parks and protected areas

CASE STUDY OF VALPARAI**1. About Tamil Nadu**

Tamil Nadu (The Land of Tamils), state which is located in extreme south of Indian subcontinent. It is surrounded by the Indian Ocean to the east and south and by the states of Kerala to the west, Karnataka (formerly Mysore) to the northwest, and Andhra Pradesh to the north. Bounded by Tamil Nadu along the north-central coast are the communes of Puducherry and Karaikal, both of which are part of Puducherry union territory. The capital is Chennai (Madras), on the coast in the north-eastern portion of the

state. It is divided naturally between the even country along the eastern coast and the hilly regions in the north and west.

In Tamil Nadu, hill stations, waterfalls, forests, bird sanctuaries and beaches are scattered with natural beauty in plenty for those who show love with nature. The vision of the state is to make a world renowned destination specializing in sustainable tourism through focused efforts on making synergy among all stakeholders, inspiring capacity building and public-private partnership with revenue generating strategies.

2. About Coimbatore

Coimbatore is simply called as Kovai, second largest city of Tamil Nadu. Known as Manchester of Southern India, it is also a part of the Kongu Nadu region of Tamil Nadu. Located on the banks of the Noyyal River and is known for its textile Mills, factories, engineering firms, health care facilities, automobile parts manufacturers, educational institutions, hospitality, pleasant weather and for its Kongu Tamil. Coimbatore has a pleasing, salubrious climate, not reaching the high temperatures compared to other southern cities. It has showed its beauty in leaving its visitors awestruck at the charm, elegance and ever so humble nature of the emerging metropolitan and its residents.

3. About Valparai

Valparai a beautiful hill station, present close to Pollachi town, with wide areas of tea and coffee plantations, thick reserve forest fostering a unique flora and fauna. Valparai is barren of man-made tourist attractions. It has many subterranean forests and wildlife sanctuaries. Eco-tourism is given utmost superiority here. The charming grass hills are part of the Indira Gandhi wildlife sanctuary. Wildlife and natural beauty makes Valparai famous among serious photographers. The climate here is reliable with the cool reliefs associated with hill stations.

Positioned at 1500m above sea level in Coimbatore district of Tamil Nadu, Valparai is an vague yet serene hill station in the Anamalai Hills. Its fascinating combination of grassy hillocks, clean air, and scenic sights lure tourists from all over the country and yonder. It is the heaven of those who desire to visit similar hill stations like Ooty, Coorg & Kodaikanal, but are disappointed by the outbreak of vacation-footfall in those places. Corporate workers or students looking for break from the noise of their urban lives to nature-loving passions and trekking-enthusiasts can gain something worthwhile from travelling and staying at Valparai. It truly is the 'seventh heaven'. Pushed by an economy that embraces largely of coffee and tea estates, this tranquil hill station also flourishes because of its flourishing tourism industry and that too an eco-tourism spot.

AS AN ECO-TOURISM DESTINATION:-

Wildlife

Bunched in the wide-spanning of the Anamalai Tiger Reserve, the fauna in and around Valparai are at once varied, grand and fierce. Veering off into the dense, lush evergreen forests can lead one to spot leopards, sambar, elephants, boars, and sloth bears amid others. However the forests are also home to much fewer species.

TOURIST DESTINATIONS

1. Aaliyar Dam

The dam marks for a spot to idle around and picnic. At a while the rolling noise of waters rumbles down below; an aquarium and mini-theme park nearby also count as all time tourist-favourites.

2. Sholayar Dam

The dams recorded to be the second deepest dam in all of Asia. It is a site for main hydroelectric power production, yet the view offered from the innumerable tea and coffee estates near to it is the spectacular and tourists admire it.

3. Monkey Falls

Located near to Aaliyar Dam and occupied by packs upon packs of monkeys that loan it its name. These waterfalls offer a charming break for those looking to step inside the water, get drenched, and have fun.

The scenery of Valparai is not drained by its several water bodies: there's also limitless vantage points that offer a chance to eyewitness the glory of Western Ghats at wide.

4. Loam's View Point

This vantage point directs multiple scenic hair-pin bends. One can reach and conquer peace by observing at eagles mounting above the green plantations in the distance.

5. Grass Hills

Grass Hills are a meagre 15km drive away from the town. Here, observing the elegant sunset over the hills is an remarkable experience.

ECO-TOURIST ACTIVITIES

While idling around and inertly witnessing the inspirational beauty of the hill station can provide unforgettable experiences, Valparai however also offers charms for those seeking adventure and action.

1. Trekking

Trekking around Valparai in order to interest up the magic of their trip a little. The trek to Top-slip with its delicate trails through the forests of Anamalai hills is expressly famous.

2. Bicycling

Moreover, the wide, well-built roads snaking around the hills offer plenty of opportunity for those aching to tout their bikes around. It is a great way to soak in the vast beauty of the landscape. The roads nearby the tea and coffee estates make for popular tourist choices when it comes to bicycling.

3. Bird-watching

Clutching one's camera and escaping into the forests to snatch in the scrubs and carefully observe the gathering of birds makes for a perfect occasion to connect with nature. It is calming for both the mind and body.

CONCLUSION

After knowing all the perks of Valparai and its surroundings, we get to know about its environment and how actually it can promote Eco-tourism. In addition to the tourism industry, many governments, development agencies, academic institutions and non-governmental organizations (NGOs) are now striving to develop sustainable ecotourism which, unlike much criticized straight mass tourism, claims to be sensitive to the environment and society. Valparai has the eligibility to become the eco-tourist sustainable destinations, which supports the local communities to grow rapidly.

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READINESS OF INDIA AS A RURAL TOURISM DESTINATION

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ABSTRACT

Tourism can be one of the rescuers to the rural area. Indian villages have large variety of attractions which can attract both domestic and as well as International tourists. Tourism is being labour intensive service industry, accommodate all from illiterate persons to literate. Many studies done in different parts of the world have shown that rural tourism makes an important contribution to the local economy both at the level of the individual farmer and region as a whole. Rural tourism is an alternate form of tourism among the present tourists. The rural tourist not only stay and eat in rural areas, but they also engage in recreational activities, purchase of local products, etc., Rural tourism provides job opportunity to local people for to their living standards, upgrades literacy level and general awareness about the world. In simple rural tourism is the powerful key for developing rural India.

Keywords: Rural Tourism, Rural Development

1. INTRODUCTION

Tourism is the fastest growing industry in the world. It is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. India being a land of culture and heritage. Among the developing countries India is the outstanding destination for International tourists from all over the world. Rural tourism is one of the emerging trends in the tourism industry

2. REVIEW OF LITERATURE

A collection of literature are reviewed for this study they are as follows

Travel through Indian states and cities bring to light, the cultural and the geographical richness of India. The Indian tourist destinations are reflect the rich glories of the past, the culture, traditions and values relative to geographic locations and the numerous distinctive manners, habits and food that will always remain truly Indian. The tourism Industry in India is substantial and is fast becoming a major global destination. It is the most profitable industry which credited with contributing a substantial amount of foreign exchange.

The Ministry of Tourism designs national policies for the development and promotion of tourism. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism with the process of the Ministry consults and collaborates with other stakeholders in the sector including various central Ministries and Agencies, state government, Union territories and the representatives of the private sector. **(Ashok Manoram:2016)**

Service sectors are playing a major role in Indian economy. The development of tourism is depends upon the foreign tourist arrivals and foreign exchange earnings and contribution levels **(M. Devikala: 2016)** Rural tourism can be defined as a tourism product, which approach accentuates the importance of supply management and marketing activities **(M.Pakurar, J.Olah).**

Rural Tourism provides a major thrust to domestic tourism. The development of Tourism in rural area is a matter of evaluating local suitability and acceptability. The travel and tourism in India are expected to generate Rs. 1564 billion making India one of the largest tourism markets in the world. Tourism is a major source of employment as a labour-intensive activity in a labour-surplus Indian economy. In the present situations, industrialization and development focused mainly urban centric approach, rural tourism can provide an economic growth in rural areas of India **(Raghavendra.D.V, Vijayachandr Reddy.S, Shilpa.V:2016).**

The major challenge in developing rural tourism is to consider environmental and natural conservation of resources and a proper understanding between the tourist and local people to participate in tourism development. A proper marketing plan could bring lots of benefit to our society. Rural tourism help inflow to resources from urban to the rural economy **(Umakant singh Indolia:2012)**

3. STUDY OBJECTIVES

In this Research paper it is proposed

- ❖ To study the rural tourism products in India

- ❖ To formulate the effective framework for the practice of rural tourism in India
- ❖ To create an awareness among the tourists
- ❖ To offer appropriate method to organising rural tourism using the uniqueness of India's rural strength.

4. METHODOLOGY

Descriptive research design is used for the study by employing both primary and secondary data. The primary data collected from Government Reports, official websites of Government of India, Ministry of Tourism etc., Secondary data were mainly collected from published books, magazines, newspapers, articles, journals etc.,

5. RURAL TOURISM IN INDIA

"India lives in its villages" said Mahatma Gandhi, because India is a land of great variety and contrast. Its unique cultural mystique, exotic heritage, aesthetic environment, and outstanding natural resources have emerged from its rural back-ground. Maxmuller aptly remarked, "if we were to look over the whole World to find out the country most richly endowed with all the wealth, power and beauty that nature can bestow-in some parts very paradise on earth- I should point to India". So India is one of the oldest civilizations with a kaleidoscopic variety and rich cultural heritage.

On the aspect of Tourism, International tourism in contemporary India is rapidly changing, trying to inform the world that it offers a veritable abundance of Nature, culture and history. Most of the states and union territories of India are blessed by Nature, there are snow- capped mountain ranges, lush green forests, meandering rivers large water fronts, cascading waterfalls, gentle gurgle of streams, lot of beaches offering a very silent and serene atmosphere.

The overall tourism industry in India has shown significant growth in the past decade, with trends like increasing levels of awareness, environmental consciousness, growing interest in heritage and culture, improved accessibility and rural tourism shows significant place as a market opportunity.

Rural tourism is relatively a new concept in India. The recognition of rural tourism as a form of organised activity traces itself to an International conference and Exhibition on Rural Tourism in India organized by Federation of Indian chambers of Commerce and Industry in 2001. The basic concept of rural tourism in India was envisaged with benefit accruing to local community through

1. Entrepreneurial opportunities
2. Income generation
3. Employment opportunities
4. Conservation and development of rural arts and crafts
5. Investment for infrastructure development and preservation of the environment and heritage.

This approach was adopted for the reason that, 70% of India is representing "Traditional India" and is largely unexplored. Rural India has much to offer to the world. Rich in traditions of arts, crafts and culture, rural India can emerge with important tourist spots. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India. More than 77 crore farmers live in 5.5 lakhs of village as per 2001 census report. The growth in the India rural tourism market in recent years means that many Indian villages have now found a place on the tourist map.

It may be noted that, rural tourism is the main driver of economic growth and employment generation in more than 80 countries. It has the potential of addressing issues such as rural poverty, empowerment of women, strengthening the economic status of the rural artisans, earning forex etc. The development of tourism in a rural area is not simply a matter of matching tourist demands with local product supply but a matter of evaluating local suitability and acceptability. Rural tourism adopted in India with seriousness will help to increase India's world tourism market share.

6. RURAL TOURISM PRODUCTS IN INDIA

India has over 172 rural tourism sites identified across the country. The country has 28 states and 7 union territories and each state of India has its own charm and fascination that gives tourists something new and something extra. Thus the scope of rural tourism in India is boundless. Each state has its own uniqueness and rural attractions. This section is dedicated to highlight the rural tourism products in various states of India. Rural tourism include agri tourism, heritage tourism, cultural tourism, eco tourism, culinary tourism, adventure and sports tourism. The tourism activities in the rural areas are depends these kinds tourism.

6.1. Rural Tourism Activities

Rural tourism activities are as follows

According to a broader tradition rural tourism includes a series of activities, services and accommodations offered by farmers, peasants and inhabitants of the rural environment in order to attract tourists to their area, which generates additional revenues for their business. By this concept rural tourism including the following activities

1. Visiting village life
2. Trips to Rural areas
3. Farm stay
4. Participation in social events, festivities, outdoor recreation
5. Purchase of manufactured products and agricultural products, etc.,

This makes sure that, Rural tourism is a form of tourism practiced in the rural environment which uses the agritouristic household with all its facilities by using local resources like natural, cultural and human. The accommodation offered are inns and rural hotels, shelters and holiday villages.

6.2. Rural Tourism practices in India

Some of the important Rural Tourist Destinations and the unique Rural Tourism Practices are listed below Table 1.1

S serial Number	Name of the State and Destination	Rural Tourism Practices
1.	Himachal Pradesh	<ol style="list-style-type: none"> 1. Watching the freshness of the mountain scenery 2. Absorbing the rich heritage of the villages 3. Attending shoolinmela,minjar fair and shivaratri festivals 4. Yak safari in Leh and Ladakh 5. Treks to villages 6. Village home stays at Naggar
2.	Punjab	<ol style="list-style-type: none"> 1. watching rural Olympics quirkiest festivals at KilaRaipur 2. watching cultural programmes like bhangara dance etc.,
3	Gujarat	<ol style="list-style-type: none"> 1. staying at bungas etc., 2. Interacting with rural leather and mud craft artisans 3. Watching birds 4. Visiting archaeological sites of Indus Valley Civilization 5. Camel safari 6. Attending Pashumela the cattle fair
4	Rajasthan	<ol style="list-style-type: none"> 1. Watching traditional farming practices 2. Riding on Camel, Elephant, bullock-cart and horse-cart 3. Visiting forest and bird watching 4. Watching tribal and rural folk dances 5. Watching rural adventures sports like camel polo,camel race and elephant polo
5	Madhya Pradesh	<ol style="list-style-type: none"> 1. Visiting decorated village houses 2. Home stay 3. Watching making of arts and crafts of tribal 4. Exposure visit to Kanha National Park
6	West Bengal	<ol style="list-style-type: none"> 1. Purchasing wonderful bamboo crafts 2. Watching mukumanipar mela 3. Watching traditional folk dance 4. Visiting sunderban tiger reserve and mangrove forest
7	Maharastra	<ol style="list-style-type: none"> 1. Watching rice farming activities

		2. Watching fireflies at Purushwadi village 3. Trip to warli village for to learn about warli painting
8	Odisha	1. Visiting exclusive place of pattachitra traditional cloth painting at Raghurajpur village 2. Watching traditional Gotipural Dance
9	Karnataka	1. Watching annual car festival, mahashivaratri, Dusserah festival etc., 2. Visiting historical places like Humbi and Pattadakal 3. Homestay 4. Purchasing locally grown coffee, cardamom, honey, cinnamon and fresh fruits and vegetables
10	Andhrapradesh and Telungana	1. Watching lush green paddy fields 2. Bird watching 3. Fishing 4. Bullock-cart rides 5. Boating and trekking 6. Purchasing baskets and pottery
11	TamilNadu	1. Overnight stay at a Chettinadu home 2. Tasting traditional Chettinadu cuisine 3. Watching lush green paddy fields of Thanjavur The Granary of South India 4. Watching village folk dances of Karagattam, dummy horse dance etc., 5. Purchasing handicrafts of Thanjavur Art Plate, other special products 6. Taking part in local customs and traditions

7. FINDINGS AND SUGGESTIONS

Rural tourism development is based on principles of sustainable development and to promote tourist destinations in India. The rural tourism scheme emphasizes entrepreneurship and active community participation in development and policy-making in rural tourism. Following are important suggestions for the development of rural tourist destination for rural development. They are as follows:

1. The selections of rural tourism activities in the rural sites are appropriate. It can be underlined that more community based activities within the scope of project should be identified by the Non Government Organisations.
2. Effective documentation of all the “Incredible India” sites is an imperative. Media persons and journalists should be contacted and invited for to write about the rural destinations.
3. A micro database capturing the updated tourism related information of the village should be maintained by the gram panchayat.
4. Tour operators and Travel Agents are aggressively promoted the rural sites with appropriate rural tour packages.
5. Organising national level exposure trips to rural India should be organised to create awareness among the tourists.
6. Clear-cut delegation of responsibility among the stakeholders both the Government, NGO, local community to avoid confusion during implementation.
7. A special monitoring cell or steering committee to evaluate the rural tourism scheme should be set up
8. The local Government provide better infrastructural and political support for the development of rural tourism. In this way rural tourism can bring holistic development to an area.
9. A significant improvement can be made in the income and living standards of the people of the region or locality by way of rural tourism.
10. Proper cooperation and coordination between various stakeholders like local communities, tourist departments both the state and central, private sector and the government for successful operation for the development of rural tourism.

8. CONCLUSION

In recent years there has been an increased realization about rural development. With 69 percent population living in rural India and almost 6.5million village units spread across the country. India showcases a variety of cultural patterns having different lifestyles, practices, art and craft and festivals. These can be focused in the form of rural tourism. Increasing level of awareness, growing interest in heritage and culture, improved accessibility, environmental consciousness all are shifted trends towards rural tourism as an emerging concept.

Rural tourism is one of the key elements for the preservation of culture and heritage of the country. It also generates employment in the villages such as that of guide, driver, cook, housekeeping and hospitality to the tourists. Proper environmental management, local involvement, sound legislation, sustainable marketing and realistic planning are the important requirements for the development of rural tourism.

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RECENT CHANGES AND TRENDS OF DRY AND SEA PORTS IN OCEAN TRADE

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ABSTRACT

All over the world the 90% of the world merchandise trade is transported by marine trade. This percentage has remained fairly constant over the last century, yet the volumes have increased enormously in the last two decades. This rise in global shipping volumes resulted from disintegration of production from one place to another and the integration of world trade from one place to another. In the light of these structural changes, the importance of logistics and role of international trade mediators should not be underestimated, (Wouter Jacobs (2014). Quality logistics services are must to carry the cargo from manufacturer place to consumption place. Logistics services play an important role in facilitating the transportation of international trade in goods: inefficient logistics services impede trade by imposing an extra cost in terms of time as well as money. As developed nations shift from traditional manufacturing and agriculture and are increasingly engaging in international vertical specialization, the need for efficient logistics services becomes ever more important. High quality logistics services improve the competitiveness of a country's exports by reducing the cost involved in transporting goods – especially for countries that are disadvantaged by being far from major markets. If the administrator of mediators of international traders know the actual requirements of ocean trade users, it will be useful to develop the existing facilities of ocean and dry port. Therefore, this study will investigate the EXIM process followed in ocean trade, logistics management approach adopted by logistics concern, observe the role of ocean trade mediators in the study area and observe the cargo traffic levels in the ocean trade in the study area. During the past 20 years, world seaborne trade increased by almost 40 percent, Liner shipping grew the fastest. (Palgrave, 2001).

A dry port relieves congestion at gateway sea ports and is acting as a focal point of supply chains connecting different locations. Within India, dry ports promote regional development. By 2020, more than 200 dry ports would have been established throughout India. Over 60 of these were close to the main gateway sea ports, such as the Jawaharlal Nehru Port (JNP) and Mundra ports. These dry ports have facilitated interaction between the shippers/consignees on the one hand and shipping lines/carriers on the other. It has been used in industry as a marketing tool to imply that a facility has reached a particular level of sophistication in terms of services offered, such as customs or the presence of Third Party Logistics (3PL) firms within the site and/or an adjoining freight village. Since 1991, Indian Government adopted the Liberalization, Privatization, and Globalization and it made remarkable changes in the ocean trade in Indian regions. Globalization helped to increase trade and the development of multi-modal transport systems all over the country. The maritime trade related activities which were earlier concentrated around the ports have gradually shifted closer to inland production and distribution centers in the country. These centers function as dry ports. A large number of dry ports have been setup with great exigency in post-reform India in regions which have a concentration of export oriented enterprises to facilitate movement of cargo to the seaports. The southern state Tamilnadu in India has two cities viz., Tirupur and Coimbatore which gets on a growth path with these facilities. They captured the new sectors of the economy that opened up after the reforms, particularly the agro based and the “new” manufacturing industries such as automobiles spare parts industry, textile equipment, motor pump industry and casting. These acts as clusters of small scale export oriented enterprises developing here which will give a boost to the dry port sector. Already the major ports of the southern states Chennai and Tuticorin port are improving their ranks in the port hierarchy. The Government of India is also preparing a comprehensive plan for the development of a dry and sea port system on the east coast which serves these better ocean trade oriented services towards states entrepreneurs and marine traders. Meanwhile, both dry and sea port must develop with the appropriate number of customs officials, administrative staff and other blue collar job employees as well as physical environment of ICD with advanced technology to efficiently handle the shipment process in two ways that is stuffing and de-stuffing activities very quickly. To sustain good opinion of the existing ICD and ocean trade users towards ICD and ocean trade functioning in future with the help of ministry of shipping and commerce for enhancing the quality service as well as improving the level of satisfaction towards ocean trade mediators is vital. If the ministry of shipping focused towards establishment of good logistics management system in the shipping industry, India will explore more in the world market and get more foreign exchange earnings with the help of large volume of export import activities via ocean trade activities in near future.

All over the world the 90% of the world merchandise trade is transported by marine trade. This percentage has remained fairly constant over the last century, yet the volumes have increased enormously in the last two

decades. This rise in global shipping volumes resulted from disintegration of production from one place to another and the integration of world trade from one place to another. In the light of these structural changes, the importance of logistics and role of international trade mediators should not be underestimated, (Wouter Jacobs (2014). Quality logistics services are must to carry the cargo from manufacturer place to consumption place. Logistics services play an important role in facilitating the transportation of international trade in goods: inefficient logistics services impede trade by imposing an extra cost in terms of time as well as money. As developed nations shift from traditional manufacturing and agriculture and are increasingly engaging in international vertical specialization, the need for efficient logistics services becomes ever more important. High quality logistics services improve the competitiveness of a country's exports by reducing the cost involved in transporting goods – especially for countries that are disadvantaged by being far from major markets. If the administrator of mediators of international traders know the actual requirements of ocean trade users, it will be useful to develop the existing facilities of ocean and dry port. Therefore, this study will investigate the EXIM process followed in ocean trade, logistics management approach adopted by logistics concern, observe the role of ocean trade mediators in the study area and observe the cargo traffic levels in the ocean trade in the study area. During the past 20 years, world seaborne trade increased by almost 40 percent, Liner shipping grew the fastest. (Palgrave, 2001).

Basically, India has multiple opportunities related to export and import activities in the field of agro based industry, textile, engineering, handicraft, software, civil and herbal as well as medical industry. But, there is poor foreign trade knowledge and poor guidance, leading to slow process of international trade activities. Therefore, the surplus goods and services have vanished in India without any exportable opportunities. The desires, needs and wants of customers are wider now. It may be fulfilled by the exporters, importers and mediators through foreign trade. These people alone can bring the product of different countries to the domestic market and export the domestic products to the world market. Complicated EXIM process and poor satisfactions of users towards ocean port and ICD are acting as bottlenecks to the foreign trade activities in India.

RECENT TRENDS ADOPTED BY COMPANY IN MARKETING PRICE PRODUCTS

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ABSTRACT

Companies consistently undercharge for products despite spending millions or even billions of dollars to develop or acquire them. It is true that businesses and private consumers alike are demanding more for less; the prices of personal computers, for example, have been pushed downward despite their higher processor speeds and additional memory. Global competition, increased pricing transparency, and lower barriers to entry in many of the most attractive industries have contributed to the trend. But these are not the only problems. Many companies want to make a quick grab for market share or return on investment, and with high prices both objectives can be harder to achieve.

These concerns encourage companies to take an incremental approach to pricing: they use existing products as their reference point. Particularly in consumer markets, they might set the price slightly higher or lower than that of their main competitor.

The incremental approach often underestimates the value of new products for customers. One of the first makers of portable bar code readers, for example, calculated how much more quickly its customers would be able to assemble their own products if they used portable readers. The company then took the price of the older, stationary readers and raised it proportionally, solely to account for the time savings. This strategy also fit in with the company's desire to penetrate the market quickly.

Keywords: Global competition, Investment, Competitor, Market strategy, Consumer behaviour.

Recent trends adopted by company in marketing price products Measure the Market

Pricing strategy begins with a market analysis of what the optimal product price for a given product or service should be. Business owners determine the total cost to produce one unit of a product or service then conduct market research—including focus groups and comparative price analyses—to determine the point where the company's willingness to supply a unit at a given price is identical to the market's willingness to purchase a unit at that price. This point is called the "equilibrium point," although companies are not required to sell at that price.

Cost-Plus Pricing

Cost-plus pricing ensures that the company's total costs plus a predetermined profit margin are recovered in full. This is classic lemonade-stand pricing, and is common in the manufacturing business-to-business sector. In this case, pricing equals costs plus a static profit.

Related is target-return pricing, in which the price is set to earn a specific return on an investment (ROI). For example, a pharmaceutical company that spent \$2 billion to develop a new drug, and which has a 20-year patent on the drug, may set price to recover its research-and-development costs, the research and development of failed drug development, marketing and salaries for the projected demand over the life of the patent.

Demand Pricing

Demand pricing fluctuates with consumer needs. For example, gas station owners typically use demand pricing for fuel, and during peak travel periods, the cost-per-gallon increases. Likewise, when people typically stay off the road, prices decline.

Demand pricing for items like fuel can also work as a "loss-leader." That is, a company might set a two-hour period after the big local college football game, with a price-per-gallon equal to the total score of the game. Consumers, eager for the deeply discounted fuel, will line up for gas, but the station will partially recover the loss through the sale of additional items in the attached convenience store, while earning public goodwill that may lead to repeat customers and future sales.

Competitive Pricing

Tightly competitive industries, or industries where there is already an established market leader and market price, feature competitive pricing. For example, the town's second pizzeria has less room to set its own price because the competition already set the price for the community. Therefore, the new shop may slightly undercut on price in order to earn the patronage of price-conscious consumers.

Mark-up Pricing

Most retailers use mark-up pricing. They resell items they purchased from a wholesaler, and then set a sale price to the final consumer that consists of a the original wholesale price plus the retailer's marked-up profit margin. For example, a book store may sell books for 10 percent over the costs the store incurred to buy its inventory.

This mark-up must defray the non-inventory costs of running the business (e.g., labour, insurance, rent) and supply an additional profit margin.

Psychology of Pricing

Business owners must be sensitive to the emotional impact of price. Irrespective of the dollars and percentages of profit margins, consumers like getting a deal and respect companies that provide good quality at a fair price.

CONCLUSION

In conclusion it is clear that pricing strategies play the most unique role in that it changes often, most volatile business strategy and is dependent and interactive. Pricing makes a product attractive or non-attractive. Pricing makes a business decide how much advertising or marketing a product gets because of the relationship to cost and consumer happiness. If a consumer or buyer is happy than they buy the product more regardless of price. Advertising and marketing tells a consumer what they want to buy price helps that product stand out against other like products. Millions of dollars are spent telling a buyer they have to have the latest product. Marketing and price make people feel they need a product they pay the price set. The company said all products made in America are now more expensive and people pay it.

RE-CONCEPTUALIZING CYCLING IN THE NEW ERA

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ABSTRACT

The rapid urbanization in developing countries has caused transportation problems that need to be solved. For that reason, the study evaluates the potential of cycling in the densely populated part of our locality. Although the cycling seems potential replacement for public transportation commuters, in fact, there are some setbacks needed to be supported by the government to make it reality in future. Cycling as a mode of transport is a low-cost, health-improving way to travel and offers environmental benefits for the cities that promote it. It is only recently, though, with concerns over climate change, pollution, congestion, and obesity among others, cities throughout the world have begun to implement policies to promote cycling. The purpose of study is to evaluate the potential of cycling as an alternative mode of transportation based on time to travel within the existing road infrastructure. Besides the health and environmental benefits, adopting cycling will provide economical and independent travel to the daily commuters.

Keywords: Cycling, Urbanization, Health benefits

1. INTRODUCTION

A silent revolution is pedalling its way into city dweller's lives. Intensifying traffic congestion issue, increase in air pollution and alleviation in fuel prices remain as the key factors in driving the need for cycling. Bicycles were introduced in the 19th century and now number approximately one billion worldwide. They are widely regarded as a very effective and efficient mode of transportation, optimal for short to moderate distance.

It has been widely accepted that riding a bicycle is good for health and environment. With the increase in demand, many cycling clubs have mushroomed on social networking sites, which welcome all cyclists and cycle lovers. It encourages a mixture of creative and social space.

With increasing population and number of people owning private vehicles, the roads become narrower and more time takes to commute. It is challenging to find a way into public buses, micro buses ... etc. without mentioning about the overcrowded and uncomfortable journey.

Our populations' health has become seriously impacted by our sedentary lifestyle. Riding a bicycle is an outlet that allows us to combine transportation with exercise.

2. SIGNIFICANCE OF THE STUDY

The bicycles can change the world might sound like an oversimplification of things, but when you make it as a part of your life, it's easy to visualize that the scenario changes. Cycling help you to lead healthier lifestyle which has economic benefits as well. It provides alternative transportation. Cycling makes you stress free and help us to sleep better.

3. OBJECTIVES OF THE STUDY

The objective of the study is to know the recent trends in cycling, benefits of cycling and to contribute our own innovative ideas.

- ✓ To know the recent trend in cycling
- ✓ To be aware of the benefits of cycling
- ✓ To come up with new ideas for re-conceptualizing cycling in the new era

4. STATEMENT OF THE PROBLEM

Cycling is a long term solution for many problems that city administrators face worldwide. The rapid urbanisation has caused transportation problems that need to be solved. For that reason, our study evaluates the potential of cycling in the densely populated parts of Kerala.

The modern negative consequences of heavy automotive use include the use of non-renewable fuels, a dramatic increase in accidental death, the disconnection of local community, the rise in obesity and cardiovascular diseases, the emission of air and noise pollution, the emission of greenhouse gases and generation of traffic.

5. METHODOLOGY OF THE STUDY

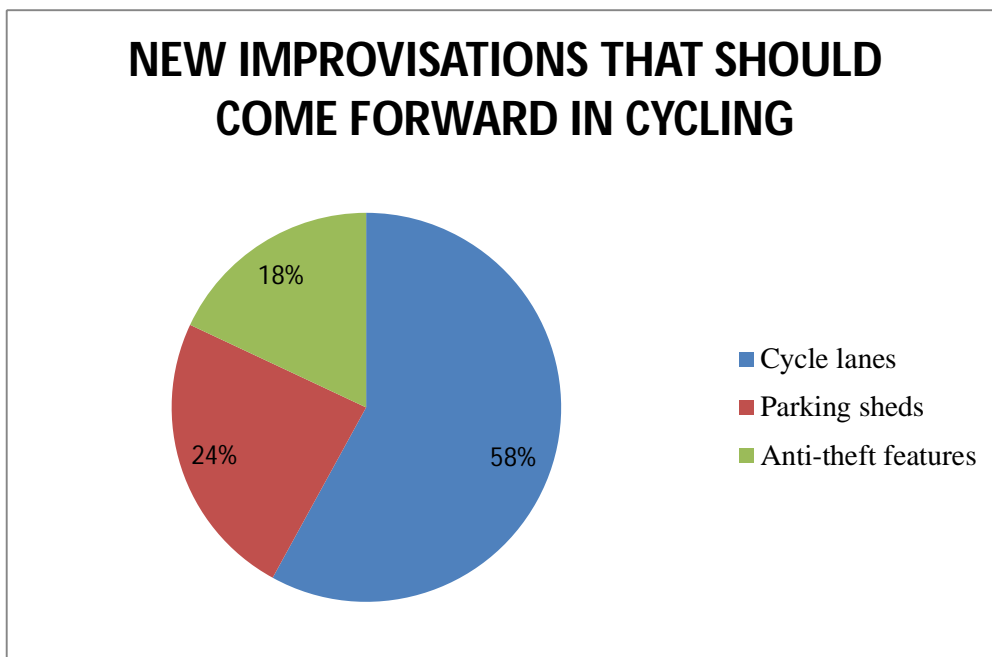
- ✓ DATA: Primary and Secondary data
- ✓ The primary data were collected through questionnaire from the people who were selected conveniently.
- ✓ Secondary data were collected from journals, websites, books...etc.

6. LIMITATIONS OF THE STUDY

- ✓ The responses of the questionnaire only reflect the perceptions of the individuals who have filled the questionnaire and cannot be generalized
- ✓ In this busy life, no one care to spend time on cycling.

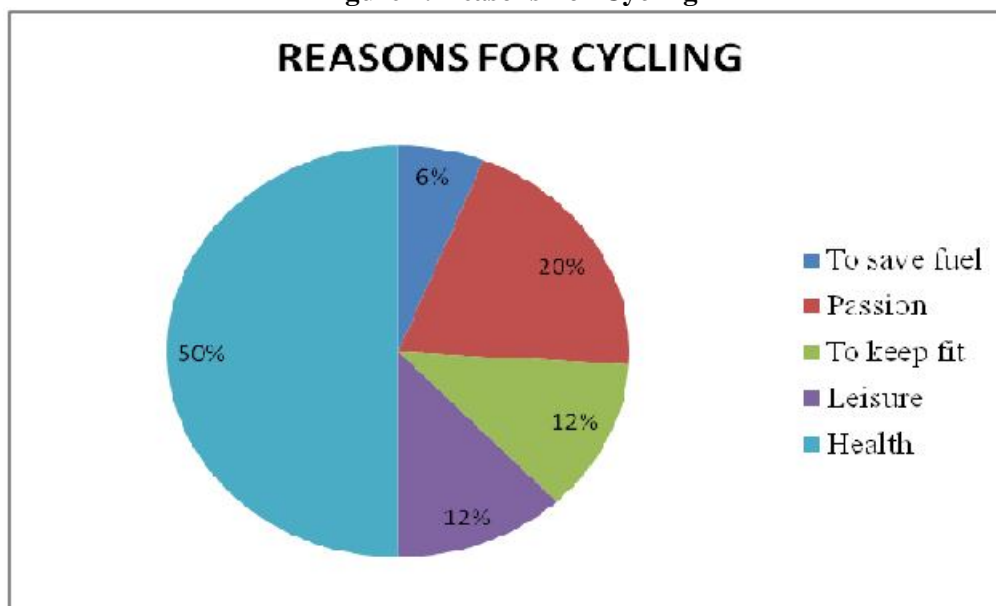
7. DATA ANALYSIS

Figure 1. New Improvisations That Should Come Forward In Cycling



Cycling commuters prefer cycling lane as the new improvisation in this era. Cycle lanes are part of a road that is separated by a line from the rest of the road, for the use of people riding bicycles. Cycle lanes do not cause traffic jams: they are part of the solution. It keeps the cyclists safe and more people will come forward in cycling.

Figure 2. Reasons For Cycling



Cycling is the best way to get in shape, enjoy outdoors and have fun while you're doing it. Most of the people prefer cycling, considering their health benefits. Cycling helps to burn eleven pounds of fat in a year, build lean muscles, boost your metabolism and dramatically decrease your chance of acquired heart disease.

8. CONCLUSION

Raising levels of congestion, pollution, obesity and reorganisation of climate change have led to government action in encouraging cycling. To an extent these efforts are succeeding and there has been a rise in the number of cyclists on the roads in recent years. Better cycling infrastructure will help cyclists feel safer on the roads and may encourage more people to cycle. Increased cycling will reduce air pollution and motor vehicle congestion, if people switch from using their cars. Cycling provides big health benefits to those people who do not already exercise regularly.

It is crucial to ensure that when cyclists take the roads, the risk posed by motorists is minimised. This requires a willingness to challenge the car culture. Police, prosecutors, judges and legislators have an important role to play in achieving this.

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ROLE OF ACCOMMODATION AND EVENT TOURISM DEVELOPMENT

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ABSTRACT

Tourism Industry Is Fastest Growing Industry In The World. The Advantages Of Tourism Industry Is Providing Employment Opportunities To Local Community People, Extension Of Infrastructure Facilities, Balance Of Payment, Foreign Currency Earning, Understanding Between Two Nations, Development Of Every Nations Economy Development Etc.. Nowadays We Meet Many Disadvantages To Environment Like Air Pollution, Water Pollution, Noise Pollution, Visual Pollution Etc.. Due To Tourism Activities In Tourism Destinations. This 21 St Century Accommodation Sector And Event Management Sectors Developed More. This Because Of The Purchasing Power Of Tourists And Local Residents, Local Recruitment, Local People Involvement. Event Tourism Is A Subject For Those Who Like To Make A Career In This Field And Become True Professionals In Future. Events And Programmes Important For Tourism. These Events Are Considered As Motivators. Nowadays Tourists From Foreign Country ,Domestic Tourists Visiting Places For Various Reasons Or Purposes. The Development Of Tourism Depends The Local Events And Other Programmes Which Is Attracts The Tourists More. In General Some Tourist Places Are Visited By Tourists For A Special Event. Many Festivals And Concerts Will Be Conducted By The Top Most Companies. For Example Goa Film Festival And Music Concerts, Yoga, Meditation Are Conducting Regularly. The Advantages Of Events Tourism Is To Receive More Tourists As Well As Local Residents. The Aim Of The Abstract Is To Find Out The Impacts Of Event Tourism, Man Power Training, Technology

Development And Use In Event Tourism, Structure And Size Of Event . Concentration To Target Audience , Satisfaction Level, Safety And Security.

Keywords; Advantage, Motivators, Special Event, Professionals, Opportunity, Concert

INTRODUCTION

Tourism Industry is fastest growing industry in the world. The advantages of Tourism industry is providing employment opportunities to local community people, extension of infrastructure facilities, balance of payment, foreign currency earning, understanding between two nations, development of every nations economy development etc.. Accommodation is very important to conduct events . The role of hotels providing such kind of facilities like conference halls , marriage halls, concert halls, banquet halls with spacious attractive and luxury rooms for events. Most of the events conducted only in Star category hotels. Nowadays we meet many disadvantages to environment like Air pollution, Water pollution, Noise pollution, Visual pollution etc.. due to tourism activities in tourism destinations. This 21 st century Accommodation sector and event management sectors developed more. This because of the purchasing power of tourists and local residents, Local recruitment, Local people involvement. Event tourism is a subject for those who like to make a career in this field and become true professionals in future.

DEFINITION OF EVENTS

- Event Management is defined as the organization and coordination of the activities of an enterprise in accordance with certain policies and in achievement of clearly defined objectives.
- Fremund Malik defines as Management is the transformation of resources in to utility.
- According to Peter Drucker (1909-2005) the basic task of a management as twofold;marketing and innovation.Nevertheless ,Innovation is also linked to marketing .Peter Drucker identifies marketing as a key essence for business success
- But management and marketing are generally understood as two different branches of business administration knowledge.
- The Accepted Practices Exchange Industry Glossary of TERMS APEX2005 defines an event as ,An organized occasion such as a meeting, convention, exhibition, special event, gala dinner ,etc. An event is often composed of several different yet related functions.

- Goldblatt (2005) focuses on special events as “a unique moment in time, celebrated with ceremony and ritual to satisfy specific needs.” Getz (2008) notes that events are spatial - temporal phenomena and that each is unique because of interactions among the setting, people, and management systems, including design elements and the program. He highlights the fact that the biggest appeal of events is that they are never the same, and that the guest has “to be there” in order to enjoy the experience fully. He suggests two definitions, from the perspective of the event organizers, as well as the guests’:
- 1. A special event is a one-time or infrequently occurring event outside normal programmes or activities of the sponsoring or organizing body.
- 2. To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.

ACCOMMODATION

Accommodation is very essential for tourism. It is providing food and shelter for rest. Every accommodation sector has different types of facilities and services. Hotels are separated under the category or grades. So tourists easily identify the suitable room for their stay and requirements. Recently accommodation sector has many changes due to technological innovations in the hotel, demand increase, structure of the hotel industry, tour of low and middle income group to various destinations, transport development factors etc..

REVIEW OF RELATED LITERATURE

Bowdin (2006) notes that the term “event” has been used “to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.” Jago and Shaw (1998) suggest six features of special events. According to them, special events should:

1. Attract tourists or tourism development
2. Be of limited duration
3. Be one-off or infrequent occurrence
4. Raise the awareness, image, or profile of a region
5. Offer a social experience
6. Be out of the ordinary

Summarizing the definition of a special event, they note it as: “A one-time or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience. Such events, which attract or have the potential to attract tourists, are often held to raise the profile, image or awareness of a region.”ARTICLE IN PRESS

D. Getz / *Tourism Management* 29 (2008) 403–428 411 aims include facilitating communication between sports and tourism, sharing best practices, intelligence gathering, building investment, establishing targets. As a research topic, sport event tourism became firmly established in the 1990s and has been expanding explosively since 2000. An early published contribution came from Rooney’s (1988) classic geographical studies of sport, specifically in the form of a paper on mega sport events as tourist attractions at the 1988 TTRA Montreal conference. The journal of Sport and Tourism was founded in 1993 (after 7 years in electronic format) as the Journal of Sport Tourism and edited by Joseph Kurtzman as an initiative of the new Sports Tourism International Council. Gibson (1998) provided the first assessment of sport tourism research and Weed (2006) reviewed the literature from 2000 to 2004. In addition to an ongoing discourse on what exactly is sport tourism and its place in academia, as well as the commonplace economic impact assessments, a number of other important themes can be identified. These are reviewed later within the context of the theoretical framework.

A growing number of books are available on the topic of sport tourism, both theoretical and applied in nature, and sport events figure prominently in all of them (see ‘Gammon & Kurtzman, 2002; Gibson, 2006; Higham, 2005; Hinch & Higham, 2003; Hudson, 2002; Ritchie & Adair, 2004; Standeven & De Knop, 1999; Turco, Riley, & Swart, 2002; Weed & Bull, 2004).

The intersection of sport management and sport studies with tourism deals with two major themes: sport events as attractions (for participants and fans), and more active forms of sport participation that require travel such as skiing. Just about every form of organized sport will generate planned events, and they tend to evolve from local to international in attractiveness. This gives rise to event travel careers that evolve and can last a lifetime.

Festivals and other cultural celebrations Cultural celebrations, including festivals, carnivals, religious events and the arts and entertainment in general (mainly concerts and theatrical productions) are often subsumed in the literature on cultural tourism (e.g., McKercher & du Cros, 2002; Richards, 1996, 2007). Festivals in particular have been examined in the context of place marketing, urban development, tourism and more recently social change (e.g., Picard & Robinson, 2006a).

‘Festival tourism’ has been the subject of quite a few research papers (e.g., Anwar & Sohail, 2004; Donovan & Debres, 2006; Formica & Uysal, 1998; McKercher, Mei, & Tse, 2006; Nurse, 2004; Robinson, Picard, & Long, 2004; Saleh & Ryan, 1993). Occasionally art exhibitions and tourism have been examined (e.g., Mihalik & Wing- Vogelbacher, 1992). A major study in the USA by the Travel Industry Association of America and Smithsonian Magazine (2003) profiled the cultural–historic tourist, including cultural events as attractions and activities. Several researchers have sought to determine the marketing orientation of festivals (Mayfield & Crompton, 1995; Mehmetoglu & Ellingsen, 2005; Tomljenovic & Weber, 2004). It has often been observed, and the research tends to confirm this suspicion, that arts festivals in particular display a lack of concern for tourism and take a product orientation that tends to ignore customer needs and commercial realities. Carlsen and Getz (2006) provided a strategic planning approach for enhancing the tourism orientation of a regional wine festival, but perhaps wine and tourism make more natural partners.

Although arts and tourism linkages have been advocated by many, and certainly exist with regard to festivals, concerts and staged performances, there will always remain tension between these sectors. The anthropological literature on cultural celebrations is vast, with tourism sometimes being viewed as an agent of change, such as giving rise to declining cultural authenticity.

Along these lines, festival tourism and ‘festivalization’ has become issue in cultural studies (Quinn, 2006). Prentice and Andersen (2003) assessed festivals in Edinburgh, looking at their role in image creation and tourism generation, and it is that kind of emphasis that has led to the evident backlash.

Olympics, world’s fairs, and other mega events Historically, a great deal of attention has been paid by researchers and theorists to the Olympics. Their magnitude, political and economic importance, prominence in the media and frequent controversy surrounding the IOC and the Games make them popular subjects. However, they are hardly typical of planned events or event tourism. Olympics-related literature is huge, fuelled in part by Olympic research centers around the world.

Numerous themes are covered in the Olympics literature, including their economic costs and impacts (e.g., Cicarelli & Kowarsky, 1973; Glos, 2005; Kasimati, 2003; Taylor & Gratton, 1988). Tourism markets for Olympics have been explored by Pyo, Cook, and Howell (1988), tourism and urban regeneration issues by Hughes (1993), and tourism impacts of the Olympics by Kang and Perdue (1994), Teigland (1996), and Faulkner et al. (2000). Tourism marketing and Olympics was studied by Libold and van Zyl (1994). Other topics include Olympic bids, politics, and urban boosterism (Hiller, 2000a); the Olympic legacy (Ritchie, 2000); host population perceptions of Olympics (Mihalik, 2001; Ritchie & Smith, 1991); sponsorship and Olympic impacts (Brown, 2002) and business leveraging surrounding the Olympics (O’Brien, 2006). Toohey and Veal (2007) took a general social science perspective to Olympic studies, and a critical evaluation of the Olympics has been provided by Waitt (2004). Without doubt the Olympics are a fertile ground for research, but this has tended to overshadow other mega events like world’s fairs and international sport championships. IN PRESS

Roche (2000, 2006) has studied both the Olympics and mega events in general in the context of globalization. Hiller (2000b) took an urban sociological perspective on mega events, while Carlsen and Taylor (2003) looked at mega events and urban renewal. World’s fairs and their tourism connections have been examined by Mendell, MacBeth, and Solomon (1983), Dungan (1984), Lee (1987), Hatten (1987), Dimanche (1996), and de Groote (2005).

A framework for knowledge creation and theory development in event tourism provides a framework for systematically studying and creating knowledge about event tourism, or by extension to planned events in general. It is used in the following sub-sections to identify knowledge gaps and productive lines of research and theory development.

It is now almost a cliché to say that tourism and hospitality are key players in the ‘experience economy’ popularized by Pine and Gilmore (1999), yet the nature of planned event experiences in general, and event tourism experiences in particular, has been given little research attention. As well, the meanings attached to travel and event combinations have not been fully explored.

Both the event and the travel experience have to be understood in concert. Attending an event in one's own home community is experientially different from traveling to an event, both where travel is a necessary condition (i.e., the event motivates travel, and the costs/risks of travel.

CLASSIFICATION OF EVENTS

There are four types of events under planned and unplanned category. They are

1. Mega events
2. Hall mark events
3. Major events
4. Local events

Mega event is organized by host country and reflects the tourism and economic infrastructure of the country. Most of the Mega events depends sports activity for example FIFA world cup, Olympic games.

Hall mark events associated with quality programme, best place with special, attractiveness, maintaining the culture and traditional way. For example Carnivals in Rio.

Major events means big size programmes with public interest. This event attracts large number of tourists and local people.

Local events will be organized only for local participants and audience.

The other forms events depends the following

- a. Political events
- b. Educational event
- c. science events
- d. Recreational events in season /off season
- e. Arts and entertainment
- d. Cultural celebrations
- e. Business events
- f. Marriage, party, social events

The above mentioned events mostly organized and conducted in Star category hotels. Accommodation sector is very important for tourism. Accommodation has different kind of Rooms with facilities, Restaurant with multi cuisine and big conference centres with high technology, Green atmosphere etc... The hotels also charged for different facilities and giving importance to Hospitality to customers. 'Athithi Devo Bhava' is a slogan attracts and followed by Indian Hoteliers and Tour operators and other tourism organisations.

Impacts of events

Event tourism brings interactions and conversations, relationship, understand and engage with other culture. Social events provide an opportunity to get all together celebrations. The social impacts of events are employment, education, training to job seekers to those who want to work in event management. The economic impacts is to develop the national economy through foreign nationals as well as domestic tourists, Organizing regional level programmes, sales, providing employment opportunity, international understanding between two nations.

CONCLUSION

Event tourism is a subject for those who like to make a carrier in this field and become true professionals in future. Events and programmes important for tourism. These events are considered as motivators. Nowadays Tourists from foreign country ,domestic tourists visiting places for various reasons or purposes. The development of Tourism depends the local events and other programmes which is attracts the tourists more. In general some tourist places are visited by tourists for a special event. Many festivals and concerts will be conducted by the top most companies. But risks reflects the business activity .Mostly few big hotels give operating problems like infrastructure technology change, polluted atmosphere. Same time other few small hotels provides above mentioned facilities without problems. So event tourism meets the risks while organizing programmes. Huge investment need to avoid financial problems. So every event company should predict the

problems, alternative arrangements, evaluate the duration, man power, resource limitation and investment ,adopting best strategy, employment decision, adopting new information technology ,safety and security of the audience and hotel staff, event organizers

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ROLE OF BIG DATA IN TOURISM INDUSTRY

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ABSTRACT

Since the commencement of the web technology in the nineties, Tourism has been a major domain of application of the World Wide Web. It is also one of the most benefitted areas of Internet and its related progressive technologies. With the initiation of ideas like Internet of Things, Smart cities, Cloud computing, Big Data etc. there has been an increase in the avenues of their implementation. Smart cities can accomplish their targets well only when all its areas work smartly. Smart tourism is the necessity for such smart cities which possess heritage value or other tourist attractions. It requires bringing together the various stakeholders in the tourism industry through a common platform of technology and hence provides a mechanism for their cooperative functioning through information exchange and analysis. There is no doubt about the potential of big data especially for the tourism industry. Businesses worldwide accumulate large amounts of data each year, now with the emergence of a "big data" movement, it is essential for individual businesses in tourism, to maximize the use of this data.

INTRODUCTION

Information plays a big role in the tourism industry, especially information on tourist activity. Since tourists connect to the internet and use various technologies while on vacation, they leave behind digital traces which Big Data can easily collect and deliver – most of the information are from external sources, like social media sites. These vast amounts of data are simply too much for a traditional database to process, thus, sparking the need for analytics.

Over the past few years, online tools have transformed the travel and tourism industry earlier, the collection and collating of information involved massive processes, and it was tough to create accurate tourist profile segments, it is essential to a business to understand traveler trends to provide convenient and existing travelling experiences to the tourists. Big Data helps in analyzing the traveler trends by collecting the information from different consumer centres and developing a specific marketing strategy for the target audience. Big Data technologies such as Hadoop and cloud – based analytics provide ample data storage space and presents information collected from a wide range of sources in a structure manner. It enables businesses in the travel and tourism industry to take immediate decisions as per the changing customer demand. Big Demand. Big Data Applications help organizations not only in introducing new products as per changing traveler needs but also provides predictive modeling analysis and key insights

Big data is becoming frontier of information management given the amount of data current systems are generating and consuming. It has driven the need for technological infrastructure and tools that can capture, store, analyze, and visualize massive amount of disparate structured and unstructured data. Big data is one of the biggest opportunity in a generation for travel businesses to embrace the changing structure of data and maximize its use. It offers the potential for a substantial shift for all travel companies, empowering them to enhance the both the experience and the business of travel. As with any generational shift in technology, however, the opportunities help hand – in-hand with the potential for significant disruption, which naturally bring many challenges – competitive – creative – for the tourism sector to consider.

Big data is more than just a matter of size; it is an opportunity to find insights in new and emerging markets based on data analysis, to make processes, businesses, and public services more agile, and that where previously considered beyond the reach. But while big data allows so many big opportunities, there are also many socio – economic, ethical, legal, privacy aspects associated to the sharing and reuse of data that must be analysed and taken into account.

In the tourism sector most of the players have also had access to plenty of data for many years. Every airline reservation every hotel stay, every rental car, and train reservation leaves a data trail. It all adds up to hundreds of terabytes and petabytes of structured transaction data in conventional database – big data by any standard of measurement. Increasingly travel arrangements are discussed online in ratings and blog sites, liked and disliked on social networks and complained about or praised in call centre conversations. The data arrives at a pace much faster than customary structured data ever did. To understand customers travel experience, the company has to add new forms of data to its inventory. If the travel industry wants to embrace unstructured

data into variety of formats , and data that is constantly flowing . it must covert unstructured data into a form in which it can be analyzed , and then analyze it on a continuous basis .

HISTORY AND EVOLUTION OF BIG DATA

Data storage and analysis as a way of gaining deeper knowledge on business activities and organizing an efficient business strategy is, by all means, not a new idea; in fact, it is as old as decision making itself. The ability to store and analyze information has known a gradual evolution: the abacus in Babylon was the first device ever constructed in order to perform calculations. The Library of Alexandria is considered to be the largest collection of data of ancient times and the Antikythera Mechanism the earliest discovered mechanical computer. In 1663 John Graunt was the first who gathered and analyzed data relating to the rate of mortality in London, caused by the bubonic plague that was ravaging Europe at that time. His book “Natural and Political Observations Made upon the Bills of Mortality”, was the first statistical analysis of data ever recorded, establishing John Graunt as the pioneer of the field of statistics. Data, in modern form, first appear in 1889 when Herman Hollerith, the father of modern automatic computation, invented a computing system for storing and processing information, with the aim to organize census data . In the landmark year 1989, the World Wide Web was invented by Tim Berners-Lee, a British computer scientist. In the same year, Howard Dresner defined the term “Business Intelligence” as “concepts and methods to improve business decision making by using fact-based support systems”. The years that followed, till 2005, are known as Analytics 1.0. and characterized by relatively small data sources, stored mostly in enterprise warehouses and the data analysis was mainly descriptive. At that time, very few organizations focused exclusively on data analytics; for the majority, data analysis was marginal to their business strategy. With the rise of personal computing, the production of online data started accelerating rapidly and data began pouring from any-where and any-time. It was in 2005 when Roger Moguls, the current director of market research at O'Reilly Media, first coined the term “Big Data” defining it as “the wide range of large data sets almost impossible to manage and process using traditional data management tools—due to their size, but also their complexity”. Next year, in 2006, Yahoo created the open-source Hadoop, as a way of storing and processing data. The period 2005-2012, known as Analytics 2.0, is characterized by the use of Big Data and analytics mostly by online firms like Google and Yahoo. Contrary to Analytics 1.0, in Analytics 2.0 data are very often externally sourced, large and usually unstructured. The flow of data is fast and it creates the need for an equally fast storage and analysis. Nowadays, Big Data is among the top Business Intelligence trends. Analytics 3.0 era has begun and has as most important trait the accessibility of all and not only the online firms, in the data-driven economy. Any company in any industry can leverage Big Data, in order to shape its strategy and gain a competitive advantage against its business rivals.

DEFINITION OF BIG DATA

Although there is no official definition of “Big Data”, the majority of the now existing terms converge to the one originally given by Roger Mougallas. Thus, they are most commonly used to describe “datasets so large and complex that could not be captured, managed and processed by general computers within an acceptable scope” (Baggio, 2016). Key parameter of all Big Data terms is the massive volume of both structured and unstructured data that are generated through the Internet use and are difficult to become warehoused and further analyzed by simply using traditional software techniques .

WHAT IS BIG DATA?

The term ‘Big Data’ is mainly used to refer to the volume of data. However, when used by vendors, it may also refer to the technology that organizations require to handle large amounts of data and storage facilities. Big Data is a massive amount of structured and unstructured data. Traditional database and software could not process it because of its sheer quantity. This huge source of data can provide managers, businesses, organizations, policy makers and researchers with tons of solid and reliable information for decision making.

WHAT IS BIG DATA TOURISM?

Big data is merely the most popular and widely used term to explain data availability and exponential growth in the changing modern world. It is a comprehensive term for data-sets that are big or complicated. Big data has challenges regarding search, capture, storage, visualization, analysis and information privacy, and they require innovations to expose the hidden values from expansive data-sets that are complex, diverse and massive in scale.

Big data has evolved to bring new opportunities for modern living. These vast repositories of data sources can provide managers, researchers, and policymakers with the data-driven proof required to make decisions. On the premise of numbers and analysis other than guesswork, anecdotes, intuition or previous experience, this article may guide you to more confident decision-making, accurate analytics and greater operational efficiencies, and risk and cost reductions.

The industry of tourism thrives on information. Big data can deliver up-to-date and immensely informed inferences regarding behavior and human activity that enhances the tourism industry. Tourists leave various digital traces behind when using mobile technologies on the web. Through every tourist, enormous amounts of data are present about everything that is relevant to different stages of travel — before, between and after a voyage. Most information is of an external nature like social networking feeds or in the form of Twitter. Due to the vast amounts of data availability in the cloud, analytics has become a need to make sense of the information present in the data. If you are a new customer planning for a trip, you probably acquire more sources from the internet when you are buying tickets, researching attractions or reserving accommodations. Members of the tourism industry are slowly turning to big data to find new ways for improving opportunities, decision-making and overall performance, for example, an interconnection of scattered information can be made possible through big data. Merchants and agencies involved in tourism can find various methods to use a diversity of data resources to interact with potential guests at each stage of a tour and use these big data sources to timely and better understand the increasing visitor statistics. They can also re-market to aim customers who have chosen a particular destination on an agency travel website.

BENEFITS OF BIG DATA TOURISM

Tourism big data is typical information produced by travelers themselves. It improves the thought process of tourism businesses by analyzing the customers demand for various services and products. Big data is not based on surveys but users' real actions. In other words, these actions – not stated queries or intentions — have been examined. Collecting all the data sources together, big data enhances the sample base on which conventional groundwork tends to be established by several orders of magnitude. We all are living in a period of unprecedented flux in customer beliefs, company business models and consumer response created by technologies that are simultaneously disrupting established institutions and producing new ones. In any case, tourism big data indicate noteworthy changes in the relationship between clients and businesses. We can utilize big data to support experiences and provide superior predictive analytics to enhance customer decisions and expectations.

HERE ARE SOME WAYS BIG DATA CAN BENEFIT TRAVEL INDUSTRY

❖ REVENUE MANAGEMENT

Travelling and tourism industry faces the challenge of selling the right product, to the right customer, at the right moment. Keeping in mind the right price, via the right channel. All this requires internal as well as external data. Internal data like past customer expectation, occupancy rates, room revenue and current bookings. External data, like information about local events, weather, flights and school holidays.

Both the internal and external data helps to get more accurate data. It also assists in predicting future demand and anticipate it in advance. As a result of this, hotels are then better able to manage prices and room rates, increasing them at times of high demand, in order to maximize the revenue that is generated.

It should be noted that more data is better only when the revenue management system helps to improve the price-demand estimates. This system helps to control a particular business mix and pricing strategy. It also helps to enhance the optimization process. Here big data usage basically gives an edge over the competitors and helps the marketer to make a niche for themselves. Revenue management helps in incorporating the analytics and determine which competitive properties are actually relevant to the customer's that are willing to pay. Also, the competitor rate information can be known and thus this also helps a business to plan the next move.

❖ REPUTATION MANAGEMENT

The important use for big data within the tourism industry is in connection with reputation management this data combined with feedback acquired internally can be used to spot the most significant strengths and weakness, and where customers are impressed. Hotels like Taj facilitate its service to the customers very well. These services are of great use as they help the hotels build and manage their reputation. Having the record of its customer data and information helps to drive to its core service, i.e hospitality, for which it is known for. If the website and services shown would not have been appealing, a person would never have taken a decision to stay there. Apart from that, the order-taking is also one of the kinds of experience.

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Big data has helped the functioning to get smooth, starting from billing and payment to the use the mode of payment everything has become flexible. The augmented service are the services for which one is ready to spend so much money.

EXAMPLE – Taj is a hotel and is known for its hospitality. The humble, polite and courteous staff is the reason what differentiates it from the other hotels. Employees are given separate training and a tough process is followed by them to get themselves enrolled in the hotel management courses. In the internet age, customers can leave reviews on a wide range of different platforms, including social media sites, search engines, and dedicated review websites, sharing their opinions and experiences. Customer's tendency is to trust reviews more than the website.

It is assumed that businesses bend the truth in their marketing. But other patrons generally don't have much reason to lie in a positive review. If they think a hotel is good, it probably is. Moreover, customers are increasingly checking these reviews and comparing different hotels before they make a booking.

So, when all this data get combined with the feedback that is acquired internally, it can be used to spot the most significant strengths and weaknesses. With data, it can be known that whether customers are impressed or disappointed. Once this information has been gathered, hotels can use it to inform their training efforts, in order to make improvements and ensure future reviews are positive.

❖ **STRATEGIC MARKETTING**

The strategic marketing is done by combining big data with integrated marketing management strategy , marketing organizations can make a substantial impact on these key areas. Big data helps in delivering facts and figures. This , when converted into stats, helps to find insights in not just who your customers are, but where they are, what they want, how they want to be contacted and when.

In the travel industry, it might be difficult to get the right marketing done because potential customers are varied in who they are, where they come from, and what they are looking for. But, big data helps tourism companies to adopt a more strategic approach in their marketing efforts, targeting the right people in the right way.

More specifically, it can help businesses to identify the trends that exist among the customers, where the similarities are, and what the best marketing opportunities are. It can also help businesses to understand where those people are and when marketing is most relevant to them. This can enable marketing messages to be sent, based on time, location and other data. This allows targeted promotional content to be delivered.

❖ **CUSTOMER EXPERIENCE**

Customer experience is a factor that decides whether the customer will be a loyal customer, need-based customers or wandering customer. A loyal customer is the one who makes up a minority of the customer base but generates a large portion of sales. The main aim is to make the customer loyal.

Hotels and other businesses in the travel and tourism industry have a vast array of interactions with its customers and each of these interactions can provide valuable data, which can be used to improve the overall customer experience. This data can include everything from social media conversations and online reviews to service usage data. Used effectively, this information can reveal which services customers use most, which they do not use at all, and which they are most likely to request or talk about. Through this data, companies can make more informed, data-driven decisions about the services they currently provide, the services they no longer need to provide, the services they want to introduce, and the new technology they choose to invest in.

❖ **MARKET RESEARCH**

The travel and tourism industry uses big data to compile and analyze information about its main competitors. In order to gain a clearer understanding of what other hotels or businesses are offering customers, data can be acquired from a variety of sources. There is no shortage of places where customers go to share their opinions on hotels and travel companies, especially online.

All this data can be used to pinpoint the strengths, weaknesses and overall reputation of rival companies. This can be extremely valuable, as it helps business leaders to spot potential gaps in the market, or opportunities to deliver in ways that rivals are failing to. This can, in turn, lead to greater demand and higher revenue . Big data can benefit people in the travel industry in a number of important ways, allowing them to make more evidence-driven decisions. It includes the ability to anticipate future demand more accurately, optimize pricing strategies, target marketing more precisely and improve customer experience .

❖ TARGET MARKETTING

In target marketing the guest would be extremely varied and they can be categorized into a number of categories. It can be according to their spending habits, purchasing power parities, expectations. If we take two extremes like family on a holiday to business travelers, the budget, focus and the purpose of staying in a hotel will be totally different. This is where big data comes in the picture. By understanding the requirements, customer experience and doing market research, the guest experience can be enhanced. All this will also help to create a win-win situation and a loyal customer.

❖ CUSTOMIZED USER EXPERIENCE

The data aggregated from the customers can be used to personalize various services like travel booking to make navigation easy. In fact, the biggest application of big data in the travel industry would be the extensive personalization of offerings made to enhance the customer experience. Like for instance, with big data, it is possible to come to an informed prediction as to who prefers hotels that are pet-friendly and who wants a hotel similar to that of their friends and similar patterns.

❖ PRICING STRATEGIES

Price is the key component for travelers while they plan their trips. Big data analytics can easily index, track and analyze the competitors' prices to gain a clear picture as to what's trending. This real-time analytics with smart automation help companies track changes in pricing and build a consistent pricing strategy for better customer experience. Being an industry quite sensitive to fares, pricing strategies can turn into a game-breaker for your business goals. Through different data streams like competitor prices, demand and by analysis of historical fare data, your business can execute optimum pricing strategies that would benefit both the customers and the business.

❖ INSIGHT INTO PEOPLES NEEDS

Big data can help travel industries to identify patterns in consumer behavior and understand the ongoing requests of their customer base to provide offerings that they may need in the future. A travel booking startup, Hipmunk, analyses airline data, customer profiles, reviews, and social graphs to cater search results based on each shopper's needs and help accelerate the process of shopping for flights. Hipmunk gives customers what they need while looking out for travel accommodations, by analyzing all the data given to it, averse to the customers having to find it on their own.

❖ COMPATATIVE DIFFERENTIATION

Companies can differentiate their services from their competitors using big data and that would instead make travel for the existing users a lot more pleasant than it is. One company that we know is using it already are the British Airways, which uses a 'Know Me' feature to make an in-depth analysis of data for every customer to provide customized results to them resulting in better customer satisfaction, boost in revenue and better look-to-book ratio.

BIG DATA ANALYTICS IN TOURISM

Big Data allows airline operators to not only understand passenger behaviour and choice of travel but also helps in understanding the industry performance on the whole. Big Data helps airline operators in their revenue management and strategic pricing which enables them to maximise their income opportunities and offer best travel experiences to passengers. Big Data tools also help airline service providers to increase their network connectivity as per the market demand. With the use of Big Data tools, operators in the travel and tourism industry can identify the new patterns evolving in the industry and respond with new product offerings. Big Data tools allow travel agents and tour operators to negotiate the rates with suppliers, maximise the revenues of each transaction and uncover hidden sales opportunities. Business analytics enables the operators to understand existing demand for the specific brands and accordingly forecasts the demand and supply position.

Hotel chains also use Big Data tools to create customised and relevant packages and offer add-on services and discount coupons based on travel patterns. Further, the tourism boards in few countries are also turning towards Big Data applications to understand tourism flows and discover more investment opportunities in their country. The Cuban government is using Big Data to collect customer reviews and monitor travel accommodation performance in the country. Big data is not just about quick decisions and data analysis, but also about ensuring enhanced internal or customer focussed decisions and improving the business. Globally, hotel operators are targeting millennials with personalised offers and additional amenities as they are expected to become the largest consumer group in 2017. The international hotel chain, Starwood Hotels and Resorts integrated Big Data

analytics for dynamic pricing to increase revenues. For example, the hotel combines information such as economic factors and local events to offer accommodation at more competitive prices. Technology adoption and constant innovation are essential for operators in the travel and tourism and hospitality industry to sustain in the business.

Further, predictive analytics which uses statistical algorithms and machine-learning techniques allows scanning and analysing reports in the newspapers and social media feeds so that operators can always track the latest developments in the industry and its environment. Further, it is inexpensive compared to the traditional data storage systems .

CONCLUSION

Big Data and data analytics are changing the theory and practice of tourism industry. Smart tourism and allied companies are using these technologies to anticipate customer needs, rewrite how they meet customer expectations, redefine customer engagement, and achieve new levels of customer satisfaction. In so doing, these firms are creating a new basis for the award of customer loyalty. Big data and data analytics suggest that the future may belong to those firms best able to shape and deliver the consumer travel experience. In doing so, the experience of companies in offering such services will be an extra advantage. From this study it became clear that for hearing the voice of the customer, shaping the customer experience, and moving from rewards to real and sustained loyalty in the tourism sector, Big Data is a necessity.

ROLE OF TRANSFER OF TECHNOLOGY IN INNOVATION PROCESS

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ABSTRACT

The purpose of this paper is to examine whether technology can be transferred or not. If it cannot be transferred, then how the innovation process is developed?. If it can be transferred, then how? These two questions have been discussed in this paper. They have not been addressed by agencies, such as ILO, UNCTAD, ECOSOC and others concerned or involved in the business of transfer of technology, which are finding ways and means of transferring technology from the holders of technology, or one can say developed countries, to those who lack technology, namely the developing countries. The conduit through which they are transferring technology is by sale, contract or grant of patents, trademarks, etc.

INTRODUCTION

The question of transfer of technology has been given paramount importance by various writers¹ with a view to (i) developing the economic standard of those nations which lack technology, or (ii) transferring or spreading knowledge. Whatever be their reasons, whatever be their good intentions, they never posed the question to themselves about the meaning of technology. They are, however, successful in making the question of transfer of technology a vocal one and a central theme of discussion between the developed and developing countries². It assumed a sentimental, emotive tone and carries with it prejudices and bias against the holders of technology for not allowing the free flow of technology. The emotive value of it for the less developed countries is expressed in terms of condemnation of the developed countries for having hegemony over technology and restricting its free flow. The prejudices against the holders of technology are unwarranted and unjustified. Because in the transfer of technology neither the importer nor exporter of technology has given thought to the idea of what is to be imported and what is to be received in transfer. Transfer of technology is equated with specific concepts of intellectual property such as patents, trademarks, etc. It is the transfer of a patent with respect to a particular product which is patented. This transfer is called the transfer of technology. The product of technology is mixed up with the technology itself. No effort is made to make a distinction between the two. Such a mix up is clear when one states: The patent system has been claimed to be one of the ways of facilitating the transfer of technology from the industrialised North to the less developed countries of the South. It is by no means the only way in which this can be done. For one thing, not all technology is patented. Also, quite often before a patented process can be successfully worked there is need for the transfer of unpatented know-how along with the technology covered by the patent. Besides, it is not the patent itself which enables the transfer of the technology, rather by making the title and exclusive rights of the patentee secure, it emboldens him to transfer his technology to others for commercial exploitation. Nevertheless, the patent is an important factor in the technology transfer process³.

WHAT IS TECHNOLOGY

The Oxford Dictionary defines technology as a "study of mechanical arts and applied sciences." This definition is a rough and ready one made for a lay man. It does not differentiate between technology and the product of technology. Technology is a process and product is the result of that process. If one really goes into the intrinsic sense of technology, it is to give abstractions or abstract ideas, principles and notions a practical shape in the form of mechanical things. Technology is, thus, a dynamic process and its products are static things. To call mechanical arts a technology is to talk in terms of the products of technology. While he is travelling with the

¹Sanjay Lai, 'The Patent System and - the Transfer of Technology to Less-Developed Countries' (1976) 10 World Trade L.J.; S.K. Date-Bah, 'Transfer of Technology to Nigeria and the Patents and Designs Act 1970', (1981) 25 African L. 81; The Role of Patent System in the Transfer of Technology to developing Countries — United Nations, New York, United Nations Sales no. E75. II.D.6; Miguel Wionczek, 'Notes on Technology Transfer Through Multinational Enterprises in Latin America' 7 Development and Change 135 (1976).

²The terms developed and developing countries is used here in the sense of holder of technology and those who lack technology. There is no political and economic connotation attached to these terms.

³S.K. Date-Ban, *supra* note 1 at 80; E. Penrose, 'International Patenting and the Less-Developed Countries', 83 *Econ J* 768 (1973)

machine that he has created, he meets with an accident and dies. Somebody takes away the machine after the accident. The question is whether the machine is the technology or the technology was in the ideas and principles that the man used to make that machine. He took the ideas and principles used to make the machine to the grave and therefore technology is destroyed. The machine that he left is only a product of technology. Technology is the inception, not the result of inception. Technology and the product or result of technology are like twin brothers separated at the inception. Technology is intuition; the product of technology is intellect, know-how, a second hand technology. The elements of scientific and technical knowledge are not like manna falling from heaven. It is the mastery over these elements that leads to creativity. A person can have intuitions about creativity if he has sufficient knowledge about the scientific principles of the subject in which one wants to achieve creativity. This is through the development of the mind in a relevant subject of science. The technique to create technology or creativeness comes through studies. If developed countries which have produced technology are really interested in transferring technology, they should make access to their institution of learning easy for the countries lacking technology or for those interested in creating technology. It is in these institutions that " technology transfer " takes place. In the process of technology if abstractions are not grasped, technology cannot be grasped. Therefore students from developing countries should be afforded facilities in institutions of developed countries to tune their mental faculties in the process of abstractions and formulations. Technology so far used by different writers is used in the sense of material product rather than in the sense of abstractions and this is the cause of confusion in the process of transfer of technology.

HOW TECHNOLOGY IS TRANSFERRED: ROLE OF PATENTS AND TRADEMARKS IN TRANSFER OF TECHNOLOGY

The issue at stake is that if technology is to be transferred, how it is to be done. It is argued¹, that technology is transferred through patents, trademarks, etc. If one takes an objective view, growth of the patent system is the outcome of the protection of the right of property. One who studies the growth and development of the institution of property finds recognition of the right of property in one's intellectual creativeness such as ideas². Locke regards intellectual creation as a natural product of an individual's labour and industry and therefore a right to incorporeal property. Its protection is, therefore, required on the same basis as that of property in material objects. Patents, trademarks, etc. as insignia of intellectual property have their basis in its economic use in the same way as material objects of property. Patents and trademarks signify the rights of property in a particular type of intellectual property. This denotes the system of control over intellectual property. Again, although intellectual property is protected on the same basis as material objects of property having economic contents, it nevertheless brings out more clearly the subjective elements involved in the institution of property, an expression of self, which is not transferable. Such an objective study about the origin, nature, growth and development of intellectual property does not reveal that it can be transferred. Legal form must exist before it can be extended and its extension is possible only within the sphere of its familiarity. In the case of intellectual property legal form exists, but its nature is such that it cannot be extended to become alienable. What is possible in the transfer of technology, an intellectual property, is the product of intellectual production. The inventor can only transfer through patent or trademark the product of his invention but not the mental thoughts which led him to that invention. Transfer of technology is, therefore, one of the most complex arcane area populated by impregnable jargons. The idea of patents, trademarks, etc., is the outcome of giving protection to the creations of intellect which a creator considers his " own ". Owing these productions which are personal traits or results of personal labour and industry are covered by the institution of property. The legal form of the right of property, exclusion, is, thus, extended to intellectual production. Just as the right to property is a monopoly right so are the rights in relation to intellectual property. It is a monopoly right because the holder of the right has invested subjective contents, his intellect, in it. The exchange of this monopoly right, a result of his creativeness, in monetary terms is thus the reward of his labour and industry. To get or demand this reward is his privilege and power. One can call it a sale, gain or reward for one's intellect but one cannot deny that creation is one's subjective prerogative which cannot be transferred even if medical

¹ J.W. Gough J. Locke, The Second Treatise of Civil Government and A Letter Concerning Toleration A1946).

Art. 27 (2) of Universal Declaration of Human Rights recognises the right of intellectual property and provides:

" Every one has the right to the protection of the moral and material interests resulting from any scientific literary or artistic production of which he is the author " .

²H.R. Olson, " Dreams for Sale, Some observations on the Law of Idea Submissions and Problems Arising Therefrom, " L. & Contemp Probs 34 (1958)

science develops a technique for transplantation of the brain of the inventor to a third person. Heart transplant which is more or less a success in medical science can transplant the heart, a lump of flesh and cartilages, to a third person but without the feelings and sentiments of its donor. So is the case with technology which is one's intellectual prerogative. Transfer of technology is thus a misnomer. It is, therefore, pointless to expect transfer of technology through patents, trademarks, etc. which have a different purpose to serve. Patents protect a holder of technology from economic exploitation but they cannot protect him from a third person who by his own ingenuity makes a similar technology.

The relation between the creator of technology and the community is regulated by economic factors. Patents, trademarks, etc. form part of a legal mechanism for ordering, linking and promoting the world of ideas and science and their application to the world of commerce and trade. It is the economic assumptions on which the idea of patents, trademarks, etc., is founded. These assumptions condition the pattern of our cultural and scientific life. Patents, trademarks, etc., provide an answer to the question as to how best to protect and secure the livelihood of the inventor and how best he can be integrated into the social and economic life of the community.

The above part explains the nature and character of the transfer of technology. What is transferred is not technology but rather its end product. It is not suggested that laws relating to patents, trademarks, etc., are not useful or less worthy of consideration but the role they play is different from the transfer of technology. For the patent system the question of transfer of technology is thus not in issue, it relates to protection of the right of property in intellectual production. It controls the production process of intellectual labour, and does not touch its transmission. It is, however, true that the laws of patent fully exploit the economic, political and social opportunities afforded by the development of technical products. What we are stressing here is the jurisprudential nature, character and importance of the concept of intellectual property in legal theory.

All laws relating to patents, trademarks, etc., can therefore, be justified not on the basis of transfer of technology but on the basis of guarding misuse of the right of the patentee. Without protecting such right, it will discourage him and threaten his public confidence in the legal system. With all such laws one is moving towards a more explicit acknowledgment of the public interest in safeguarding the interest, integrity, reputation and confidence of the patentee.

Although we have argued that technology transfer is not possible, what is possible is only a trade in technology. Transfer of technology and trade in technology, as if it is a commodity, are two different aspects of technology. Developed countries in the name of transfer of technology, since the term has acquired both an emotive and prestigious tone associated with the development of civilisation, - charge prohibitive prices from developing countries for the transfer. However, one can argue that in an open market where patents, trademarks, etc., are offered for sale, hire, mortgage or any other type of contract, the owner can ask any price as per market conditions. Open market is a free buyer's and seller's tug of war arena. Therefore, the complaint of the buyer, developing countries, against the prices may be ethical because of exploitation of his circumstances but not on the basis of market rules. The owner has invested his economic and intellectual resources in making technology. He has to replenish his present and future resources for further investment in research and development programme to make new technology. Therefore, condemnation by developing countries of the developed countries over the question of transfer of technology is unwarranted. Like all other types of property rights, patents, trademarks, etc., are monopoly rights, to indent which the only way out for developing countries is to develop their own technology so as to compete with the technology of the developed countries.

TECHNOLOGY AND DEVELOPING COUNTRIES

As has been discussed above, patents and trademarks are the means of controlling and organising the right of intellectual property both in the economic and social sense. They are not the means of transferring technology unless it is taken to mean in terms of finished products of technology. Therefore, if a country wants to improve its technology, it cannot get technology transferred through patents or trademarks. It must develop its own technology. Hired or borrowed technology through patents and trademarks cannot become the basis of the development of any nation. Easy access to foreign technology creates strong disincentives to local research and development programmes. Such disincentives pose high indirect cost, both politically and socially. If developing countries keep on buying technology through patents, this will stagnate the development of the developing countries. Their development will depend on the whims of the patent holders. For developing countries it will be a period of doom and gloom and decline in creative activity, a period of self-deception. Lack of such creativity in the developing countries is either due to poorly trained intelligentsia or poorly conceived state policies or poor relations between the government and its intelligentsia. Because of these reasons the

developing countries have failed to catch up with the developed countries or one can say with the technologically advanced countries. Therefore, developing countries need a fundamental change in their outlook towards the question of transfer of technology. Easy access to ready made technology through patents is an impediment in the vigour of developing countries to develop their own technology. The time is not ripe when countries the world over can cooperate in sharing their technical inventions because of the varying levels of research and development in different nations. Again, social, political, economic, educational and cultural differences in different countries make such sharing difficult. It leads to foreseeable conclusion that one must use one's resources to create technology, train one's intelligentsia before one loses its own destiny. It is important that developing nations get their priorities right by initiating more investment in their research and development programmes and avoid the painful suffering of depending on borrowed technology. The developing countries must start giving incentives, initiatives and intellectual freedom to their intellectuals to engage in research and development projects. An important thing for the developing countries is not to fight with the developed countries over the modalities to transfer technology which is not possible. The academic institutions of developing countries should encourage their intelligentsia to develop and raise their scholastic standings which is the bed of technology. Instead of scholastic work infighting in these institutions is not for excellence, the competition is not to develop a new and better technology than that found in the institutions of developed countries, but for the conferment of higher stations of responsibility as a by-product of favour and nepotism. With this pathetic approach towards scholastic work and intellectual output, the developing countries cannot blame the technologically advanced countries for the ills and woes of their own making. Such intrigues are common in the academic institutions of developing countries. Developing countries should reappraise their own academic and research institutions if they want to make them technologically innovative. Only such a reappraisal could sustain a course of scholastic productivity and help in the creation of their own technologies which will support new developments independent of borrowed technology. This is what one finds in the sentiments echoed by Suharto at the conference of the non-aligned movement in Jakarta, Indonesia. He observed:

A nation must not depend on others for its own development, but must assume responsibility for it and peruse it on the basis of self-reliance... A developing country must therefore rely first on the minds and skills of its people, and on the capability of its society to mobilise the funds needed for development.

CONCLUSION

The fact is that the mere importation of a patented product, a readymade product of technology, ruins the initiative of developing countries. It will create inertia in the intellectual minds of such countries and destroy their creative spirit. Intellect is to be tuned, stimulated to find new ideas rather than depend on the already worked ideas which have reached their fruition. This, in fact, is what is happening in developing countries, and is the cause of technological backwardness. The creation of ideas is intuition, its fruition is intellect. Both intuition and intellect are at a loss at the hands of developing countries where patented technology is preferred to their own development of technology.

The new international economic order, by which we mean a sustainable economic balance between the developing and the developed countries, cannot be achieved if developing countries remain dependent on the developed countries for technological innovations. It can only be achieved by establishing interdependence relationship. Where there is no equal partnership, it is not possible to establish a new economic order. If developing countries always remain at the receiving end, exploitation is bound to happen. This will lead to clashes, prejudices and thus to distrust. A new economic order in such conditions will remain a highly emotive figure of speech. Therefore, creation of technology by the developing countries themselves is the only answer to their development and to a new economic order.

SCOPE OF ONLINE TRAVEL AGENCIES

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ABSTRACT

The paper on Scope on Online Travel Agency is going to discuss the way to how online travel agency is going to replace the manual way over the next decade. With the rise of the smartphones and the ever lasting technology of data through 4G/ 5G, it is only going to get easier for an average person to plan the nature of his trip according to the convenience, comfort, cost basis and time basis. One can safely predict an impact factor might be created for the customer to ensure a safe and reliable journey accordingly. It becomes even more important of having to meet the expectation of the customer as chances of face to face interaction is less. This paper also throws out the outline of some of the challenges that an online travel agency will face over the next decade and what are the ways to do in order to maintain a sustainability in the field of tourism and improve the same with respect to our country over the future.

INTRODUCTION

From the late 90's the role of travel agencies have played a role in the movement of Tourism Industry. One can say that the customer interest towards tourism have increased ten fold since the role of travel agency started playing a significant role in the market. Travel agencies in general provide a multifacets to customers by providing all kinds of hospitality to customers from simply booking a train ticket to booking a resort.

Our country being a diversified one have a contour of plethora of villages, towns, cities and metros. Since the modern era is equipped with smart phones and technology, one can say the digitalization have found its avenue in all areas. Gone are the days when people have to approach a travel agency to get details of their favorite spots for a quick getaway or even try to plan out for their dream vacation with their family or friends. An average person in our country will always look out for getting the maximum benefit with respect to their trip with minimum costs.

Since the last Decade, we are witnessing a phenomenal surge in the progression of the digital way of schemes. This has also following its extension in the tourism industry . With the advent of Digitalization, people find it convenient to get things done by ways of comparisons. Online Travel agencies are those which paves the way for it. Travel agencies have started this routine by having a connectivity of their own on a worldwide basis with operators of different service sectors.

Online travel agencies have their separate domains for each and every field whether being it a booking a hotel accommodation, booking a flight ticket, planning a bus travel, or even helping an person to cover tourist destinations at remote villages.

Online travel agencies have been gaining market share over direct booking website, supplier website , website of the company, offering service directly or the interlink interface. In the current trend, a case of comparisons is being analyzed by a person with regard to the plans they do for the trip. Comfort and less cost acts as a unique selling propositions which will move the customers in choosing the required travel agency. People customize everything and would want to have things clear before starting their trip. Fringe benefits and customer delight will only increase the excitement level of the customers. Consider an example due to the unexpected shortage of travelers, in a flight journey planned in by a frequently travelling person from Chennai to Mumbai if a up gradation is done from the economy class to a business class tickets, definitely will ensure it goes a long way in occupying the mind of that customer when he does take the help of online travel agency in future.

Positioning and Promotional strategies in the form of pop ups, messages, advertisement in the newspapers, calls, information can be placed to customers at all times. It is said “ Strike when the iron is hot” however it is important for an online travel agency to be in touch in customer always whether they are availing the service or not from you. By this one can express the ways in which you have developed the ability to showcase the difference your company does on a strong manner or even can concentrate on the ways to build a rapport with the customer. It is important to take customers feedback and also note their opinions and make them comfortable as this is the only the source of communication one can have

While any person can clearly distinguish in a website like makemytrip.com internationally and , clearmytrip.com, travelguru expedia or even goibibo.com, domestically since the beginning of the millennium many new travel agencies have also found a way to come up with the demands of the customers . Some new

Players like Lastminute, opodo, edreams and On the beach are the best moving who goes at a rapid pace and coming up with new trends and offers like cashback, discounts, reservations for last minute travelers and customized packages for customers to move their minds to the excited state “

The concept of meta search engines have grown extensively. Meta search engines are search aggregators which takes input from the customers and produces results accordingly. In short it sends information to other search engines at the same time and tries to come with solutions to narrow down on customer prospects to what one is looking for. Google is the best example for this online mode as google finds its form in google flights, google maps and Finders. One of the best online travel agency which has found its mark through meta search engines is Ixigo, which was founded in 2007 in Gurgaon, claiming consistent growth. Ixigo claims instant booking is done especially in the segment for all the flight travels. It has requested companies to share their bookings and now more than 120 online travel agencies and suppliers are participating. Ixigo has moved in the way such that it offers separate apps for upper and middle income groups. It has been growing significantly that it tries to remove makemytrip.com from the scenario. Make my trip which plays a large extent of share in Online travel agency with respect to our country is kept in their toes and making new schemes, offers in recreational activities to stay relevant in the race.

Challenges for Online Travel agencies for sustainability and Promotion in the future

- a) One of the important challenges available is Cultural barrier. India being a diversified landscape will have population distributed on their behavioral aspects and values. For example Online booking will need the definite use of debit/ credit card to book successfully. Many Indians will not part their card for fear of transparency of their losing of their personal details and money.
- b) An important challenge faced today is the concept of enduring the travelers with respect to food. Many online travel agency has missed the opportunities to get things done because of customers affinity towards food.(Favourite or routine food even in remote places becomes a must),. The Process of Culinary travel is important and has started to find its relevance significance today
- c) Another challenge that online travel agencies suffer is from stereotyping done. Many online travel agencies will start to lose interest based on the respondents pattern given by certain groups of people representing the populations
- d) Another challenge faced by Online travel agency is Identical companies having the same expertise and concentrations. The competition becomes increasing tough in case of Indian railways especially as they revert to different unethical means
- e) Another challenges one needs to address is data issues, Right at the time when the customer shows interest to a particular travel or even when he wants to avail certain offers towards booking, data unreliability might lead to connection errors (Error 404), occurring disruptions. It is very difficult again to ensure the same customer will have a communication with the particular person or one might not can come to a conclusion given the mindset of a customer
- f) Another major challenge that many online travel agencies faces today is the gap of perception between expectation and reality. What is showed in the picture in booking a relevant accommodation might not be the one in reality and faces lots of discrepancies
- g) Another challenge faced is Deception of the reality to the customers. Most people uses Voice search while travelling to destinations and find it disappointing when things are not certain. Improper travel space is going to shut down the customers a long way that he thinks twice to book via the same travel agency online.
- h) Last but not the least, the sudden surge of a new entrants. When paytm came into the market in 2016, the concentration was more done towards booking a travel be it railways or bus ticket. The sudden surge of Paytm, as it was used by middle class customers is that the concept of Paytm became a sensation towards all utility services. Today one uses paytm to transfer money of Rs 30 to a roadside vendor for having milkshakes

SUSTAINABLE TOURISM IN THE NEXT DECADE

So where do online travel agencies move over the next decade, India now have a spur of growth in the technology industry. Tourism has started to show its relevance importance to our country. Dream Holidays, short Getaways from the routine, Bonding with families and friends through holiday packages, exploring new avenues and destinations that has been considered remote, things are being covered by customers and it is all

happening rapidly in our country. With the interest shown towards the development of tourism, our country will have the 3rd largest country after china and US, where tourism going to play a greater impact and bring revenue to our country. Online travel agencies must walk the talk should it stand out in the future. It should not distinguish the customers on the basis of segmentation for greed or even mislead them at times. It is important for them to ensure they give the best packages available to them irrespective of whether anyone is going to avail the same. A customer will always remain loyal as far as the holiday doesn't disappoint them even it does not delight them. Making occasional treats and discounts in the form of redeemable vouchers, loyalty points that can be used in the next trip is going to increase the way of moving forward. As a researcher, I am waiting eagerly to see when things moves to the next level in our country and how we are going to stand among the developed nations with regard to rewarding the customer and gaining the market substantially through the tourism Industry.

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SUSTAINABLE TOURISM AND LAW – INDIAN PERSPECTIVE

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ABSTRACT

India is one of the fastest growing tourism destinations in the entire world. The leisure and tourism industry is leading global economic activities multi-dollar industry with 700 million international travelers per year around the world. There is need for sustainability of tourism because of adverse impact on culture and environment. Comprehensive Sustainable Tourism Criteria for India (STCI) aimed at preventing over exploitation of natural resources for short term gain by stakeholders. The world tourism organization (WTO) states that the global code of ethics for tourism sets a frame of reference for the responsible and sustainable development of world tourism,. In this paper the author seeks to study the problems and prospects of Indian tourism sector from global perspective. And suggest pragmatic and realistic strategies for meaningful tourism development in India with due respect to long term sustainability of such initiatives.

Keywords: Hunter's adaptive paradigm - adverse impact of tourism on environment - world tourism organization- Comprehensive Sustainable Tourism Criteria For India (STCI) -Responsible tourism project.

INTRODUCTION

Sustainable tourism is a way of travelling and exploring a destination by respecting culture ,environment and people. sustainable tourism targets that travel should not be harmful and it should benefit the people and communities that eliminates negative impacts of travel on environment¹. There is 72 % of CO2 emission in tourism from transportation and 55% CO2 is from aviation².

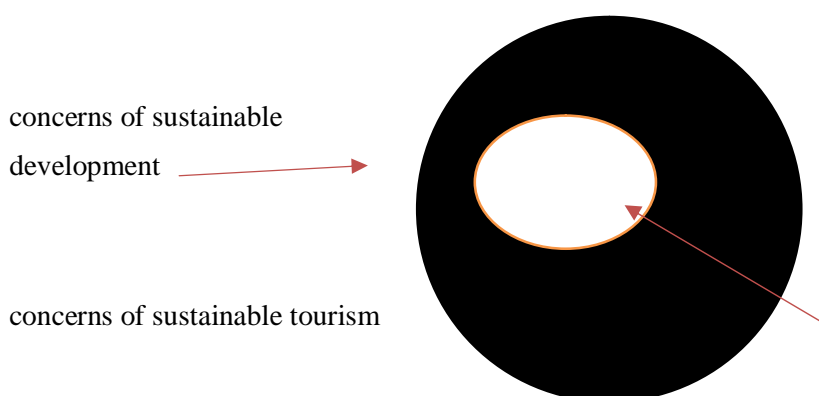
It is expected that people travelling to hike 1.8 billion by 2030³ which can either raze the travel and world or we can make travel sustainable so that we can persist travel. travel and tourism can bring economic benefits to the poorer destination through cultural exchange and self growth. it can pave way for minus of racism.

MULLER'S MAGIC PENTAGON

Muller reflects the limited view of sustainable tourism and calls for balance between all the components of tourism industry in order to result sustainable tourism. Five main components of sustainable tourism :unspoilt nature ,healthy culture ,high degree of subjective well being ,optimum satisfaction of guest requirements and economic health.

HUNTER'S ADAPTIVE PARADIGM

Hunter argues that sustainable tourism is a tourism centric approach where the needs of tourism development are balanced against the needs of environment⁴. He gave two models Model 1 which is shown below:



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² Tourism travel under climate change mitigation constraints'. Journal transport geography.

³ Ellie Clearly Soul Travel Blog

⁴ 1 G.Miller And L.Twining -Ward Monitoring For A Sustainable Tourism Trasition 37-38(2005)

MODEL 1 Indeed, one could perhaps go further and argue that often the concerns of those in industry could be described as being entirely removed from the motivation of sustainable development, illustrating the distance still to be travelled before sustainable development becomes central to the concerns of sustainable tourism.

MODEL 2 Sustainable tourism are often marginal to the concerns of sustainable development.

Hunters 1997 paper argues that sustainable tourism can be understood as overly simplistic and inflexible concept divorced from sustainable development debate. Hunters calls for sustainable tourism to be seen as an adaptive paradigm where multiple positions can be seen as promoting sustainability but determined by circumstances and needs of destination.

THE ROLE OF CULTURE IN TOURISM AND RESEARCHING TOURISM NEEDS OF FOREIGN GUESTS

- Researching tourist needs, demands and consumption of foreign guest and tourist is more demanding than researching domestic tourist. It is especially important to know the culture of foreign guest and tourist, their habits especially eating habits, food preparation methods, resources used for preparation and enjoyment of food.
- Socio-economic trends which relate to increase in income or purchasing power influence the change in the quality of products or services and at same time increasing the importance of cuisine. The variety of products increase with this as a result of greater choice by the guests because they are prepared to pay more for better quality. More educated guest influences their attention regarding quality in experimenting new cuisine. Employed women have less time to prepare meal eating rhythms are changing habits. Demographic trends relating to aging population influence consumption structure of consumers.
- Cultural trends which are becoming more and more important in tourism are being reflected; tourist are being informed which influences eating habits informed health wise and ecologically; positively accepting individualism in selecting food¹
- The factors interesting in researching the tourist needs include attractive natural climate flora and fauna, communicative roads for transport, railway water and air. The middlemen factors can be realised via agencies and other mediating organisation.

BRAND NAMES AND DENOTING THE GOODS AND SERVICES IN TOURISM

This part deals with only those elements of industrial ownership, which are important for tourism and includes brand names and the geographical origin of goods. However the term industrial ownership was defined by Paris convention in 1883². Protecting industrial ownership includes patents for inventions models in use, industrial samples, brands and service names, trademarks, company names and also suppressing disloyal competition.

When new achievements are legally protected the rest of the competition is forced to develop more competitive products and technological solutions, if they wanted to become more competitive on the market. Innovation becomes an economic category only when we legally protect it.

MODERN TOURISM-FACTORS IMPORTANT IN CREATING IMPORTANT TOURIST OFFERS

Tourism is an instrument of economic and social development which can with suitable choice and combination of methods "reward" us with multiple effects³. In the underdeveloped regions tourism stimulates and develops economic movement and creates a market for local products which otherwise not appear on the market. As there is no doubt tourism effects the quality of human lives; tourist and local people co-operation in tourism is a challenge and a business decision of the people co-operating. It can be a successful solution for the old fashioned tourist offer and in the long run it can bring good results, it does not matter whether it is used for the services or the production in a certain institution.

Appropriate management is of crucial importance for the development, success and efficiency of the tourist activity it:

- is guest oriented

¹ 1 Peter Lang -Management In Tourism 32-34(2001)

² Paris Convention -20 Mar 1883

³ 1peter Lang-Management In Tourism 105-107(2001)

- is productivity or efficiency oriented
- takes quick measures and quick responses in special institutions
- is long term strategy of development
- is efficient in directing of human resources
- makes constant efforts for improvements

TOURISM IN INDIA

India 's uniqueness and rich cultural heritage with many historical places including Taj mahal which one among world wonders ,vast coastal areas and hillocks has made India as most attracting tourism destination. According to world travel and tourism council ,tourism in India has generated Rs 16.91 lakhs crore or 9.2./. of GDP in 2018 and has created 42.673 million jobs which is 8.1./. of its total employment¹.

India is the seventh largest country in the world after Russia ,china ,Canada ,USA, brazil and Australia wit land area of 32,80,483 Sq.km .the oceanic routes serving south Asia and Australia pass through the Indian ocean. Tourism in India is developed by way of air routes mainly².Europe, north America and south America is connected with India through Suez canal and the cape of good hope.to be brief India has got the historical cultural background ,geographical location and natural resources which are conducive for development of tourism.

ADVERSE IMPACTS OF TOURISM ON ENVIRONMENT

- wildlife and habitats are treated roughly which is loss for biodiversity and there is clearance of vegetation for tourism development³.
- Tourism is subjected to threatening remarks of environment such as global warming loss of biodiversity water pollution and air pollution.
- Social and cultural impacts which isruinous on livelihoods and having intrusion local way of life and there is lack of benefit sharing with those who bear the tourism related cost.
- Tourism affects land and marine resources, atmosphere and mainly local resources like food ,raw materials and energy.

Because of adverse effects of tourism on environment there is strong demand for sustainability of tourism that is the need for today's visitors should not be met at the expanse of future generations⁴.

PRINCIPLES OF SUSTAINABLE TOURISM

Worldwide fund for nature (WWF)got associated tourism concern 1999 gave 10 principles of sustainable tourism

1. sustainable use of resources which include natural ,social and cultural as conservation is crucial for long term use.
2. maintaining biodiversity is essential for sustainable tourism as it creates strong base for industries.
3. reduction of over consumption and waste which put up to quality of tourism.
4. integrating tourism into national and local strategic planning framework.
5. Supporting local economies activities
6. Involvement of local communities in tourism sector is beneficial but also contributes to higher quality of tourism.
7. Consulting between stakeholders and public sort out potential conflicts of interest

¹2019 Annual Research:Key Highlights.

² India Has One Of The World 'S Top 10 Air Ports Rajiv Gandhi International Airport In Hyderabad.

³ Kabis ,Sunil K.(2005)Tourism And Environment ,Mohit Publications, New Delhi, First Edition.

⁴ Nigam , Satish C. (2006), Eco Tourism And Sustainable Tourism, Raj Pat Publications, New Delhi, First Edition

8. Recruitment of personnel and staff training at all level calibre of tourism product
9. Marketing tourism in a sensible manner in link with natural social and cultural environment of landing areas which increases customer satisfaction
10. Undertaking research by effective data collection and analysis by industries is indispensable.

DIMENSIONS OF SUSTAINABLE TOURISM

1. ENVIRONMENT
2. ECONOMIC
3. SOCIAL

ENVIRONMENTAL DIMENSIONS-sustainability is protection of physical and natural environment. Natural resources¹ like clean air, water in lakes and seas, land, forest, fish farm are the desired end of the line for tourist, but they are influenced in negative way by action of man since ages. Wildlife face demolition of habitats by impacting on feeding habits, picking rare plants.

ECONOMIC DIMENSIONS-tourism industries is large foreign currency earner and it attracts foreign direct investment and job creating² but many jobs are low paid and seasonal.

Social dimensions-sustainable tourism has given less deliberation to social dimension than That Of Environmental impacts. socio cultural³ impacts are at a snails pace and are not in sight and non physical.

WORLD TOURISM ORGANISATION CODE OF ETHICS

The world tourism organization (WTO) state that the global code of ethics for tourism sets a frame of reference for the responsible and sustainable development of world tourism, believing the code is necessary to help minimize the negative impacts of tourism on the environment and on cultural heritage while maximizing the benefits for the resident of tourism destinations. The code consists of 10 articles, nine of which outline the rules of the game for destinations, governments, tour operators, developers, travel agents, workers and travelers themselves. While the finale article refers to mechanisms for enforcing the code⁴.no mention is made as to how this code should be regulated

1. Tourism 'contributions to mutual understanding and respect between the people and society;
2. Tourism as vehicle for individual and collective fulfilment;
3. Tourism as a factor for sustainable development;
4. the cultural heritage of mankind and a contributor to its enhancement is tourism;
5. Tourism a beneficial activity for innkeeper countries and local communities;
6. Obligation of stakeholders in tourism development;
7. right to tourism;
8. Liberty of tourism movements;
9. Workers rights and entrepreneurs, commercial intermediary in the tourism industry;
10. Imposing of the principles of the global code of ethics for tourism

THE TOURS OPERATORS' INITIATIVE APPROACH TO SUSTAINABILITY

The TOI'S mission is:

- To advance the sustainable development and management of tourism; and
- To encourage tour operators to make a corporate commitments to sustainable development.

¹The Travel Tourism Competitiveness Report India Ranked 14th On Natural Resources

² 42.673 Million Jobs, 8.1% Of Its Total Employment In 2018

³ India Ranked 8th On Cultural Resources And Business Travel

⁴1 G Miller And L Twining - Ward Monitoring For A Sustainable Tourism Transition 35(2005)

The initiative addresses way to decrease negative impacts on the environment, culture and communities in tourism destinations and to generate benefits for local communities and the environment, through the design and operation of tours and the conduct of tour operators business activities. Members of initiative should strive to adopt best practices in their internal operations, their supply chain and at the destinations.

The TOI is also dedicated to establishing a critical mass of committed tour operators through:

- Increasing the visibility of committed tour operators and creating an image of the
- initiative as a world leader in the area of environmentally ,socially and culturally responsible tourism;
- Increasing the membership of the initiative¹
- Establishing partnership with other organizations that contribute to achievement of these objectives and strengthening links with regions through tour operators 'associations and the UNEP,UNESCO² and WTO networks.

NATIONS APPROACH TOWARDS SUSTAINBLE TOURISM

1. Comprehensive Sustainable Tourism Criteria For India(STCI) launched³ for accommodation, tour ,operators and breaches, backwaters, lakes and river sectors it aimed at preventing over exploitation of natural resources for short term gain by stakeholders.
2. Kerala is the first state in India for receiving UNWTO Ulysses award for creating and developing initiatives fir sustainable tourism. Kerala is famous for back waters pristine beaches ,traditional healing practices, lush tea gardens which id as the south western coast of country.
3. Responsible tourism project⁴ in kumarakom has victoriously linked government and hospitality industry with local community there by encouraging sustainable tourism.
4. The projected stressed on economic responsibility were the stakeholders ca get share in economic benefits. Under this local self government create link between local farmers and hotels and also ensured the responsible tourism mechanism initiative and supply chain mechanisms is strengthened through establishment of responsible tourism cell.
5. Village life experiences which is responsible tourism initiative in which packages for a day with farmers fisherman and beyond the water back waters expo rural life and sustain traditional occupation.
6. Mangrove regeneration programs were initiated in which seeds were distributed to resort owners planting in local clubs and backwaters.
7. 'Zero waste kumarakom' is a program in collaboration with local gram panchayat and responsible tourism cell.
8. Home stay scheme of Himachal Pradesh⁵ government aims at moving of tourist from crowded urban areas to rural natural surroundings.
9. Under these scheme clean , cosy, homely and budget friendly food and accommodation, lodging is provided.
10. Himachal Pradesh government provided handful of incentives to promote the scheme such as exempting home stat units from luxuriousness ,sales tax and charging domestic rates for electricity and water.
11. 'HAR GAON KI KAHAANI'(the story of every village) is one fine scheme of himachal Pradesh government in which villagers were asked to come up with folklore fascinating tales related to their villages.

¹ G Miller And L Twining -Ward Monitoring For A Sustainable Tourism Transition 262(2005)

² Ashoka Trust (India)To Receive 2019 UNESCO Sultan Qaboos Prize For Environment Conservation And Sustainable Development.

³Launched By Union Minister For Tourism Shri Shripad Naik.

⁴Responsible Tourism Kerala : [Http://Www.Rtkerala.Com/Indiex.Php](http://Www.Rtkerala.Com/Indiex.Php).

⁵ Tourism in Himachal Pradesh and the way ahead: <http://www.kpmg.com/in/en/issuesand insights/thought leadership/tourism in Himachal Pradesh>.

12. Stories are compiled into books and circulated to various marketing channels thus funds can be raised for promoting rural infrastructural amenity.
13. flourishing in tourism sector warrants a comprehensive sustainable tourism strategy by making poor if rural as owners and decision makers on their natural and cultural heritage

LEGAL FRAMEWORK FOR SUSTAINBLE TOURISM AND ECO TOURISM

1. The objective of tourism policy is provide growth tourism beyond sustainable natural social and economic thresholds. General tourism policies are not congenial for sustainable tourism and ecotourism as of now new legislations in in this field has become rare.in the past provisions environmental laws were passed for protection environment and for preventing pollutions. Some of such laws are following:
2. **The wildlife (protection)act,1972**:this act allows tourism in protected areas with scientific research and wildlife photography. But there is no provisions to regulate tourism in and round protected areas hence urgent need to amend act.
3. **The forest (conservation) act,1980**:the law prohibits conversion of forest land for 'non-forest' activities, this act regulates ecotourism and indirectly sustainable tourism.
4. **The environment (protection act),1986**:there are two important notification linked with tourism, viz:
 - coastal regulation zone notification,1991:guiding anthropogenic activities along the coast, how ever 20 amendment has been made making the protective cause meaning less
 - environmental impact assessment notification,2006:it required environmental impact assessment of tourism project.
5. **The national environment policy,2006**:this policy overlooks tourism as an impacting agent and promotes eco tourism in fragile ecosystem.
6. **Andaman and Nicobar islands tourism policy**: it promotes sustainable tourism and ecotourism in 3 national parks and 11 wildlife sanctuaries
7. **Madhya Pradesh ecotourism policy,2007**:it aimed promoting awareness and securing local community and private sector participation.it includes eco friendly accommodation ,education on conservation and nature walks.

CASE LAW

Forest friendly camps Pvt ,ltd v. state of Rajasthan¹

Tiger Project vicinity of Ranthambhore national park by Rajasthan government for attracting tourism and setting up of various hotels around park area. However government controlled the entry of private vehicles. The appellants challenged roster system and the restrictions as affecting foreign exchange earnings. The writ petition was dismissed on the following aspects

It is just and fair to maintain balance between preservation of forest and sustainable development for long term health of ecosystem and tourism economy. The tourism should be environmental friendly concept and economically, socially and culturally sustainable .sustainable tourism is tool to eradicate poverty ,helping local people and human life and maintaining equilibrium of ecosystem.

Niyamavedi v. state of Kerala²

Kerala high court held that the project was designed with full support to watch wildlife at close quarters without interfering sanctity of flora and fauna after consulting experts. The court held that the park after consultation is policy decision and cannot be interfered.

CHALLENGES OF SUSTAINBLE TOURISM

1. Plenty of initiatives have established sustainable tourism but they have not sustained.
2. Dearth Of local capacity to administer and progress sustainable tourism on government level and community level makes sustainable tourism and eco-tourism hard to make head way and maintain.

¹ A.I.R2002 RAJ.2001.

² A.I.R 1993 KER.262

3. Communities lack money to support the services they provide so when support is lost the program disappears.
4. Mankind residing in Areas where sustainable tourism and eco tourism is possible are functionally illiterate and scantiness of skills for making this happen. Training Can take time.
5. Lack of knowledge and access to materials needed can draw to a close of sustainable tourism. Local people do not have the resources and knowledge to start these initiatives or revamp of pre existing products quality.
6. Grapple for control over natural resources such as land concessions when developers start cutting trees and building on lands the place is deprived of ecotourism potential.
7. The local authorities make it knotty and complicated making them to feel as difficult process for communities to start these initiatives.

SUGGESSTION

1. Supporting community based initiatives and tourism as communities can support sustainable tourism in their areas and their active involvement can ensure that the programs can sustain.
2. Honour and praise the practices of local people. respecting the dress code and abiding the silence and restrictions on the sites.
3. The use of reusable plastic bags is a piece of cake to promote sustainable tourism as it put an end to plastic bags that causes pollution to environment and waters as you can see roadside fences engulfed with plastic bags.
4. Moving outside your comfort zone, use sprinkling of words in local languages you can find smiles from the hotel staff and street vendors you get astonished at the rich treasures stockpiled in your memories.
5. Taking care of heritage sites as visited by millions of other people in a year care should be taken to allow others to enjoy them as well.
6. Holding up sustainable tourism in island destinations as these places are built with lavish resorts sea side villas ,helicopter landing pads this local residents are relocated from their livelihoods and jobs are created for people who are not from the island.it has negative social and economic impact.
7. In the name of development the coastal forest are ripped up which prevents typhoons and soil erosion. Which effects the environment.
8. Supporting local business so that money is circulated within the local economy and creates job for local people. And preventing illegal trade.
9. Significant step in promoting sustainable tourism is reducing carbon foot prints.
- 10.Sustainable tourism can be achieved even from the place where the tourist stay. By turning off the air conditioners heaters and other electronic gadgets when not in use or going out.

CONCLUDING OBSERVATION

There is rapid increase of tourism development in India which has contributed to economic development particularly for developing nations. But not only the development point of view can be looked into there is no sustainability aspect of tourism as there is no adequate consideration for designing policies for tourism.

As a result excessive burden is created on nature beyond its carrying capacity adversely effecting its ecological balance. Besides there is only the interests of tourists alone protected as they provide maximum tourism earning and consequence of the same on local people becomes unmindful. Thus it is necessary for a concerted action from the part of all concerned, for the cause of sustainable tourism development.

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THE ROLE OF LEGISLATION IN HUMAN RESOURCES MANAGEMENT

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INTRODUCTION

The human resources management is concerned with the human beings in an organization. The management of man is a very important and challenging job because of the dynamic nature of the people to manage is too complicated. Human resources management is the process of managing people of an organization with a human rights approach. Human resources approach to manpower enables to manage with a view the people as an important resource. It is the approach human resources which organization utilizes the manpower not only for the benefits of the organization but for the growth, development and self satisfaction of the concerned people. Thus, Human resources management is a system that focuses on human resources development on one hand and effective management of people on the other hand so that people will enjoy human dignity in their employment, and it should not affected any violations of laws. Human resources management which should be involved in providing human dignity to the employees taking into account their capacity, potentially, talents, achievement, motivation, skill, commitment, great abilities, and should not be discriminated on the account of any caste, creed, sex, community, religion¹. Human resource plays a paramount role in an organisation, hence the organisation should provide importance for the welfare and protection of rights of the humans which is encouragement of the human resources for the success of an organization because most of the problems in organizational setting are human and social rather than physical, technical or economical failure.

CONCEPT AND DEFINITIONS OF HUMAN RESOURCES DEVELOPMENT

There are two different definitions. The first definition of is that human resources management “It is the process of managing people in organizations in a structured and thorough manner.”²This covers the fields of staffing, retention of people, pays setting and management, performance management, change management and taking care of exits from the company to round off the activities. This is the traditional definition of human resources management which leads some experts to define it as a modern version of the Personnel Management function that was used earlier. The second definition of human resources management encompasses “The management of people in organizations from a macro perspective, i.e. managing people in the form of a collective relationship between management and employees³.”

Objectives of human resource management

The objectives of human resource management are derived from the philosophies which tie the emergence and development of human resource management together, both as a discipline and profession. First, the whole aim was on trying to achieve an organisational mission, vision, goals and objectives using people as valuable resources. Unlike with the traditional personnel management theory whereby employees were seen as instruments needed to accomplish work in organisations, human resource management managers recognise and appreciate the need for putting people at the top of the agenda in achieving organisational objectives.

- As the power of the organisation depends on the nature of the workforce, putting employees first in all human resource management functions in the organisation and making them feel that they are at the top is seen as a step further in putting the organisation first among competitors.
- The second objective concerns the utilisation of staff capacity. Successful organisations are those that can fully utilise the potential of their employees. This manifests itself in different approaches used in job design, recruitment, and placement. This includes redesigning jobs so that related jobs can be done by one person, recruitment of multi-skilled employees, part time work arrangements, sub-contracting etc.
- The third objective involves ensuring that employees are committed to their jobs, teams, departments and the entire organisation. Striving for total employee commitment is intended to minimise unnecessary conflicts between the employees and the management that could result in low morale among the employees, high

¹ HUMAN RESOURCE MANAGEMENT, GEET S.D., DESHPANDE A.D. & MRS. DESHPANDE ASMITA A., NIRALIPRAKASHAN, FIRST EDITION, JAN. 2009, P.24.

² ONLINE - MANAGEMENT STUDY GUIDE ([HTTP://WWW.MANAGEMENTSTUDYGUIDE.COM/](http://www.managementstudyguide.com/)) ARTICLE: HUMAN RESOURCE MANAGEMENT (HRM), P.20.

³ IBID.

employee turnover and ultimately low productivity. Commitment is fostered by using various strategies including 16 employees being nurtured through coaching, mentoring and the provision of lucrative reward.

- The fourth objective is to ensure that organisational systems, processes and activities are integrated and synergised through a strong organisational culture. Organisational culture is made up of values, attitudes, norms, myths and practices that is 'how things are done around'. Different categories of jobs, professions and departments are seen as a 'whole' rather than disjointed. Organisational symbols, songs, artefacts etc. are used to foster a culture of uniqueness, which makes employees feel proud of their jobs and the organisation.
- The fifth is optimal utilisation of available resources. In the language of economics, resources are always scarce. Organisations cannot succeed if resources (employees, finance, machinery and equipment, energy) are over utilised, underutilised or are utilised at the wrong time or in the wrong place. Each of these scenarios would suggest that there is a waste of resources because some will be easily depleted, unnecessarily leaving them idle or are being used unwisely. In this case, matching resources with performance is a mechanism for monitoring organisational efficiency. Quite often time/activity/outcome and budget schedules are used to match resources with performance. Any observed underutilisation or over utilisation of resources has implications in terms of how the human resources were used and measures are taken accordingly.
- The sixth reason for embracing human resource management practices is derived from organisational cybernetics and systems theory whereby the underlying principle is that 'the sum is less than the whole'. From a human resource management perspective, each job, organisational unit, section, department and all categories of staff are seen in their totality. Working together instead of as an individual is a method for improving synergy at all levels. Departmental outdoor training programmes are some of the initiatives used to improve synergy at functional level.
- The last but one objective covers the utilities of creativity, innovation, teamwork and high quality management as key drivers in organisational excellence. Matching with changing customer needs and expectations requires the presence of an environment for creativity, innovation, team working and an obsession with quality¹.

EVOLUTION AND DEVELOPMENTS OF HUMAN RESOURCES MANAGEMENT

The history of development of human resources management in India is comparatively of recent origin. But Kautilya had dealt with some of the important aspects of human resources management in his "Arthashastra," written in 400 B.C. Government in those days adapted the techniques of HRM as suggested by Kautilya. In its modern sense, it has developed only since independence. Though the importance of labour officers was recognised as early as 1929, the appointment of officers to solve labour and welfare problems gained momentum only after the enactment of the Factories Act of 1948. Section 49 of the Act required the appointment of Welfare Officers in companies employing more than 500 workers. At the beginning, Government was concerned only with limited aspects of labour welfare. The earliest labour legislation in India dealt with certain aspects of Indian labourers (Regulation of Recruitment, Forwarding and Employment) sent to various British colonies in 1830².

SIGNIFICANT STRATEGY OF HUMAN RESOURCES MANAGEMENT

According to Delery and Doty, there are three different approaches to human resources management are universalistic, configurationally, and contingent. When considering these and the relatively confusing evidence that either reject or support these perspectives, the need arises to clarify whether strategy at both business and corporate levels matter. Also, in the context of the link between performance and human resources management, it is important to note in what sense strategy matters. The significance of environment, culture, politics, power, and other such integral elements to the concept of strategy³.

HUMAN RESOURCES MANAGEMENT : AN INSTITUTIONAL PERSPECTIVE

During the last decade of the 20th century, human resource management gained much interest in academic fields. Compared to earlier periods in which the focus was more on the business process of re-engineering,

¹ HUMAN RESOURCE MANAGEMENT AND EMERGING TRENDS, GEET S.D., DESHPANDE A.D. & MRS. DESHPANDE ASMITA A., NIRALIPRAKASHAN, FIRST EDITION, JAN. 2009, P.342.

² BOUDREAU, J. AND RAMSTAD, P. (2009) HR'S EVOLUTION. HR MONTHLY , APRIL, P. 34

³ Collings & G. Wood (Eds.), Human resource management: A critical approach (pp. 1-16).

strategy, marketing, and other such aspects, the 1990s seemed to embrace the notion of people management. Discussing human resource management is required for all executive development programmes as managing people proves to bring about improvements in an organization's competitive advantage. Human resource management was initiated by Huselid's study that demonstrated how a substantial increase in market value and sales per employee could result from high performance work practices. Although human resource management became popular in both management and academic fields during the 1990s, there was still much debate regarding the relations between human resource management and performance.

A CONTEXTUALLY BASED HUMAN RESOURCE MANAGEMENT

As the explores the model in term human resource managements of strategy, context, and performance, it also discusses the fundamental theoretical factors of the model. The model itself, provides an in-depth discussion of its various parts, and also identifies how the model can be utilized in various fields such as in consultancy practice, teaching, and research. Willingness and high trust may be generated human resource management s value-laden base, and this serves as an initial point in dynamic market situations. As such, human resource management leads to organizational viability which further results in the enabling of strategic options.

LAW RELATING TO THE HUMAN RESOURCES DEVELOPMENT

Human Resource team of the company plays an important role relating to employment. This team recruits, hires and trains employees. They also look after the employee's problems and the benefits for them. There are HR laws that are applicable to all the employees, right from the top position to the subordinate position.

1.RECRUITMENT, SELECTION, TRAINING AND DEVELOPMENT

The Civil Rights Act of 1964, Title VII prohibits employers from discriminating against covered employees on the basis of race, colour, religion, gender or national origin. This means human resource managers must be fair in hiring qualified employees without discrimination.

The Article 16 of Indian constitution says that equal opportunity should be given to all citizens relating to employment. Also, it states that the employee should not be discriminated under any grounds. This is applicable to public employment. Article 24 states that the children aged below 14 should not be recruited/ employed. A private sector establishment around 25 or more must inform vacancy under Employment Exchange (Compulsory Notification of Vacancies) Act, 1959.

2. EMPLOYEE APPRAISAL

It is also the responsibility of the human resources management to track the performance of all employees. Employees who perform well have to be duly recognised by the organization by providing appreciation and promotions. In case of performance deficiency, human resources should intimate it to the concerned employee within the particular timeframe so that employees can do improve and do their best. This was held in Baidhyant Mahaputra v. State of Orissa case¹.

3. COMPENSATION AND REWARDING

Payment Of Wages Act, 1936

As per the Payment of Wages Acts there should be no delay in paying the employees. Once the recruitment processes are done, including training the organization should ensure the workers get their due on the correct dates and time periods as per the agreement. The salaries of the employee are governed as per the industry standard. Equal bargaining power is given to the HR and the employee. This act states that even if the employee is terminated, he is entitled to get salary for the month he worked. The deduction mentioned in the act is fines, deduction for damage/ loss, deduction from recovery of loans etc.

Workmen Compensation Act, 1923

This act provides financial support to the employees and their family members when the employee is injured. When an employee is met with accident and or gets injured or becomes disable during the course of employment, the compensation should be given under Workmen Compensation Act. Even if the person works across the sea, he is eligible for getting compensation under this act. If the employer is unable to give compensation, it is declared as a criminal offense.

Payment Of Bonus Act, 1965

¹ 1989 AIR 2218, 1989 SCR (3) 803

The bonus should be given compulsorily to the workers whose salary is not more than Rs. 21,000 irrespective of the kind of work he does. If an employee has worked for a minimum of 30 days in a particular year, he is entitled to get bonus for that particular financial year. The employee has a period of one year to claim the bonus. As per Section 10 of this act, the minimum bonus payable is 8.33%

Payment Of Gratuity Act, 1972

It is a retirement benefit. Every employee is entitled to get the payment of gratuity. It is a part of salary received as gratitude for the service performed during the course of employment. The Section 4 of the act says that the maximum amount of gratuity should not exceed Rs.3, 50,000.

The Employees Provident Fund Act, 1947

It is a social security for the employees. Every person working in the factory/ industry is eligible for this fund. The main purpose is to ensure the rights of older people. The employee will get benefits like housing, education benefits, retirement pension etc.

4 HEALTHY, SAFETY AND WELFARE MEASURES

The Factories Act, 1948

It is mandatory for every employer to provide a safe working environment This act is formed to protect the rights and interest of the employees. The employer has to give proper sanitation, good ventilation. There must be a fire extinguisher in all the working places. It also reduces the maximum working hours to 48 hours for a week. Section 11 to 20 deals with health measures, Section 21 to 50 deals with safety and welfare of the employees. The employees should be given a weekly holiday.

The Maternity Benefit Act, 1961

The main object of this act is to protect the dignity of the motherhood. Every pregnant woman is entitled to get this benefit if she has worked in the organisation for 80 days. When she resumes the work, per the law she has to do only light work for 10 weeks. If the employer fails to give this benefit he will be imprisoned.

Sexual Harassment Act, 2013

HR is the first person to receive the complaints relating to harassment in the workplace. As he is responsible for providing safe environment for working women. He has to create awareness programmes for the employers relating to the issues of sexual harassment in workplace. He should declare the harassment as misconduct and should take severe action against the person.

5 Industrial Relations

Industrial Dispute Act, 1947 was introduced for bringing in peace between the employer and employee. It deals with disputes such as lockout by employer, strikes by employees, layoff and retrenchment¹.

CONCLUSION

Human resources are a key element in the success or failure of monitoring programmes to meet their objectives. Without an adequate strategy to develop the human resources available and attract high calibre staff, monitoring programmes rapidly stagnate. Whilst poor quality of staff in water quality monitoring programme may reflect a wider difficulty in attracting staff to the sector, every effort should be made to invest in staff at all levels. Human resources development should encompass a much wider remit than training and should address issues such as career structures and professional development. It should also provide all levels of staff with the support and framework within which to function effectively and efficiently. Human resource management play a vital role in achieving organizational goals. Hence that , laws pertaining human resources management should be eradicated affectively and it should be reached all the peoples without any discrimination.

¹ Human resources management :laws and regulations,Catherine, <https://study.com/academy/lesson/human-resource-management-hrm-laws-regulations.html>.

TRIBAL TOURISM DEVELOPMENT IN THE NILGIRIS DISTRICT

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ABSTRACT

The term "Tourist" is derived from the Latin word *turnus* it means "Tour" which is usually for many purposes like business, a pleasure, an education. After the 19th century tourism industry flourished and different kind of tours were conducted to various destinations. In 1974 Burkart and Medlik viewed Tourism as a composite phenomenon including a whole range of relationships between travelers and host population. The Nilgiris tribal people has surrounded by mountains and natural ecological resources, providing tourist accommodation and catering, and other tourism resources for tourists. The tribal tourism is "a new form tourism, tourists visit the Nilgiris tribal villages to see their culture and social life.." In India many states like Madhya Pradesh, Jharkhand, Orissa, Nagaland, Himachal and Chhattisgarh has more tribal community people. The Nilgiris Tribal tourism has many advantages In Nilgiris District there are 32,813 scheduled tribes accounting for 4.5 percent of total District population as per 2011 census. The important tribal groups are Todas, Kotas, Kurumbas, Irulas, Paniyans and Kattunayakans. These tribals are living in different parts of the Nilgiris. Many tribes living in Kotagiri, Coonoor, Ooty.. **The main purpose of this study is to** analyse the socio economic impact of the Nilgiris tribal community people and to know about Todas, Kurumbas, Kotas, Irulas, Paniyans and Kattunayakans; and the life and poverty of the Nilgiris tribals and their problems faced by tourists and local residents, improving the economic condition and quality life and to analyze the elements of indigenous tourism development. In this study, the Nilgiris tribes as objects, at Ooty, Coonoor, Kotagiri, Gudalur and qualitative research method followed by. Indigenous tourism development cultural characteristics of local tribal peoples, and the use of natural environment, food habits, to save the Nilgiris tribal cultural heritage, tourists cultural experience, employment opportunity to the Nilgiris tribals and increase the economic income, less volume of the negative impact on the Nilgiris tribe.

Keywords : Tribe, Community, Social Condition, Problems, Economic Impact, Advantages.

INTRODUCTION

India is a vast country with rich cultural heritage. Tourism is very important in India. India has natural attractions like landscapes, scenic beauty, mountains, wildlife, beaches, rivers and manmade attractions such as monuments, forts, palaces and „haveli's. In India Ministry of Tourism,

"Incredible India promotional activities played a important role in promoting Indian tourism and attracting tourists from abroad and domestic tourists also. Tourism industry in India depends the following standard nationalistic ideals

- ☐ Swaagat : Welcome
- ☐ Sahyog : Cooperation
- ☐ Soochna : Information
- ☐ Sanrachanaa : Infrastructure
- ☐ Suvidha : Facility
- ☐ Safai : Cleanliness

Tribal tourism can have a lot of positive and negative impacts.

Economic impact

For positive economic impact is increasing employment opportunities, increment of tribal income, improving higher standard living, selling of local products, outside investment, improvement in local infrastructure. The negative impact is income inequality, partiality rich and poor,

The Tribes in India

India had the largest tribal population in the World. Indian tribes constituted 8.6 percent of the nation's total population and 1042.8 lakhs people were scheduled tribes as per 2011 Census. In some States and Union Territories they constitute an overwhelming majority; e.g. Mizoram (94.75 percent), Lakshadweep (93.15

percent), Nagaland (87.75 percent) and Meghalaya (85.53 percent). In terms of geographical location, the distribution of tribal population is classified into the following zones:

North-Eastern region : Comprising Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura

Eastern region : Comprising Bihar, Orissa, Sikkim and West Bengal

Northern region : Comprising Himachal Pradesh and Uttar Pradesh

Central region : Comprising Madhya Pradesh

Western region : Comprising Dadra and Nagar Haveli, Gujarat, Goa, Daman and Diu, Maharashtra and Rajasthan

Southern region : Comprising Andhra Pradesh, Karnataka, Kerala and Tamil Nadu

Island region : Comprising Andaman and Nicobar Islands and Lakshadweep

In India, the need for improving quality of life of scheduled tribes becomes more pronounced in all the States since the States have significant proportion of scheduled tribes population. Table 1 represents the State wise scheduled tribe population in 2011.

According to Nayak (1988) "A tribe is a social group with territorial affiliation, endogamous with no specialization of functions, united in language or dialect following tribal traditions, beliefs and customs and conscious of a homogeneity of ethnic and territorial integration". Mehta (1988) derived the following characteristics to identify a tribal group in Indian situation.

- Their roots in the soil date back to very early period
- They live in the relative isolation of the hills and the forests
- They have a low level of techno - economic development and
- In terms of their culture, language, institution, beliefs and customs they stand out from the other sections of the society

District wise scheduled tribe population in Tamil Nadu - 2011

S.No.	District	Scheduled tribes male population	Scheduled tribes female population	Total scheduled tribes population	Percentage of scheduled tribes population to total population
1	Chennai	5,207	4,854	10,061	0.2
2	Kancheepuram	20,605	20,605	41,210	1.0
3	Thiruvallur	23,692	23,551	47,243	1.3
4	Vellore	36,663	36,292	72,955	1.9
5	Tiruvannamalai	45,956	44,998	90,954	3.7
6	Cuddalore	7,943	7,759	15,702	0.6
7	Villupuram	37,570	37,289	74,859	2.2
8	Thanjavur	1,466	1,822	3,561	0.1
9	Nagapattinam	1,847	1,909	3,756	0.2
10	Thiruvarur	1,466	1,568	3,034	0.2
11	Salem	60,489	58,880	119,369	3.4
12	Namakkal	29,383	27,676	57,059	3.3
13	Dharmapuri	32,130	30,914	63,044	4.2
14	Krishnagiri	11,419	10,969	22,388	1.2
15	The Nilgiris	16,091	16,722	32,813	4.5
16	Tiruchirappalli	9,414	8,784	18,198	0.7
17	Karur	297	278	575	0.1
18	Perambalur	1,292	1,292	2,584	0.5
19	Pudukkottai	647	636	1,283	0.1

20	Coimbatore	14,245	14,097	28,342	0.8
21	Erode	11,024	10,856	21,880	1.0
22	Madurai	5,622	5,474	11,096	0.4
23	Theni	954	881	1,835	0.1
24	Dindigul	4,095	3,969	8,064	0.4
25	Ramanathapuram	559	546	1,105	0.1
26	Sivaganga	394	396	790	0.1
27	Virudhunagar	1,182	1,112	2,294	0.1
28	Thirunelveli	5,109	5,161	10,270	0.3
29	Thoothukkudi	2,466	2,445	4,911	0.3
30	Kanniyakumari	3,554	3,728	7,282	0.4
31	Ariyalur	5,274	5,448	10,722	1.4
32	Tiruppur	2,740	2,718	5,458	0.2
	Tamil Nadu	401,068	393,629	794,697	1.1

Source: Primary Census Abstract, 2011, Registrar General, Government of India

LITERATURE REVIEW

McCall (1975), Myers (1987), Davidson and Cotter (1991), O'Brien and Ayidya (1991), Grayson and Young (1994) and Diener and Suh (1997) have reviewed literature on quality of life and there is general agreement that a meaningful definition of quality of life must recognize that there are two linked dimensions to the concept, namely a psychological one and an environmental one. Cutter (1985) has defined quality of life as an individual's happiness or satisfaction with life and environment, including needs and desires, aspirations, lifestyle preferences and other tangible factors which determine overall well-being. When an individual's quality of life is aggregated to the community level, the concept is linked to existing social and environmental conditions such as economic activity, climate or the equality of cultural institutions. It includes both tangible and intangible measure reflecting local consensus on the community values and goals. According to Friedman (1987) quality of life can be viewed as an indication and also as an effect.

Gentile (1991) observed that psychological, sociological, spiritual and environmental factors were determinants of quality of life and hence quality of life is equated with adequate income and material possessions, good physical health and quality of care, psychological rewards such as feelings of self-worth and self-esteem and social factors such as relationship with others and communication. In the view of Elyse Kerce (1992), quality of life indicates the degree to which the experience of an individual's life satisfies individual's wants and needs-both physical and psychological. Schwab (1992) stated that quality of life is the difference between what should be and what is in a community - the difference between goal and appraisal status. Therefore quality of life is defined as the measurement of the conditions of place; how these conditions are evaluated by individuals and the relative importance of each of these to individuals.

Becker et al. (1993) defined quality of life as someone's feeling of well-being according to the satisfaction or dissatisfaction with the dimensions of life. The quality of life is related to the dimensions of general life satisfaction, activities and occupations, psychological well-being, physical health, social relations, economics, activities of daily living, symptoms and goal attainment. According to Baral and Heinen, 2007 Community participation has become a common element in many development initiatives, such as community-based programmes, which assume participatory methods and has been promoted by development organizations, notably the World Bank, to address the inefficiency of highly centralized development approaches particularly in the developing world.

According to Ribot, 2004, Havel, 1996, Songorwa, 1999, Today many development initiatives solicit the participation of all concerned stakeholders, at the relevant level, not only for the sake of efficiency and equity of the programmes, leverage of donors and demands of local communities, but also for sustainability of these initiatives. Consequently, the real outcome for soliciting such community participation is to create and produce an enabling environment needed by these stakeholders, especially local communities who have been vulnerable to negative impacts of tourism attributed partly to the fact that many tourism resources occur in their areas, to have a real stake in development activities.

The approved Primitive Tribal Groups (PTGs) in Tamil Nadu are;

- Todas.

- Kotas
- Kurumbas
- Irulas
- Paniyans and
- Kattunayakans

Todas

Todas are living in the Nilgiris District . Todas are nomadic pastoral people, moving from one place to another on the hills in search of grazing lands along with buffaloes and family members. Todas are allowed to cultivate their patta lands on the basis of an annual permit issued by the District collector. The occupational activities of Todas are: pastoral activity, buffalo herding, milk and ghee selling, manufacture and sale of shawls in the market, cultivation and modern employment

The Toda women, besides doing their domestic duties, do embroidery work in their leisure hours and make the famous Toda shawl on puthukuli. The puthukuli is a thick white cotton cloth with red and blue strips which is further embellished with embroidery by the Toda women; it is thrown around the body by Toda men and women. The women do not have the legal rights to share the property of their parents except for allowing their husbands to accept dowry in the form of buffaloes.

Kotas

The Kotas are the only artisan community on the hills of the Nilgiris. Kotas have been gold smith and silver smith. They are carpenters, blacksmiths, potters and musicians. Every Kota settlement has one or two traditional musicians with their traditional musical instruments.

In Kota society, the family is the basic social, commercial and economic unit. It is the family within which children get socialized into customary behaviour and imbibe social and family ethics.

Every Kota settlement had one forge and work-shed, where all the Kota blacksmiths used to keep their native, pincers and hammers. Their traditional staple food consists of items prepared out of grains namely ragi and also wheat. Kota traditional garment is known as varad - a white bed spread like cloth is thrown around the body by men and women. The Kota women are traditionally able potters. The Kota women are also involved in potato-cultivation, in plucking, weeding and cleaning the fields.

Kurumbas

The Kurumba name is said to be originated from their early occupation of tending Kuru (Sheep). At present the principal occupations of Kurumbas are wood-cutting and the collection of forest produce. As most of them are working as elephant riders, each village is having an elephant tying hut.

Most of the Kurumba huts consist of only one room with verandah and the entire house is erected at high level and usually their houses stand on a high plinth ranging between two to five feet. They have plinths in order to reduce the effect of humidity. The speciality of Mullu Kurumba house is that it has verandah on all four sides. The walls of the house and the floor inside are plastered and levelled with clay.

Irulas

The name Irula is supposed to be derived from the Tamil word 'irul' or darkness, which may refer either to the gloomy jungles in which they live or to their very swarthy complexions. They live chiefly on the eastern lower slopes in rude hamlets called mottas made of bamboo plastered over with mud. They cultivate patches of dry grains. They are small in stature, very dark-skinned and broad-nosed.

They are called Pambu Pidikkaran or Pambukkaran" because they are experts in catching snakes. Irulas are hunters and gatherers. The traditional house of the Irula has one room with a thin mud wall partition for the cooking place, a slightly raised platform opposite to the cooking place to keep the vessels and a trunk box to accommodate the personal belongings.

Paniyans

The word - Paniyan literally means worker or labourer. They are a daring tribe famous for hunting tigers and panthers. They are short and their complexion varies from dark to dark shades of brown. The Paniyans do not have the concept of property. They have agricultural implements, households materials, livestock, ear rings or olai. The paniyans are mostly landless labourers. They are mostly illiterate, unorganized and therefore generally

unable to demand the minimum wages fixed by the Government. The Paniyans as a whole are the poorest of the poor among other tribal communities.

The dress of the Paniyans is very simple and remarkably distinguishable. The Paniyans males wear a long cloth (mundu) which is wrapped around the waist and a small mundu cloth worn on the shoulders covering the body. The Paniyan female wears a long cloth on the loins and a smaller one is wrapped above the breast through the arm-pits. Both sexes wear ear-rings and women use nose-rings, bangles, chains, coloured beads and rolled palm leaves in their dilated ear-lobes.

Paniyans are non-vegetarians. They are addicted to drinking alcoholic beverages. The Paniyans speak a debased form of Malayalam language mixed with Tamil language.

Kattunayakans

They are mainly hunters and gatherers for forest produce. The Kattunayakans are in the third phase of their economic transformation in the history of the community from a self sustained group who lived in the forest by foraging and hunting to a stage of agriculturists and agricultural labourers through an intermediary phase of bonded labour under landlords. Now they are involved in occupations like hunting, honey collection, fishing and crab catching, basketry, agriculture and horticulture, labour work. The Kattunayakans are non-vegetarians. Kattunayakan food is based on local ingredients and forest produce besides a few items that are available in the market. Traditionally men wear a dhoti around their waist and a shirt and thundu on their shoulders.

The study was related to the analysis of quality of life of different tribal groups. The study would unfold the socio-economic status of selected tribes who are largely at the grass root level. It would help in identifying the determinants of quality of life and also understanding the variation in quality of life among the tribal groups. The recommendation emanating from the study can form a guideline for future tribal welfare programmes.

During the Eleventh Five Year Plan (2007-2012), the Ministry of Tribal Affairs has recommended the following measures for the socio-economic development of the tribals:

- Support services for rehabilitation especially for women and children along with economic activities, education and training and protection from violence must be provided.
- Plans for rehabilitation should use a cluster approach and be women centred.
- There should be clear-cut demarcation of land for tribal communities. Wherever there are over 20 families, there should be no intrusion from other communities for any purpose.
- Adequate infrastructure- housing, clean water, drainage, roads, toilets, streetlights, burial grounds to be ensured in tribal settlement as a basic right.

In the Twelfth Five Year Plan (2012-17), the approach to the tribal development has undergone a considerable change over the period commensurate with the felt needs and priorities of these communities. The goal is to bridge gap, between tribes and non-tribes in human development indices. Special emphasis was given on education, promotion of literacy in tribal communities in general and girls in particular with special attention to low female literacy pockets. Tribal blocks with female literacy of less than 20 percent will get special attention. The department will strive to ensure cent percent enrolment of all children in the elementary level between the age group of 5 to 14 years. The department will also ensure to improve literacy by converting elementary schools into ashram schools.

CONCLUSION

The Nilgiris District is fabulous tourism destination in India. Many tourism places located in ooty and Coonoor, Kotagiri. Thousands of people travelling to see the mountains and tribal areas to see the cultural life of tribes and natural attractions of the Nilgiris district. The todas dance and kotas, irulas musics attracts the tourists more. But the tribes have little problems around them. They puts the obligations to state government to establish transport, schools, govt agriculture training centres, free craft classes and training smart classes for children with modern technology, training on marketing, providing job opportunity.

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EVOLVING DIMENSIONS CONCERNING THE HOSPITALITY MANAGEMENT

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ABSTRACT

Management science describes an integrated approach to operational control based on the application of scientific research methods to business problems. Rational, systematic, science-based techniques used in management science. Management science is a multi-disciplinary subject. It is concerned with number of different areas of study. Management science includes various management like human resource management, IT management, event management, aviation management, financial management, international business management etc.,. One among them is hospitality management. Rational, systematic, science-based techniques used in management science. The hospitality industry is a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks, transportation, cruise line, travelling, airline and additional fields within the tourism industry. Hospitality industry concentrates on customer's satisfaction by creating good services and products that will meet their needs. This article aims at analysing the new trends and innovation in hospitality management

Keywords: management science, customer, hospitality, evolving trends, service

INTRODUCTION

The Hospitality field is the service industry. It aims at servicing and satisfying the guests. The relationship between a host and a guest is referred to as hospitality. People around the world rely on the hospitality industry in many aspects of their life. From catering establishments to shops, casinos, hotels, or amusement parks, people experience different forms of hospitality almost every day. This industry is an important concept on which countless businesses operate. According to Langhorn, for guests to be satisfied, they not only must believe that they have received valuable service for their dollar, but also feel valued and respected by the workers providing the service. From the big hotel chains to the smallest dining establishments, they are all part of the hospitality industry. The main goal is to make the guests feel at home and ensure they have the most pleasant experience. Hospitality management operations involve the implementation of resources, materials, equipment, and technology. The hospitality industry has been undergoing tremendous changes and disruptions over the last two decades. There are very many challenges which the hospitality managers need take into considerations. There are many trends evolving every day in hospitality management. Hospitality is one of the most interesting and challenging industries as it involves being sensitive towards the need and desire of the guests coming from different background and for different purposes. In India, hospitality is based on the principle Atithi Devo Bhava, meaning "the guest is god".

MEANINGS AND DEFINITIONS

Management science: "A problem-solving process used by an interdisciplinary team to develop mathematical models that represent simple-to-complex functional relationships and provide management with a basis for decision-making and a means of uncovering new problems for quantitative analysis¹".

Encyclopaedia Britannica defines Management science as any application of to the study of science management. Originally a synonym for operational research the term *management science* now designates a distinct field. Whereas operations research affords analytical data, statistics, and methods to increase the efficiency of management systems, management science applies these tools in such fields as data mining, engineering, economic forecasting, and logistics².

Hospitality can also be defined as the act of kindness and attending the basic needs of guests. It refers to the relationship between guest and host.

Hospitality management: The hospitality field is a service industry. Its task is to create shareholder wealth by servicing and satisfying guests. It involves overseeing the daily administrative, operational and commercial tasks of businesses like hotels, resorts, restaurants, catering establishments, shops, casinos, amusement parks and many other related businesses.

¹ <https://www.businessmanagementideas.com/essays/management-science-definition-characteristics-and-tools/9080>

² <https://www.britannica.com/topic/management-science>

CHARACTERISTICS OF HOSPITALITY INDUSTRY

Following are the few important features of the hospitality industry:

- i. Intangibility
- ii. Inseparability of service provider and customer.
- iii. Variability of services.
- iv. Seasonality

ROLE OF HOSPITALITY MANAGER

Hospitality manager plays a major role when it comes to customer service. The main task of a hospitality manager is to oversee various departments in the resort or hotel, for example, in housekeeping, concierge, restaurant, spa, budgeting, conferences, reception, maintenance, and guest services. It is their job to ensure everything runs smoothly in all the departments. Following are the few responsibilities of hospitality management,

- i. To ensure that travellers have a pleasant experience.
- ii. Overseeing the staff that works in a hotel or resort.
- iii. To make sure that any issues a customer has are addressed in a prompt and professional manner.
- iv. The ability to instantly respond to any emergencies that arise in the hotel environment, such as a theft or a fire. Monitoring accounts and managing budgets
- v. Managing staff and arranging cover for holidays and absences
- vi. Assist the staff with the day-to-day running of events and functions
- vii. Come up with new and innovative ideas for better business performance
- viii. Dealing with customer complaints and queries
- ix. Interview and train new staff
- x. Ensure health and safety regulations are adhered to

TRENDS IN HOSPITALITY MANAGEMENT

It is very vital for those in the industry to keep up with the latest hospitality trends, so that they do not fall behind competitors. The hospitality sector continues to grow as people are travelling more than ever before. Every year, establishments like restaurants, resorts, clubs, hotels etc., are opening in order to meet the growing demands of consumers. With the advances in technology, there is certainly a lot to look forward to in the world of hospitality as new and existing businesses become more innovative. **While the hospitality industry itself is diverse, following trends can help to improve the customer experience.**

1. Use of latest technology

Latest management software's makes the tasks easier. Every year, new and exciting apps and software are released, and the hospitality industry is making the most of integrating them into our daily lives. But since the world of technology is always changing and improving, the hospitality industry needs to make sure it keeps track of these trends in order to take advantage of them all.

Many establishments makes use of internet-enabled devices, which are capable of sending data to one another. For example, smart hotel allow guests to control the heating or air conditioning from their phone, or turn on the TV by giving a voice command to a smart speaker. In many cases, smart rooms also automatically adjust things like the brightness of light bulbs, or the temperature of a radiator, in order to maintain optimal conditions.

2. Artificial intelligence

Artificial intelligence plays a unique role in the hospitality industry, one of them is to improve customer service. Example of this is Artificial intelligence -powered chat bots, which can be used for online customer interactions, removing lengthy waiting times and providing swift, intelligent responses to questions.

However, there are additional uses for artificial intelligence technology too. For instance, some hotels have introduced Artificial intelligence and voice controlled customer service or tourist information hubs within their hotels. Meanwhile, Artificial intelligence can also be used to sort through data, automatically make adjustments

to processes, and so on¹. Industry need to make sure their offerings is in up-to-date and user-friendly. At business meetings and conferences, travellers expect conference centers to have high quality tech equipment and a knowledgeable support staff. Seamless connectivity across platforms and devices is growing more important. Many hotel groups are offering mobile check-in and digital concierge services. At Aria Resort and Casino in Las Vegas, guests are issued high-tech cards that detect their presence and unlock the door before they even reach it.

Many travelers seem to prefer technology to human beings—they want to check-in digitally and don't mind if a robot delivers room service. This will give staff the opportunity to focus on more personalized service, as opposed to rote tasks. Augmented reality technology is similar to virtual reality technology in many ways, but rather than creating a new digital environment for users, it is concerned with enhancing real-world environments through graphical or informational overlays. Unlike VR technology, it also usually requires nothing other than a smartphone and an app.

Augmented reality apps can be designed so that users can point their phone at a restaurant and see reviews, or opening times. Hotels and other accommodation types can also use augmented reality to provide interactive tourist information maps within their properties, or to create fun opportunities to create user generated content.

3. Catering to millennial

According to the Cornell Center for Hospitality Research, Millennial (those ages 18-34) are expected to represent 50% of all travellers to the USA by 2025, Companies need to define their strategies based on this demographic group's personality traits and habits—they travel a lot; are early adopters of technology; like personalized interactions and are spontaneous. Hotels will want to please them with easy check-in and gourmet dining experiences at reasonable prices. In return, satisfied millennial will actively promote their businesses on social media channels.

4. Sustainability

Eco-friendly practices are becoming the norm, as properties focus on renewable energy resources and water scarcity. Many hotels are installing solar panels and updating systems so that air conditioners and lights automatically switch off when guests leave their rooms. People are becoming increasingly sensitive to environmental and social issues

5. Promotional activities

The explosion of social media is causing hotels to become more involved in destination and self-promotion. Many are featuring guests' images and tweets on their websites; some are even using the material in their advertising campaigns.

6. Damage management

If a guest is dissatisfied, he or she can easily complain on Facebook, Twitter, Yelp or Trip Advisor. Hospitality managers must be able to quickly respond. Engaging with customers and responding to their needs through these public forums help maintain positive guest relations and drive future bookings.

7. Virtual communities

Social networks and in particular *TripAdvisor* have had a profound impact on customers. This has led to more transparency and, overall, to an improved quality of the services provided by hospitality companies. The virtual communities have also provided the customers many choices to choose from.

8. Sharing economy

Airbnb represents a major disruption in the hotel industry, making the competitive landscape tougher than ever. This is further reinforced by the fact that lodging properties listed on *Airbnb* do not necessarily have to comply with the same rules and regulations than traditional hotels

9. Online Travel Agents

They have had at least three major impacts on the hospitality industry.

First, they have altered distribution channels and consequently taken value away from hoteliers.

Second, the notoriety of brands owned by *Booking Holdings* and *Expedia* are such that these companies have almost replaced hotel brands.

¹ <https://www.revfine.com/hospitality-trends/>

Third, they have built solid relations with travelers. Now, hoteliers have to pay to get access to these customers, thereby leading to a thinner profit margin for the former

10. Booming global tourism

Low cost carriers enable more people to travel the world at a reasonable price. Moreover, several emerging markets have seen their GDP increase at a rapid pace, thereby enabling their citizens to travel the world. Customers from South Korea, China, India, and others, now constitute a large body of potential travelers. Their demand, of course, has a big impact on the offer.

11. Experience economy

Customers request extreme personalization, unique experiences, and so on. This could very well lead to *the death of the travel agent* and the rise of the *independent traveler*.

12. Asset management practices

The asset-light approach has become prevalent in the industry. The separation between the management of operations and real-estate assets now allows hospitality companies to focus on their core business, thus improving efficiencies.

It however induces additional complexity and potential agency problems, explaining the emergence of new types of jobs, such as asset managers.

13. Professionalization

As stated above, new job profiles have emerged following the increasing complexity of the hospitality industry. In parallel, the need for quantitative competencies (for forecasting, budgeting, etc.) has also increased.

14. Generations Y and Z

These new generations have different requirements and needs compared to older generations. A respondent said *“Older generations think about hotels and car rentals. Younger generations think about Airbnb and Uber.”*

FUTURE OF HOSPITALITY INDUSTRY

The traditional form of hospitality industry needs major revamping to meet the expectation of the travellers. Apart from the latest trends the hospitality industry should be accommodative of the evolving changes. The future of hospitality industry can be categorized into 6 dimensions

1. Standardization can no longer be the norm.

It is becoming critical to personalize and tailor the services to the needs and preferences of the travellers.

2. To create value, focus on niche markets.

More customization and specialization may enable increased value creation for hospitality companies. But be careful, as a respondent said, as this requires to genuinely think about the value proposition of your offer and not “simply branding and rebranding”.

3. Exploit technology as an accelerator for business.

Technology will be at the core of the hotel experience both in room, before and after the trip. This will lead to the development of new concepts and more innovation in the industry and contribute to the emergence of an ever more individualized offer.

4. Social responsibility is a moral and an economic obligation.

The impact of global warming can today be considered a major risk for both corporations which may lose in revenues and profits and society as a whole. It is thus critical for governments but even more so for corporations to become more sustainable: *“not just green, but real sustainable business models”*.

5. Develop more responsive and resilient business models.

“Tourism, despite ever growing flows of travelers, will become riskier and more prone to crises” as the number of travelers steadily continues to grow. This will be accompanied by increased regulation as a response to a disproportional increase in tourist flows in some places (e.g. Venice or Barcelona).

6. Manage talents actively.

The days of long-lasting employee retention as well as passive, hierarchical management styles are definitely gone. *“Attracting, developing and keeping the right talent into and within the hospitality industry continues to remain a core challenge.”*

CONCLUSION

While, as seen above, the consensus revolves around the need for the industry to evolve in order to better adapt to the current environment, some researches were more 'extreme' and suggested that hotel rooms, as we know them today, "*will become a thing of the past*".

These researches refer to the impact of the sharing economy and the tendency of today's customers to avoid traditional hotels. They believe that adjustments in the offer, like the ones listed above, are not sufficient and that the industry has to truly reinvent itself.

This standpoint is reinforced by the increasing importance of technology in the hospitality industry and the power that technology firms are acquiring.

Major technology firms will replace most hotel brands, because they can offer technology solutions and create markets to attract customers. The traditional hospitality industry will evolve into niche markets (serving specific types of customers), or extremely luxury sector (so they can afford to pay their staff reasonable salary). Those who can't identify their niche will become the money machines for technology companies. Some brands big enough may survive, but their business will get tougher.

While respondents are more or less alarmist as to the future of the industry, all nevertheless agree that it has to evolve and reinvent itself in order to exploit the opportunities and cope with the challenges it faces. The only question remaining is up to which extent this transformation will have to take place.

NEW TRENDS AND INNOVATIONS IN EVENT MANAGEMENT

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ABSTRACT

The event industry has played a vital role in recent Technological, Computerized world. Society having lot of occasion's such as educational events, birthdays, marriage international conferences, company parties, etc. Generally, events are also a part of social life because the people can get to know and talk with different people with different backgrounds. However, in order to organize a good and successful event, it requires a thorough and detailed planning process. Event managers and event coordinators need to collaborate with one another for planning successful events.

In order to make events successful and well organized, and more innovative the event managers has to mainly focus on the pre plans. Risk management has been of great importance during the entire planning process. Under no circumstances should risk management be underestimated. Additionally, evaluation process helps event organizers and event managers to realize which aspects should be improved and need further development. In this article we are mainly focusing on the trends and innovation of successful ideas for event management for present and future decades.

Keywords: Event management, Event Planning, Trends, Innovation, Events Co-ordinator, Successful events.

INTRODUCTION

We all love to celebrate and need little reason to celebrate – whether it be winning the World Cup or the Common Wealth Games or birthdays, graduation party, weddings etc. in the family. Celebrations are an integral part of our life and often a symbol of happiness. However, modern lifestyles, busy work schedules, smaller families and participation of women in the workforce, have resulted in less manpower and time to plan, organise and execute such events. Hence many people prefer to use the services of an expert (who has the know-how and takes care of the minutest details) to plan and execute such events. Nowadays organisations and institutions also hire the services of such experts to organise a variety of events. They provide consultancy and undertake all tasks right from the planning stage till the final execution of the event. Involvement of such experts has made celebrations and occasions easier, enjoyable and stress-free for the client. Its very important to make a event a successesful one at present the event managers are coming up with new and innovative ideas. In this article the researchers have analysed the developing trends and innovations in event management.

DEFINITION

1. Event planning is the process of planning a festival, ceremony, competition, party, concert. Event planning can include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits (alcohol permits, insurance licenses, etc), coordinating transportation and parking, developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), and arranging decor, event support and security, catering emergency plans, aid and cleanup.¹

2. Event management is the process beyond planning, executing and evaluating corporate, association, non profit, government and social events.

3. Event Management is the coordination, running and planning of all the people, teams and features that come together to create every kind of event.

4. Event management is the process by which an event is planned, prepared, and produced. As with any other form of management, it encompasses the assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, people, products, services, and other resources to achieve objectives. An event manager's job is to oversee and arrange every aspect of an event, including researching, planning, organizing, implementing, controlling, and evaluating an event's design, activities, and production.²

¹ www.eventmanagent.in

² julasilvers.com

5. Event Management is a the science of planning, organizing, directing, coordinating, motivating and rewarding people or staff to attain the visionary objectives of the event producer or client.

SIGNIFICANCE

Events have been defined by the famous economist Philip Kotler (2004) as ‘ occurrences designed to communicate particular messages to target audiences’. Events are celebrations that provide an opportunity to meet and share happy moments with family members, relatives, colleagues and friends.

A family event is envisaged as an opportunity to meet old friends and relatives and develop new relationships with unknown people. Besides this, events are an integral part of professional life, may it be corporate houses, non profit organisations or Government sector. Corporate sector organises event to present its services or products in an acceptable manner to its ultimate customer(s) as well as to enhance its own image. Such events are seen as an outcome of public relations strategy with inputs from advertising, sales promotion and multi-level marketing. The Government sector uses events as a platform to enhance its own image. Since events of different kinds need to be organised all round the year, this has given rise to the Event Management industry which revolves around all sections of the society¹.

TRENDS AND INNOVATION OF PLANNING EVENT

1.1 PLANNING AN EVENT

Effective planning is crucial to the success of an event. There are numerous elements involved in planning .In planning an event it is important to understand why the event is being held, who it is for and who it will benefit. Having a clear focus and defined objectives will help direct the planning process

Planning an event does teach the firm or organization itself how to utilize all of the resources as well as how to formulate best strategies to meet up with the current needs. From that perspective, the firm or organization has good knowledge of how to boost up their own business.

1.2 Prior to event planning

Before planning an event, event managers should pay attention to developing the purpose of events, developing objectives of events, preparing an event proposal and planning budget for the event with new trend and innovation. when the event was arranged by old trends that makes a bad impact on the event coordinator , so always the event mangers as to go with new trends and update version which can attract the people and they can get the some other event projects .Even the event mangers can arrange a play for the children which makes more different from other events planning process.

Developing purpose of events

The very first step prior to planning events is to formulate a simple statement that reveals the prime purpose of events. The main purpose varies in accordance with different types of events. Developing purpose of events assures that planning and implementation of events are well-conducted, and the introductory intent is highly focused and realized.

In planning an event it is important to understand why the event is being held, who it is for and who it will benefit. Having a clear focus and defined objectives will help direct the planning process.

An event proposal is highly recommended. An event proposal can be made online or by some specific tools such as Microsoft Excel, Google Drive etc. In order to make a good event proposal, purposes, objectives, organizations, venues, time scale etc. should be included in an event proposal. An event proposal is useful for follow-ups, and the whole event team can have a general picture of what an event is about, how an event will be managed in the future etc.²

Timing and location of the event

When and where an event takes place can have a significant impact on its overall success. When considering the best time of the day, month or year to hold an event, it is important to consider other events that may compliment or compete with the event you are organising.

With regard to location, there are many variables to consider, including the availability of facilities, accommodation, transport, and the support of local stakeholders.

The organising committee and event manager

¹ ncert nic. in

² www.pondiuni.edu.in

There is usually more than one person involved in organising a sport or recreation event. In many cases it is useful to establish an organising committee and clearly assign roles and responsibilities to committee members. There should be an event manager appointed who has overall control of the event and is ultimately responsible for the major decisions and directions of the committee.

Event checklist

In order to allocate responsibilities to individuals on the organising committee, the committee must have a clear idea of all the different aspects of the event, including venue, equipment, staffing, communication, catering, garbage, toilets, money handling, medical, hospitality, transport, prizes, trophies and ceremonies.

It is useful to compile an event plan, or checklist, which will ensure that all aspects of the event are considered and adequately addressed in the planning stages. See the example event checklist at the end of this document to help you organise your event.

1.3 DURING AN EVENT PLANNING**A. Finance**

When preparing for an event it is important that all sources of income and all costs are accounted for, including hidden costs and in-kind support. Developing an event checklist before the budget will ensure that all costs are considered.

The event manager or organising committee should work closely with a financial manager or club treasurer to ensure the event follows the relevant financial procedures. Financial management for events is significant because it determines the success of events. A good financial plan does require a lot of time, effort and care. Depending on the nature of events, a financial plan may be different from one another. When events are organized on a larger scale, i.e. international or regional scales, it is highly indispensable to make a careful and detailed financial plan. Event organizers should keep in mind that a financial plan should be linked with event objectives and purposes. Financial management does not stress on the fact that all the events should be profit oriented.

B.BUDGET

Preparing a budget plan is included in the financial plan. In fact, a budget plan is the very first step in planning finance for events. The preparation of a budget plan advocates event organizers to estimate projected revenue together with expenditure. Furthermore, the budget is made based on exact quotes collected from all the contractors, suppliers together with thorough research in order to make sure that all of the expenses are correctly calculated and are not overlooked. Always a careful budget plan enables the organization to take control of expenditure and ensure that the finance management is on the right track.

C. Sponsorship

Once the event manager and organising committee have a clear understanding of the finances and budget, they may wish to secure sponsorship for the event. When looking at sponsorship it is important that the organising committee has a clear idea of what it is that they would like from potential sponsors (i.e. money, free publicity, discounts, goods and services). The committee must also be clear on what the event can offer potential sponsors (i.e. free advertising, publicity, naming rights, media coverage and exposure for new products).

Developing a profile of the event (i.e. a brief history of the event, number and type of participants, media coverage and publicity) will help the committee to target relevant sponsors and to highlight the benefits of being involved with the event.

Any attempt to secure sponsorship should be based on a definite sponsorship strategy that targets specific organisations and tailors the approach to each organisation. A general mail out requesting sponsorship from many different organisations is generally unsuccessful.

1.4 MARKETING PLAN**Promotion and publicity**

Regardless of the size of the event it is important to consider the level of publicity and promotion required. While some events may require minimal publicity or promotion (depending on the aim, target audience and existing profile), in most cases event organisers will aim to maximise the profile of the event through promotion (controlled and paid for by organisers) and publicity (media coverage).

Unfortunately, it is not uncommon for this aspect of the event organisation to be overlooked or left to the last minute, which can result in poor exposure for the event, a poor turn out of participants and unsatisfied sponsors.

When looking at publicity, it is important to consider various forms of media (print, radio, online and television) and different ways to approach each of these. If preparing media releases there are numerous guides available to help format the information in a way that is understandable and attractive to media sources.

Having a clear idea of the focus of publicity and promotion (i.e. increasing awareness and participation or increasing exposure of sponsors) should influence the approach taken.¹

1.5 Organizing and preparing events

After the sufficient amount of information has been gathered, it is critical that there should be a pause. The pause is quite indispensable because it ensures that event managers have the sufficient amount of time to check the planning progress and the status of the plans because it may take plenty of time to deal with feedback and all of the discussions. Therefore, meetings are vitally important.

As a matter of fact, meetings are always necessary in the entire planning process –before, during and after the event. Some meetings can be very effective, but others may be considered a waste of time.

In order to be prepared for the stage of organizing and preparing events, time-line should be clearly set. During the meetings, note-taking is highly recommended so that attendees have an idea of what tasks needs to be completed, what have been gone through etc.

Documentation from the meeting should be done thoroughly and made public to those who attend the meeting. At meetings, it is also important to address what else needs to be done, what still needs to be achieved etc. and to take into consideration whether further arrangements should be made. Policies should be carefully made to point out some general principles for the event .

Each and every event requires policy in order to prevent fraud, misrepresentation, manage staff, procedures etc. Furthermore, motivation, team-spirit, stress relief should be emphasized at meetings as well. When the event approaches, it is critical that event managers should learn how to deal with the deadlines, arrangements, operational plans, marketing plans etc .

Therefore, it is advisable that event managers should go through some certain procedures. The procedures can be in the form of a check list or tasks .The clear procedures certainly facilitate event managers to reduce stress and to assure that all of the pieces fit together. Apart from that, all of the procedures planned by event managers should be carefully timed so as to meet the needs of other functional areas. It literally means that all of the planning process should be harmonized with one another, and so should all of the procedures. The careful planning will certainly result in the operational success of the event. Besides the procedures, all of the activities in the event should be recorded and kept carefully for evaluation and feedback sessions.²

Approvals and legal requirements

When organising an event in a public facility, or on land owned by someone other than the organising group, it is important to get the approval and any permits or licences required by the property owners or land managers. It is common for land and facility managers to ask for evidence of insurance and risk management procedures from the event organiser before approval or permits are granted.

In most cases, it is advisable that the organising committee or organisation responsible for the event become an incorporated body in order to limit potential legal liability of individual members. If in doubt, the event manager should seek professional legal advice in this area.

1.6 After event

It is paramount to ascertain that evaluation process and feedback collection should be conducted thoroughly after the event. Those both processes act as useful and indispensable planning resources for planning some other events in the future.

1.7 Evaluation

Evaluation process concerns the understanding of evaluation process, the purpose of evaluation, collecting information for the process and visitors' impressions.

¹ Ncert.nic.in

² www.redbooks.ibm.com

1.8 Feedback

Feedback has played a vital role in event organization and management. As a matter of fact, feedback is collected and assists the company or organization to accumulate experience for the prospective events. Feedback should be thoroughly handled. There are several options to collect feedback from visitors, guests, participants at the events such as the completion of forms, personal interviews, small focus group etc.

CONCLUSION

To conclude, the planning process is one of the most important aspects in successful event management. The more robust the plan, the smoother the journey to success. Good planning is a continuous process and good plans should be adaptable and flexible – they require a solid foundation and a straightforward structure. The main task of event managers is to satisfy the needs of the clients, In doing so they must also keep in mind the expenses that are to incurred .They must make the event a successful one with the finances provide..Happy customers are those who get there job done with less budget , so the Event managers must focus on providing a quality services with less expenses. There are many trends and innovation emerging each day in event management science which the event mangers must keep in mind.

A CRITICAL ANALYSIS OF DIGITAL MARKETING

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ABSTRACT

This paper offers sees on some present and future patterns in promoting. We experience an extreme change in India towards the digitalization. The customer are looking and looking through additional on web to locate the best arrangement structure the dealers around India when contrasted with customary or ordinary strategies. we recognized that organizations can truly profit by Digital Marketing, for example, search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content advertising, web based business showcasing, effort showcasing, and online networking promoting, internet based life improvement, email direct marketing, show publicizing, digital books, optical plates and games and are turning out to be increasingly more typical in our propelling innovation. It is shown that we as a whole are associated through whatsapp and facebook and the expanding utilization of online life is making new open doors for computerized advertisers to draw in the clients through advanced stage. There are 4.39 billion internet users in 2019. ¹ Attention to buyer's thought processes is significant in light of the fact that it gives a more profound comprehension of what impacts clients to make content about a brand or store. Advanced advertising is savvy and having an extraordinary business sway on the business. this paper, it can additionally be contended that knowing which internet based life locales an organization's objective market uses is another key factor in ensuring that web based promoting will be effective. The International Journal of Advanced Research Foundation is guaranteeing 2013 to 2018 as the brilliant time of computerized promoting in India. The viability of Internet showcasing as for various business can be examined. Computerized Marketing and promoting is affecting people groups to purchase and sell on the web and online business is getting an ever increasing number of offers

Keywords: - Internet, Marketing, Digitization, Social Media, Marketing Trends

INTRODUCTION

India, a thickly populated nation with a population of 1,339,180,127 (starting at July 2017) positions second on the planet. There are sufficient open doors that are made each moment for the individuals. Regardless of whether your mom needs to evaluate another formula, she unquestionably utilizes YouTube to bring the scribble down what is required and how it is to be finished. What's more, when it comes down to the business, presumably the pattern of advanced digital marketing is on the blast. Everybody needs to advertise their items and administrations through the web to build the compass. Contrasted with customary promoting these are some key advantages which make this showcasing procedure increasingly compelling and reasonable. Web promoting includes the utilization of the Internet to market and sell products or administrations. Web showcasing uses the intensity of electronic trade to sell and market items. Electronic trade alludes to any market on the web. The electronic business underpins selling, purchasing, exchanging of items or administrations over the web. Web advertising structures a subset of electronic business. With the upheaval of web development, web advertising has begun getting extremely well known. It is said that Internet promoting initially started in the start of 1990 with just content based sites which offered item data. With development in web, it isn't simply selling items alone, however furthermore, data about items, publicizing space, programming programs, barter, stock exchanging and matchmaking. A couple of organizations have upset the way; web can be utilized for showcasing, for example, Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com.

TRADITIONAL MARKETING VS DIGITAL MARKETING.²

Conventional Marketing utilizes procedures like direct deals, TV, radio, mail, print advertisements in papers or magazines and pieces of literature like bulletins, blurbs, indexes or leaflets Digital Marketing is the advancement of items through at least one types of electronic media. For instance, promoting by means of the Internet, long range informal communication destinations, cell phones and so on. Advanced promoting is like conventional advertising, however utilizing computerized gadgets.

¹ Simon kemp,digital trends 2019 every single stat you need to know about the internet,<http://thenextweb.com>>.

² Santanu kumar das, traditional marketing vs digital marketing analysis, international journal of commerce and management vol-2

TYPES OF DIGITAL MARKETING

1. Search Engine Optimization (SEO)
2. Search Engine Marketing (SEM)
3. Social Media Marketing (SMM)
4. Content Marketing (CM)
5. Affiliate Marketing (AM)
6. Influencer Marketing (IM)
7. E-mail Marketing (EM)
8. Viral Marketing (VM)
9. Mobile Phone Advertising (MPA)

1. Search Engine Optimization (SEO)¹

Website improvement (SEO) is fundamental technique in advanced advertising. It is the way toward influencing the perceive ability of a site or a site page in a web crawler's unpaid outcomes - frequently alluded to as "common" results. This should be possible by expanding the positioning of a specific catchphrase, or expanding the volume of watchwords that a site positions for. Web optimization will assist you with situating your site appropriately to be found at the most basic focuses in the purchasing procedure or when individuals need your webpage. It might target various types of search, including picture search, video search and so on. This methodology additionally thinks about how web indexes work, what individuals scan for, the genuine pursuit terms or catchphrases composed into web search tools and which web crawlers are favoured by their focused on clients.

2. Search Engine Marketing²

Presently a day's Social media showcasing (SMM) is a type of Internet promoting that uses interpersonal interaction sites as an advertising device. The objective of SMM is to create content that clients will impart to their informal organization. Clients hope to discover marks via web-based networking media locales, so it's a serious deal to have an online life strategy. SMM turned out to be progressively regular with the expanded prominence of sites, for example, Google+, Twitter, Face book, LinkedIn, and YouTube. Posting content that gets shared is an incredible method to endorsers who would then be able to be coordinated to informal organization pages

3. Social Media Marketing³

Presently a day's Social media advertising (SMM) is a type of Internet promoting that uses long range interpersonal communication sites as a showcasing apparatus. The objective of SMM is to create content that clients will impart to their informal organization. Clients hope to discover marks via web-based networking media destinations, so it's a serious deal to have an online networking strategy. SMM turned out to be increasingly regular with the expanded ubiquity of sites, for example, Google+, Twitter, Facebook, LinkedIn, and YouTube. Posting content that gets shared is an extraordinary method to supporters who would then be able to be coordinated to informal organization pages

4. Content Marketing⁴

Content advertising is the craft of utilizing narrating and important data to expand brand mindfulness with the objective of getting your intended interest group to make a beneficial move. Content showcasing targets building associations with potential clients and turning into an accomplice as opposed to a publicist. That

¹ Santanu kumar das, traditional marketing vs digital marketing analysis, international journal of commerce and management vol-2.

² ibid

³ Santanu kumar das, traditional marketing vs digital marketing analysis, international journal of commerce and management vol-2

⁴ susanna gebauer, 10 types of digital marketing you should know –and consider for your marketing strategy <https://blog.thesocialms.com/types-of-digital-marketing-consider-strategy>

implies that substance promoting is regularly utilized in inbound showcasing procedures through a substance methodology that spotlights on offering some benefit to the intended interest group with the substance.

5. Affiliate Marketing

This kind of showcasing happens when sponsors sort out outsiders to make potential client for them. Outsider offshoots get instalment dependent on deals created through their publicizing. Associate advertisers create traffic to offers from member systems, and when the ideal move is made by the guest, the partner gets the instalment. These ideal activities can be an email accommodation, a telephone call, rounding out an online enlistment structure.

6. Influencer Marketing

Influencer showcasing is among the new sorts of advanced promoting. Influencer promoting utilizes individuals with a tremendous online arrive at considered specialists by your objective market to drive traffic and deals. Influencer showcasing is well known via web-based networking media channels like Instagram and Snap visit. Organizations enlist Instagrammers with enormous followings to advance their image by posting at least one photographs with the item. Organizations currently take part in Instagram or Snap visit "takeovers" where the employed impact controls the organization's online life stage for a given measure of time, regularly a day. These web based life takeovers drive the influencer's following to your web based life channels expanding your new adherents and exceptional perspectives. Continuously try to do your examination on an influencer before you choose to work with them. You should check their Google investigation and ensure their following demonstrates authentic and not loaded with counterfeit records.

7. Email Marketing

Email showcasing different kinds of advanced advertising. Your email refreshes offer some incentive to your buyer. Thus, you construct brand trust and brand reliability. The best email advertising efforts include a rundown of endorsers earned by your substance and friends, not paid for by your organization. Individuals who pick in to your email membership demonstrate bound to become dynamic purchasers. As per the (2017-2020)¹ Radicatic statistical surveying gathering's most recent email insights report²¹, the quantity of messages sent and got every day by organizations is as yet developing, at a normal pace of 4.4%.

8. Viral Marketing

Viral advertising alludes to a post or some likeness thereof that is popular, interesting, or sufficiently peculiar to collect a gigantic measure of offers on the web. Viral promoting causes a colossal spike in site traffic over a brief timeframe. This is difficult to do yet the advantages alone attempt worth your time. B2C organizations remain to pick up the most from viral promoting. B2C organizations can utilize web based life to contact a gigantic crowd over the entirety of their dynamic stages

9. Mobile Phone Advertising

Every one of the sorts of computerized publicizing can occur on a cell phone. A few sorts of promoting utilizing a cell phone don't fit the above kinds of computerized advertising. These incorporate SMS publicizing which could demonstrate a resource for nearby promoting endeavors. Mobile internet users in India are estimated to tough 478 million by June 2018². You can incite your customers to utilize SMS to get extraordinary offers, coupons, and updates from your organization.

OFFLINE DIGITAL MARKETING

It is justified, despite all the trouble to realize that your computerized promoting technique isn't finished with online advanced showcasing alone. You ought to consider and execute a few sorts of disconnected showcasing to arrive at your objectives. Upgraded disconnected promoting is disconnected advertising that utilizes electronic gadgets to help the client experience. A case of this is an eatery that lets clients put in their request with electronic tablets. Radio promoting, TV advertising, and telephone showcasing likewise involve disconnected advanced advertising.

RISK FACTORS OF DIGITAL MARKETING FOR BUSINESS

1. Higher straightforwardness of valuing and expanded value rivalry, overall challenge through globalization.
2. Trustworthiness on innovation, security, protection issues ,upkeep costs because of a continually developing condition.

¹ Radicatic market research group

² Libza manah, mobile internet users in india to reach 478 million by june 2018 ;IAMA report ,http

ADVANTAGES OF DIGITAL MARKETING¹

The primary preferred position of computerized promoting is that a focused on crowd can be come to in a practical and quantifiable manner. Other advanced advertising favorable circumstances incorporate expanding brand steadfastness and driving on the web deals.

Global reach a site enables you to discover new markets and exchange comprehensively for just a little speculation.

Lower cost - an appropriately arranged and all around focused computerized showcasing effort can arrive at the correct clients at a much lower cost than conventional promoting strategies.

Trackable, measurable results - estimating your internet showcasing with web examination and other online measurement instruments makes it simpler to set up how powerful your battle has been. You can get point by point data about how clients utilize your site or react to your promoting.

Personalisation - on the off chance that your client database is connected to your site, at that point at whatever point somebody visits the site, you can welcome them with focused offers. The more they purchase from you, the more you can refine your client profile and market viably to them.

Openness -by engaging with web based life and overseeing it cautiously, you can assemble client unwaveringness and make a not oriety for being anything but difficult to draw in with.

Social currency - computerized promoting lets you make connecting with battles utilizing content advertising strategies. This substance (pictures, recordings, articles) can increase social cash - being passed from client to client and getting viral.

Improved conversion rates - in the event that you have a site, at that point your clients are just ever a couple of snaps from making a buy. Not at all like other media which expect can individuals to get up and make a telephone call, or go to a shop, advanced promoting be consistent and prompt. Together, these parts of advanced advertising can possibly signify more deals.

DISADVANTAGES OF DIGITAL MARKETING:²

Some of the downsides and challenges of digital marketing you should be aware of include:

Skills and training – You should guarantee that your staff have the correct information and mastery to do computerized advertising with progress. Devices, stages and patterns change quickly and it's crucial that you stay up with the latest.

Time consuming – errands, for example, upgrading internet promoting efforts and making advertising substance can occupy a great deal of time. It's imperative to gauge your outcomes to guarantee an arrival on-venture.

High competition – while you can contact a worldwide crowd with advanced showcasing, you are likewise facing worldwide challenge. It tends to be a test to contrast contenders and to catch eye among the numerous messages focused on customers on the web.

Complaints and feedback – any negative input or analysis of your image is can be noticeable to your crowd through web based life and audit sites. Doing viable client care online can be testing. Negative remarks or inability to react successfully can harm your image notoriety.

Security and privacy issues – there are various legitimate contemplations around gathering and utilizing client information for computerized promoting purposes. Take care to follow the standards with respect to security and information insurance.

SUGGESTION

- ❖ In digital marketing privacy and security is still a issue , the authority should provide security.
- ❖ The transparency of pricing which to lack of privacy and personal information and also lead to increase in price competition , which should be avoids the most to provide privacy to the customers.

¹ <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-digital-marketing>

² <https://www.nibusinessinfo.co.uk/content/advantages-and-disadvantages-digital-marketing>

- ❖ Transparency in price will lead to in competition in the marketing which will affect the economic and environmental constantly in the marketing.
- ❖ With an increasing number of consumers spending a major portion of their time on computers or smart phones, more of these tech savvy users prefer taking control of their digital user experience and outcomes.
- ❖ The digital marketing has may limitation in the process of consuming by the customer. This should be reducing for the digital marketing development.
- ❖ There is no specific Act for the protection of digital marketing; the act should be framed by the legislature.
- ❖ Awareness should be created among the public regarding the digital marketing buyer /consumer should know about the digital marketing before purchasing.
- ❖ Digital marketing can also create many job opportunities and contribute in the national economy.

CONCLUSION

Advanced Marketing is a practical device of showcasing. It enables us to showcase the craving item or administration to want individuals at want goal at want sum. It encourages us to spare condition by sparing the paper and different assets,

Advanced Marketing has made new alternatives accessible for techno adroit individuals to work with innovation and have open new push zone for jobseekers, scientists and business visionaries. Computerized Marketing will 100% change the presumptive worth of Indian organizations at worldwide market.

Through electronic channels and by posting positive remarks, inputs about item, you can draw in new clients and construct solid relationship. Be that as it may, it works in the two different ways. Upbeat clients can support you, however miserable client can hurt your business genuinely. Anyway paying little mind to these issues it is sensible to presume that advanced showcasing is all in all positive improvement for organizations and that regardless of specific perils its effect upon business has been to a great extent positive.

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ISSUES IN DEDUCTION UNDER PROFIT AND GAINS OF BUSINESS OR PROFESSION UNDER INCOME TAX ACT

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ABSTRACT

The Income-tax Act, 1961 offers specific provisions to assert a deduction of costs incurred for earning business earnings. Sections 30 to 36 of the Act address deductions for computing profits and gains of business or profession and additionally prescribes positive situations to avail of such deductions. The quantities of interest paid with admire to capital borrowed for the purposes of business or profession is certainly one of them. Deduction of Interest Expenses, no question, additionally opens contentious problems even as completing Assessment complaints. Clause (iii) of sub-section (1) of Section 36 makes an allowance in admire of interest paid on capital borrowed for the motive of the commercial enterprise or profession, however, the transaction if observed "sham", the assessee cannot avail of the deduction. While computing the profit and gains from business or profession, there are positive prices which might be disallowed. This way that the income tax department does not allow the benefit of such expenses and the assesses are required to pay taxes on such expenditures through adding it lower back to the net income. There are number one reasons for disallowance of any expenditure: The tax quantity required to be deducted on sure costs aren't deducted even as making the payment. The expenditure does not implicitly relate to the conduct of such enterprise or profession; any expenditure which is disallowed attracts the tax at 30% price (25% in case of positive organizations) however alongside, hobby, penalty, and prosecution provisions are also induced. In a nutshell, any payments made on which an amount is needed to be deducted and deposited to the authorities and the same isn't deducted or remains unpaid, such payments attract disallowance. Although at a later degree whilst the quantity is deducted or deposited, the allowance for the expenditure may be taken.

Keywords: Interest, Assessment, Disallowed, Quantity, Deposited.

INTRODUCTION

Among the five heads of income "Profit and Gains of Business or Profession" is the most important source and revenue of tax collection for the government. Section 28 to 44¹ contains provisions related to the computation of profit and gain of business or profession. In the assessment of the total income of the assessee, computation of income from business or profession becomes the most important. Major part of income of an assessee particularly in the case of large organizations like firms and companies come under the head income tax act.²

The income tax has made convoluted provision for the computation of income from business or profession as there is a greater danger of manipulating accounts by assessee. Section 30 to 37 in the income tax act, 1961 explains about the deductions that are permissible under the head profit and gains of business or profession. In this chapter, the deduction and the issues that are faced in the business are elaborated below, the head business or profession in the income tax act, 1961.

DEFINITION

Business: the term business has been defined u/s 2(13)³. According to this definition, business includes "any trade, commerce, manufacture or any adventure or concern in the nature of trade, commerce or manufacture."

Profession: the term profession has been defined u/s 2(36).⁴ According to this definition profession involves an exercise of intellect and skill based on knowledge and experience. It includes vocation. Vocation refers to any work performed on the strength of one's natural ability to that work. Regality and profit motive are not necessary for an activity to be called a vocation.

Both these definition are neither exhaustive nor specific and clear. The judiciary has interpreted the definition in the following cases:

¹ Income tax act, 1961.

² Income tax theory, law and practice; Prof T.S .Reddy; Mar gum publication; 13th edition; pg 7.1.

³ Under section 2(13) of income tax act.

⁴ Under section 2(36) of income tax act.

CIT VS. MAZAGAON DOCK LTD, the court held that “business is not a unilateral act. Business is brought about by a transaction between two or more person, and if there is an activity which is a business activity and that activity is carried on between two people, and then each is carrying on business with the other and only one party to that activity is carrying on business with the other.”Thus one cannot enter into a business transaction with self.¹

BHARAT DEVELOPMENT PVT LTD VS. CIT,² the court held that “business connotes same activity which is carried on by devoting time, attention and labor of a person either by himself or through others normally with a motive to make profits.

PRINCIPLES

The following principles governing admissibility of these deductions:

- i. Onus of proof – it is the responsibility of the assessee to prove that a particular deduction is admissible in assessee case.
- ii. Allowances are cumulative – the allowances laid under section 30 to 37 are cumulative and not alternative.
- iii. Expenditure should relate to the previous year.
- iv. The business should be carried on during the previous year.
- v. Expenditure should have been incurred in connection with assessee business.
- vi. Benefit of expenditure may extend to somebody else.CIT VS. THAYER BROS³, in this case the court observed that the tax is levied on the person to whom the profits accrue or by whom the profit are received. No tax can be levied on a benamibar in whose name the business transactions are effected and who is not really entitled to the profit.
- vii. Benefit of expenditure may extend beyond the relevant previous year.
- viii. No allowance is respect of exhaustion of wasting assets- no deduction is admissible in respect of diminution or exhaustion of the capital asset from which income is derived.
- ix. No allowance in respect of expenditure incurred before the setting up of a business- Sec28 applies only in respect of business carried on during the previous year. However, there is a time lag between setting up a business and its actual commencement. Expenditure incurred after setting up of a business may be allowed as deductions under section 30 to 37, even if it is incurred before the actual commencement of business.
- x. No allowance in respect of non- assessable business.
- xi. Expenditure relating illegal business. CIT VS. SC.KOTHARI⁴ and CIT VS. PIARA SINGH, ⁵the court held that the loss arising directly in the course of an illegal business is deductible as business expenditure in computing the profit from the business.
- xii. No deduction in respect of depreciation of investment.

DEDUCTION

➤ DEDUCTION EXPRESSLY ALLOWED:

Section 30 to 37 contains a list of certain expenses/deductions which are allowed in computing the income under this head. While considering these deductions, the word paid means actually paid or incurred depending upon the method of accounting under cash system, the word paid means actually paid under mercantile system the word paid means actually incurred. The following are the deductions that are expressly allowed:

¹ (1955)28 ITR 35(Bom)

² 133 ITR 470 (Del)

³ (1934)2 ITR p.230

⁴ (1971)82 ITR p.794(S.C)

⁵ (1980)124 ITR p.40(S.C)

SECTION	TITLE	ASSESSEE	DEDUCTION IN RELATION TO
30	Expenses relating to building.	All	Rent, rates, taxes, repairs and insurance for business or premises, used for the purpose of business or profession.
31	Expenses relating to building.	All	Repair and insurance of machinery, plant and furniture used for the purpose business or profession.

32	Depreciation	All	Decline in the value of material things due to physical wear & tear.
33AB	Growing & manufacturing tea, coffee or rubber in India.	Tea development account, coffee development account & rubber development account.	Deposit in special account of tea or rubber or coffee development accounts of national bank for agriculture & rural development.
33ABA	Site restoration fund	Prospecting, extraction (or) petroleum (or) natural gas in India.	Deposit in site restoration account or any special account of the state bank of India.
35	Expenditure on scientific research.	All	Expenditure incurred will be allowed as deduction provided that the research is related to the assessee business or profession.
36(1)(i)	Other deduction	All	Premium paid in respect of insurance against risk of damage or deduction of stocks or store use
37(1)	General deduction	All	Any other expenditure.

➤ DEDUCTION DISALLOWED:

While computing the profit and gain from business or profession, there are certain expenditure which are disallowed in the reason when,

- The tax amount required to be deducted on certain expenditure are not deducted while making payment
- The expenditure does not implicitly relate to the conduct of such business or profession.

The TDS default, certain other default exist like not deductible securities transaction, income tax, PF payment without tax deduction is disallowed for the assessee i.e. any payment made on which an amount is required to be deducted and deposit to the government and the same is not deducted or remains unpaid, such payment attracts disallowances. The admissible expenses and the inadmissible expenses will be entered in the profit and loss account, where the inadmissible expenses are debited to the profit and loss account and the admissible expenses are credited to the profit and loss account.

ISSUES IN BUSINESS DEDUCTION

It is essential to appreciate that on the basis of the provisions made in section 30 to 37 following expenses are allowed, but while making an attempt there are some of the controversies and issues arising during the course of practicing profession or conducting business as under:

- ❖ SECTION 30 – Rent, rates, taxes, repairs & insurance of building used for the purpose of business: CIT VS. ARMOUR CONSULTANTS (P) LTD¹, the expenditure on designing, layout and other temporary constructions, to make office functional, was allowed as repairs and maintenance and was not capital in nature (in favor of assessee). BALLIMAL NAVAL KISHORE VS. CIT,² the court held that the expression repairs means expenditure on building, machinery, plant or furniture which is not for the purpose of renewal or restoration but which is only for the purpose of preserving or maintaining an already existing asset and which does not bring a new asset into existence or does not give to the assessee a new or different advantage.

¹ (2013) 32 taxman.com 172 (Madras H.C)

² 224 ITR 414.

- ❖ SECTION 31 – Repairs & insurance of plant, machinery & furniture: CIT VS. SREE AYYANAR SPINNING & WEAVING MILLS LTD,¹ expenditure incurred by assessee towards cost of replacement of machinery could not be regarded as amount paid on account of current repairs allowed under section 31. CIT VS. SRI MANGAYARKARASI MILL (P) LTD² held that each machine in a textile mills is an independent and separate machine forming part of an integrated manufacturing process and the entire mill machinery cannot be considered as a single asset. Therefore, upholding the test of enduring benefit it was held that replacement expenses of machines are towards acquisition of capital assets and does not amount to current repairs (in favor of revenue).
- ❖ SECTION 32 – Depreciation: CIT VS. INDIAN SUGAR EXIM CORPN LTD³ non-registration of asset in assessee name is no bar for allowing depreciation, whether even in absence of registered sale deed in respect of car parking space, assessee is entitled to claim depreciation on same – held, yes. (in favor of assessee).
- ❖ SECTION 35D – Issues in claiming preliminary expenses: CIT VS. ALLAHABAD BANK LTD⁴ the court allowed the amount of share premium to be included in the paid up capital as the inclusion was specifically permitted under the relevant provision of the law. Thus share premium cannot be part of capital employed for the purpose of under section 35D.
- ❖ SECTION 36 (1) (iii) – Interest on borrowing funds for the purpose of business: CIT VS. MONNET INDUSTRIES LTD⁵ interest paid on borrowed funds for mere extension of existing business, is allowable as deduction under section 36 (1) (iii) [in favor of assessee]. CIT VS. RELIANCE COMMUNICATIONS INFRASTRUCTURE LTD⁶ held that interest on money borrowed for the purpose of making strategic investment i.e. for furthering the business of the assessee is eligible for deduction under section 36(1) (iii) of income tax act, 1961.
- ❖ SECTION 36(1) (Va) – Employees contribution towards staff welfare scheme: ACIT VS. RANBAXY LABORATORIES LTD⁷ employees contribution – assessment year 2005 to 06 contribution to employees state insurance is allowed as deduction if same is paid before due date of filing return (in favor of assessee). ITO VS. LKP SECURITIES LTD⁸ employees PF/ESI contribution is not covered by sec 43B and is only allowed as a deduction u/s 36 (1) (V a) if paid by due date prescribe therein (in favor of revenue) this decision is overruled in above decision u/s 36 (1) (V).
- ❖ SECTION 37 – General deduction:
 - a) Decisions relating to controversies on whether expenditure incurred is in the nature of capital or not. CIT VS. NJ. INDIA INVEST (P) LTD⁹ expenditure incurred on software development and up gradation include maintenance, backup and support to existing hardware and software is revenue in nature and it does not give any fresh or new benefit (in favor of assessee).
 - b) Decision relating to controversies on whether expenditure incurred is wholly and exclusively for business purpose or not. TATA COMMUNICATION LTD VS. JCIT¹⁰ where assessee was a public sector undertaking, claim of provision of salary on basis of impending pay revision should be allowed (in favor of assessee)

¹ (2012) 106 (SC)

² (2009) 182 taxman 141 (SC)

³ (2012) 26 taxman 323 (Delhi H.C)

⁴ (1969) 2 SCC 143

⁵ (2012) 25 taxman.com 236 (SC)

⁶ (2012) 21 taxman 118 (Bombay H.C)

⁷ (2012) 20 taxman 334 (Delhi)

⁸ (ITA 638/mum/2012) (2013) (ITAT MUM)

⁹ (2013) 32 taxman 367 (Gujarat HC)

¹⁰ (2013) 32 taxman 197 (Mumbai Trib)

- c) Decision relating to controversies on whether expenditure incurred is in the nature of personal or not. HARINAGAR SUGAR MILLS VS. ACIT¹ business expenditure allowing of foreign tour of spouse, assessment year 2005-06 whether the foreign tour accompanied by spouses of directors is not for business purpose, same is not allowed as deduction, held yes. (in favor of assessee).

CONCLUSION

In order to make income business and profession incur several expenses. Many of the legitimate business expenses can be deducted from the tax payer's income before it is taxed. Good management of a business must include efficient management of the company's tax liabilities, maximizing the obligations within the boundaries of law.

Therefore, taking advantage of allowable tax deduction can be very beneficial to small business owners and professionals. Tax deductions are allowed to businesses and profession on all the expenses which are revenue in nature. Deduction from gross income of business or profession under section 30 to 37 of the income tax act, 1961. certain income relating to business but not taxable under the head profit gains of business or profession. Any expenditure not being in the nature of capital expenditure or personal expenditure of the assessee, laid out or expended wholly and exclusively for the purpose of the business or profession, shall be allowed as deduction in computing the amounts expressly allowed as deduction.

Thus, tax deductions are for the benefit of small business and profession where all the expenditure has nature of revenue.

¹ (2013) 32 taxman 294 (Mumbai trib)

VISITORS PERCEPTION ON TOURISM INFRASTRUCTURE

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1.1 INTRODUCTION TO THE TOURISM

From the very inception of life, travel has fascinated man. Travel and tourism have been important social activities of human beings from time immemorial. The urge to explore new places within one's own country or outside and seek a change of environment & experience has been experienced from ancient times.

Tourism ensures profitability and income of revenue to sectors like transport (needed for movement of tourists), construction (infrastructure development) hotel industry (accommodation), and revenue to locals of a destination (Handicrafts, puppet shows other displays of culture) by generating income. It also offers employment to the rural people not only in tourism industry but also to those industries that compliment the tourism industry. All this leads to multiplier effect on the economy. Thus tourism not only ensures economic development of the destination alone but also ensures economic development of the states and nation as a whole.

"Tourism has had both positive and negative impacts. Positive impacts include generation of employment," ensuring national and cultural heritages are preserved, improvement in infrastructure, better understanding of cultural diversity among people, removal of prejudice in society increase in employment opportunities, increasing revenue and improving the standard of living of the people, increase in foreign earnings etc.

Tourism also has its share of negative impacts including influence of foreign culture on local people, excess and unsustainable use of natural resources, pollution etc. Although tourism has its negative impacts it acts a very important tool for both social and economic development. All the factors involved in tourism must ensure that it is carried on in a sustainable way to reduce the negative impacts. Eco tourism must be promoted to reduce the effects of pollution and tour operators must ensure the natural resource of a destination is not drained out.

1.2 CHANGING TRENDS IN TOURISM INDUSTRY

Over the years, there has been a growing awareness of tourism as a human activity, an industry, and a catalyst for economic growth and development. Like any other industry, the tourism industry draws resources from the economy, adds value and produces marketable products. The only difference here is that no tangible product is produced like in the case of a manufacturing industry. The product in this case, is intangible and joint or composite in nature. The tourism industry impacts various auxiliary (specific) and ancillary (general) industries as well. Tourism today is undergoing a rapid transformation towards a new industry having far-reaching implications for organizations in the travel and tourism industry in particular, and consequences of import for developing and developed countries in general, growing increasingly dependent on the tourist dollar.

Table 1.1

Criteria	Old Tourism	New Tourism
CONSUMERS	-Amateur -Security in Numbers	Mature Want to be different
TECHNOLOGY	- Unfriendly - Users limited - Stand alone	- Interact with each other - All players are users -Technological integration
PRODUCTION	- Competition through price - Economies of scale -Vertical and Horizontal Integration	- Competition through Innovation - Economies of scale and scope - Diagonal Integration
MANAGEMENT	- Labor as cost of production - Maximize capacity - Sell what is produced	- Labor as key to quality - Manage yield - Listen to consumers
FRAME CONDITIONS	- Regulation - Economic growth - Uncontrolled growth	- De-regulation - Restructuring - Limits to growth

This new trend has made the tourism job very challenging. The success of the hospitality industry comes from provision of quality rooms, food, service and ambience. There is no doubt that fitness has increasingly become a larger part of everyone's life. And business and leisure travellers alike look to maintain their fitness goals while away from home. Awareness should be created about the environment and education. The holidaymakers want

a good rate of return on their investment. They are to be lured with value additions and improved customer service. This also put emphasis on the regular flow of manpower with specific skills at the appropriate levels to match and cater to global standards. The success of the hospitality industry comes from provision of quality rooms, food, service and ambience.

1.3 TOURISM INFRASTRUCTURE

Infrastructure is an essential component for the promotion of tourism in a systematic and scientific way. Tourism traffic and tourist receipt both in rupees and foreign currency are extremely based on adequate tourism infrastructure in a country. The image and resources of the city are built on the perception of infrastructure provision in the particular destination. Thus no country can think about the image and to increase tourist inflow without the adequate provision of infrastructure facilities. Infrastructure can be defined as the as "the physical components of interrelated systems providing commodities and services essential to enable, sustain, or enhance societal living conditions.

Tourists make use of local resources, international airlines, hotels, tour operators. Value system and other commodities which are meant for host community. Thus dilutes the economic and social benefits of a country. However, if tourism is developed and planned by taking in to consideration these vital factor of the tourism infrastructure and its services will not produce results which hamper the residents from meeting tourist's and their basic needs.

Tourism infrastructure is a term which includes general infrastructure and superstructure. General infrastructure includes all forms of construction on and below ground. Required by any inhabited area in extensive communication with the outside world and as a basis for extensive human activity within. Such as highways, railway lines, power houses. Communication networks, water supply system, sewerage, hospitals, police lines. Industries for productive goods and services essential for living and so on. On the other hand the tourist superstructure is the primary input and is essential for tourism development. It encompasses a wide range of facilities and services such as lodging, food and catering, historical sites, entertainment houses, shopping centres, transportation facilities, tourism organisations, human resources, resorts, sports, airports etc. In India superstructure facilities are provided by the private sector, central government, state government, tourism enterprises, and local bodies.

1.4 THE GENERAL INFRASTRUCTURE ARE:

Transport infrastructure

1. Roads and highways, including the structures like bridges, retaining walls, signages and markings, electrical systems like for example the street lighting and traffic lights, and specialized facilities such as road maintenance depots and rest areas.
2. Mass transit systems like subways, tramways, trolleys, city bicycle sharing system, city car sharing system and bus transportations.
3. Railways, including structures, terminal facilities like rail yards, railway stations, level crossings, signalling and communications systems.
4. Airports, including air navigational systems.

Communications infrastructure

1. Postal service, including sorting facilities.
2. Telephone networks eg. land lines including telephone exchange systems.
3. Mobile phone networks.
4. Television and radio transmission stations, including the regulations and standards governing broadcastings.
5. Cable television physical networks including receiving stations and cable distribution networks.
6. The Internet, including the internet backbone, core routers and server farms, local internet service providers as well as the protocols and other basic software required for the system to function which does not include specific websites, although may include some widely used web-based services, such as social network services and web search engines.

1.6 SUPERSTRUCTURE

Economic infrastructure

1. The financial system, including the financial institutions, the payment system, exchanges, the money supply, financial regulations.
2. Major business logistics facilities and systems, including warehouses as well as warehousing and shipping management systems.
3. Manufacturing infrastructure, including industrial parks and special economic zones, mines and processing plants for basic materials used as inputs in industry, specialized energy, transportation and water infrastructure used by industry, plus the public safety, zoning and environmental laws and regulations that govern and limit industrial activity, and standards organizations.

i. Social infrastructure

1. The health care system, including hospitals, the financing of health care, including health insurance, the systems for regulation and testing of medications and medical procedures, the system for training, inspection and professional discipline of doctors and other medical professionals, public health monitoring and regulations, as well as coordination of measures taken during public health emergencies such as epidemics
2. The educational and research system, including elementary and secondary schools, universities, specialised colleges, research institutions, the systems for financing and accrediting educational institutions.
3. Social welfare systems, including both government support and private charity for the poor, for people in distress or victims of abuse.

ii. Governance infrastructure

1. Emergency services, such as police, fire protection, and ambulances, including specialized vehicles, buildings, communications and dispatching systems
2. Military infrastructure, including military bases, arms depots, training facilities, command canter, communication facilities, major weapons systems, fortifications, specialised arms manufacturing, strategic reserves

iii. Cultural, sports and recreational infrastructure

1. Sports and recreational infrastructure, such as parks, sports facilities, the system of sports leagues and associations.
2. Cultural infrastructure, such as concert halls, museums, libraries, theatres, studios like film studios and recording studios, and specialized training facilities.
3. Business travel and tourism infrastructure, including both man-made and natural attractions, convention centres, hotels, restaurants, amusement parks, and other services that cater mainly to tourists and business travellers, as well as the systems for informing and attracting tourists, and travel insurance.

iv. Green infrastructure

Green infrastructure is a concept that highlights the importance of the natural environment in decisions about land use planning. In particular there is an emphasis on the "life support" functions provided by a network of natural ecosystems, with an emphasis on interconnectivity to support long-term sustainability. Examples include clean water and healthy soils, as well as the more anthropocentric functions such as recreation and providing shade and shelter in and around towns and cities. The concept can be extended to apply to the management of storm water runoff at the local level through the use of natural systems, or engineered systems that mimic natural systems, to treat polluted runoff

OBJECTIVES OF THE STUDY

1. To study the visitor's perception on tourism infrastructure in Bangalore.
2. To have a comparative analysis on the development of tourism infrastructure.

NEED FOR THE STUDY

This study will help to understand the importance of the tourism infrastructure in the visitor's point of view. It helps to analyze the various factors which affect the visiting criteria. And to assess the rate of development in the cities.

2.1 LITERATURE REVIEW

Kumar, A.K., Manjunath, S.J., & Lakshmi, P (2012) This article states that the study of the Tourist perception towards service quality in Bandipur national park explains about the visitors perception is an important aspect. Service quality is the global judgment concerned with overall superiority of the product. The study reveals the visitors perception towards the various service dimensions and determines the strength and weakness of the service factors. The study was carried out by collecting the information from the respondents who have visited the Bandipur national park in Karnataka. The data for the study was collected by using a structured questionnaire. Convenient sampling method was used to collect the data. One sample t-test was used to analyze the collected data. The results revealed that all the four dimensions undertaken in the study including personal interaction, physical environment, technical quality and access quality are positively related to customer perception. Sali ajib & Howaidee (2012) The author stated that main objective of this study was to offer an integrated approach to understanding visitors satisfaction by examining the theoretical and empirical evidence on the causal relationships among the components of the tourism product and overall satisfaction. In this research model was proposed in which four hypotheses were developed. The empirical data was collected at the tourism destination in Jerash. The total of 123 questionnaires were collected and the data were analyzed using A series of multiple regressions to determine the relationship between service quality and tourist satisfaction. Lauderdale, Yuan & Goh (2011) In this article the author states about the perception of safety, both the personal safety and the safety of a venue is vital to the success of a tourist destination. This study was assessed about the perceptions of personal safety of cross border shoppers from Asia, Europe, Canada, Central and the South American, and the Middle East visiting Central Texas and Las Vegas. A five-point Likert scale was used in this study. Although there was a major difference on many items regarding the personal safety, the perceived issues related to safety were minimum. The respondents generally disagreed with the most of the views. The respondents dint feel physically threatened or have personal property stolen. Most respondents did not indicate safety as a major factor in determining their travelling choices. These findings were good for tourist destinations in the United States. Most cross border shoppers in this study were not concerned about safety when travelling in the United States. Naidoo, Prabha, & Seegoolam (2011) This article identified the visitor satisfaction among the nature based tourists. The nature based tourists plays an important role for the economic development of the host community as well as for the tourism business. In order to retain the satisfied customers it is important to maintain the nature based tourism destinations. The main objective of the study is to analyse the factors that influence the satisfaction level of the visitor and also it aims to identify the link between the nature based tourism attractions and overall satisfaction and the loyalty among the visitors. The tool of study used by the authors was the questionnaire and they selected the destination on the basis of convenient sampling. Arabatzis & Grigoroudis (2010) In this article the authors stated that the National Park of Dadia–Lefkimi–Soufliion is one of the 27 protected areas of Greece, for which a management authority has been established. It is of major ecological value, due to the existence of a large number of birds of prey. Today, the protection status of the area does not exclude the continuation of human activities, particularly in relation to outdoor recreation activities. The present study was conducted with the use of a specially developed questionnaire, in order to examine visitors' satisfaction, regarding various factors, such as the region's natural characteristics, the level of service and the adequacy of the accommodation facilities for visitors. Puczkó, & Rátz (2009) This article states that the characteristics of tourism development at Lake Balaton, Hungary, with special emphasis on the physical environment, and discusses how the residents' and the tourists' perceptions of the physical impacts of tourism development affect the sustainability of tourism in the region. The methodology used to gather information on tourism's physical impacts included structured interviews with residents and tourists, unstructured interviews with the representatives of the tourist industry, a Delphi survey and a Tourism Impact Matrix. The research shows that due to the characteristics of tourism development in the region, only a certain form of mass tourism can be sustained, though in a better managed way. Both residents and tourists perceived both positive and negative impacts of tourism development – economic benefits being considered as the most significant impacts of tourism by residents. Even though local people could also identify unfavorable impacts of tourism, the support for the expansion of the tourism industry was strong. Thus regional organizations have to deal with managing the impacts of tourism and changing the local population's short-term approach at the same time.

RESEARCH DESIGN

3.1 Operational definitions

Tourism Infrastructure

Tourism Infrastructure which includes Airports and Airways and highways, Monuments, Museums, Shopping malls, Metros, Amusement parks, Resorts, High ways, streets, roads, and bridges which also includes water resources, solid-waste and disposal, hazardous waste management and maintenance.

Visitors

Visitors are the one who visits a place or a destination for the purpose of Travel, meeting friends and relatives and business etc.

3.2 SAMPLING TECHNIQUE

Sampling technique used was convenient method of sampling.

3.3 Sources of data collection**Primary data**

Primary data is the data collected first hand by the researcher through surveys

Secondary data

The data base required for analysis was collected through website, articles, brochures and publications.

3.4 Methods of data collection

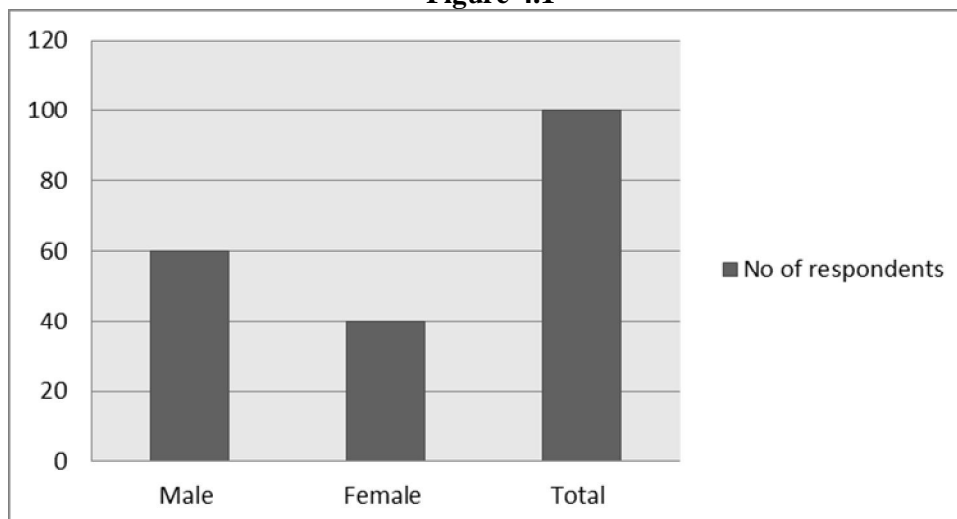
The data was collected through survey method. This is the best means to contact the respondents. A structured questionnaire was distributed personally to the Visitors in Bangalore; the Respondents were foreign visitors, domestic visitors.

ANALYSIS & INTERPRETATION**Introduction**

This chapter comprises the analysis, presentations and interpretation of the findings resulting from this study.

1. The number of male and female visitors**Table4.1**

Gender	No of respondents	Percentage
Male	75	60
Female	45	40
Total	120	100%

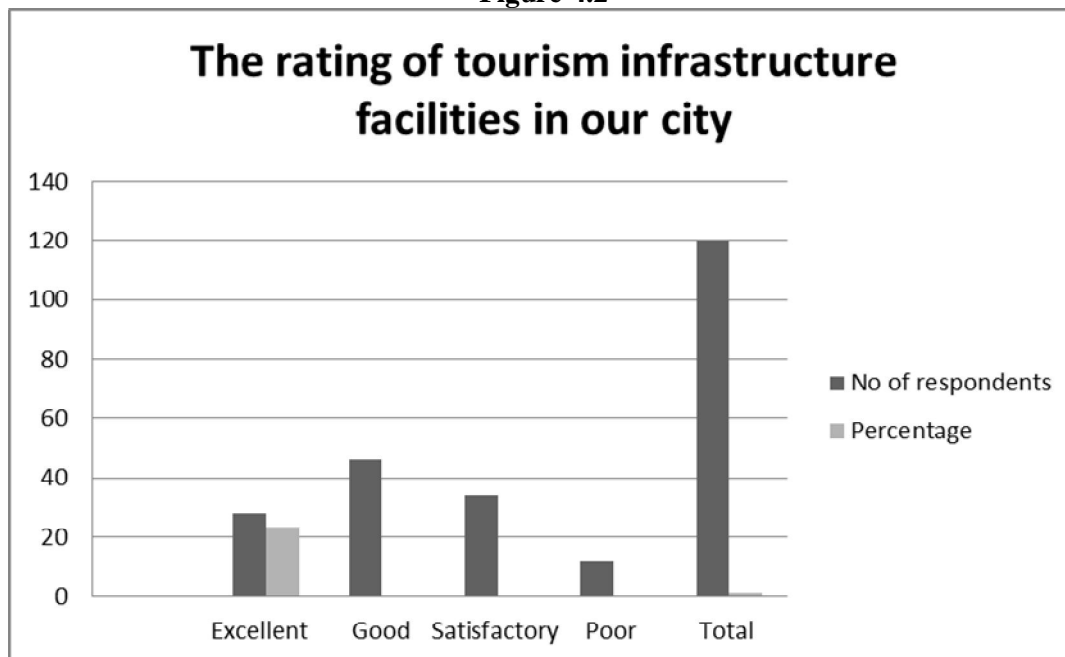
Figure-4.1**Interpretation**

From the above table shows that 60 percent of respondents were participated in the study are Male, 40 percent were female Visitors in the study.

2. The rating of tourism infrastructure facilities in our city.**Table4.2**

Opinions	No of respondents	Percentage
Excellent	28	23.33%
Good	46	38.33%
Satisfactory	34	28.33%
Poor	12	10%
Total	120	100%

Figure-4.2

**Interpretation**

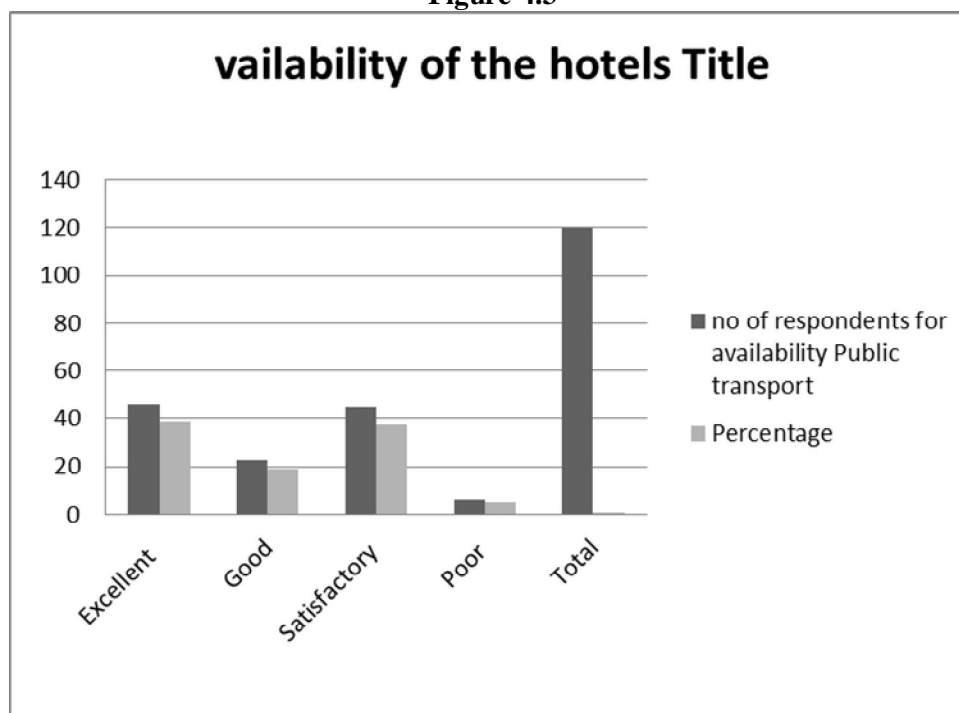
As per the response of 38.33% of them marked good The rating of tourism infrastructure facilities in our city and 28.33% of them respond as Satisfactory. And 28.33% of them were satisfactory. As per the above graph, the respondents rated Tourism infrastructure is a good in Bangalore city.

3. The range and the availability of the hotels.

Table-4.3

Opinion	No of respondents for availability of Hotels	Percentage
Excellent	46	38.33
Good	23	19.16
Satisfactory	45	37.5
Poor	6	5
Total	120	100%

Figure-4.3

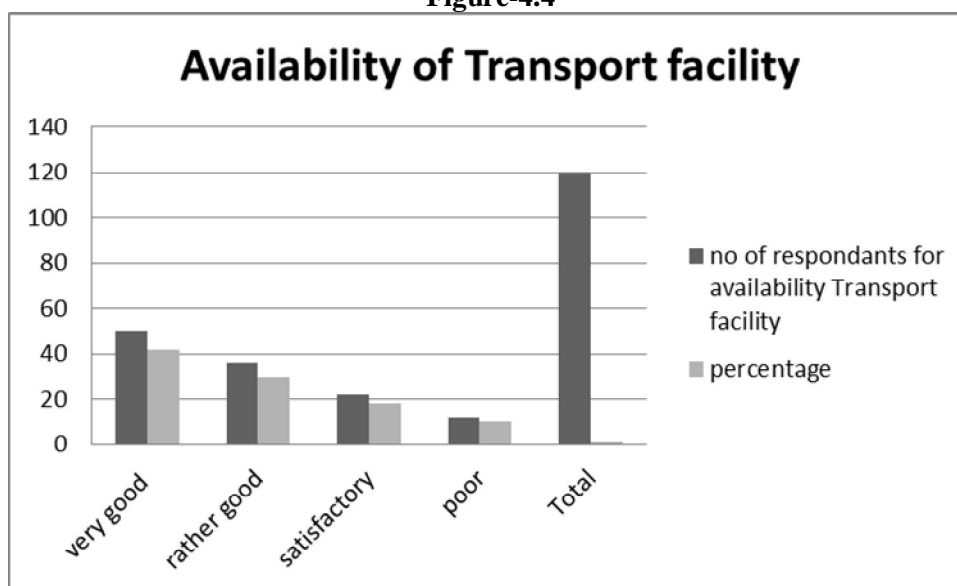


INTERPRETATION

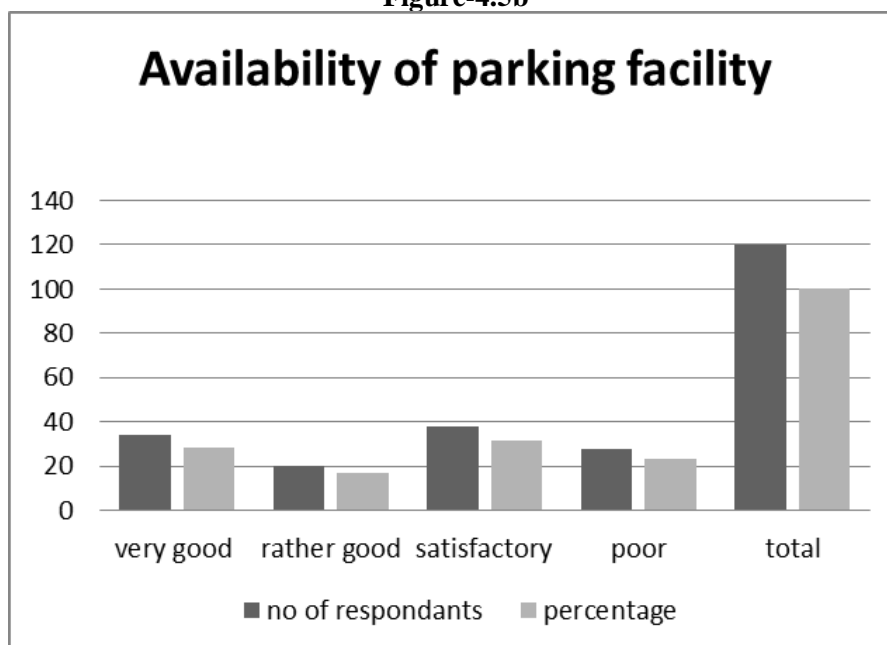
The Visitors responded that the availability of the hotels, 38.33% responded as excellent while 19.16% percent and 37% percent are satisfactory and only 5% responded as poor.

4. The availability of Transport facility.**Table4.4**

Opinion	no of respondents for availability of transport facility	percentage
very good	50	41.66
rather good	36	30
satisfactory	22	18.33
poor	12	10
Total	120	100%

Figure-4.4**Interpretation**

As per the above table regarding the transport facility 41.66% are very good, 18.33% were satisfactory. And only 10% in total respondents responded as poor.

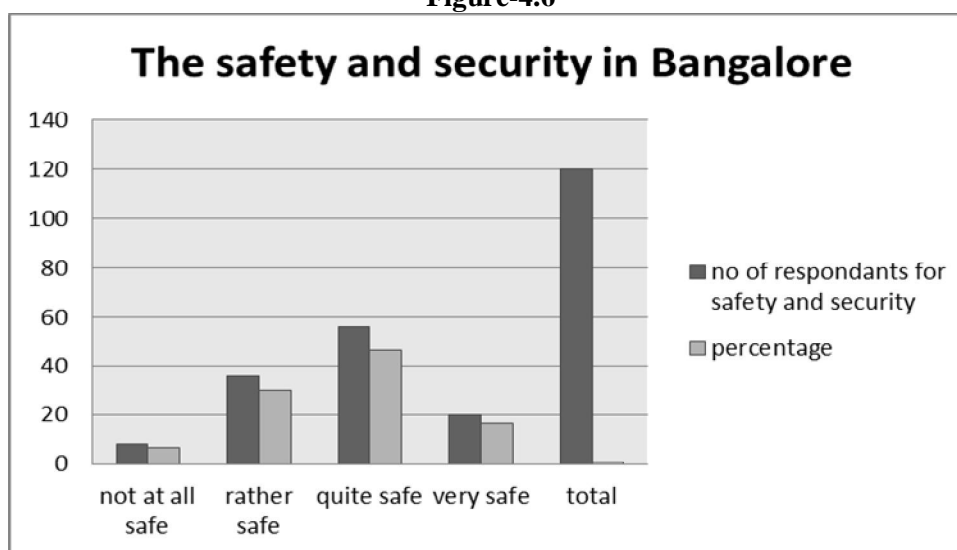
5. Bangalore has enough of the following facilities.**Figure-4.5b**

Interpretation

This table shows that majority of the visitors for availability of parking facility that is 31.33% are satisfied by the parking facilities which provided in Bangalore, 28.33% was good. And 23.33% were marked as good.

5. The safety and security in Bangalore.**Table-5.1**

Opinion	No of respondents for safety and security	Percentage
not at all safe	8	6.66
rather safe	36	30
quite safe	56	46.6
very safe	20	16.66
total	120	100%

Figure-4.6**Interpretation**

As per the above table 46.66% of the respondents responded as Bangalore city is quite safe when compared to the other cities. 30% is rather safe 16.66% responded as very safe. And only 6.66% have said as not safe

FINDINGS, SUGGESTIONS AND CONCLUSIONS**5.1 Findings of the study**

As per the study 60% of the respondents were male, and 40% were female visitors, both domestic and international visitors. Among the total respondents, 38.33% of them responded that tourism infrastructure facilities are good in the city. Most of them were satisfied by this facilities. Among the total respondents, 38% of the respondents were responded as the availability of the hotels in Bangalore excellent, when compare to all other cities in Karnataka. From the total respondents 41.66% of the respondents were satisfied by the availability of the transports facilities like road, coaches, bus stops, railway stations, Airport facilities road traffic maintenance etc. The study find out that 62% of the respondents like to visit Bangalore frequently. According to most of the foreign visitors, they have travelled a number of times to Bangalore and the city is up to their expectation in terms of hotels, accessibility, sightseeing and other facilities but the city need to concentrate more on the cleanliness in the city. The domestic tourists also share the same idea.

5.2 Suggestions

1. It is suggested that the concerned authority should be taken care of the sewage systems, and cleanliness of the city.
2. Besides the study identifies that the services and availability of the bus stops and the public amenities are very less and it should be improved.
3. As this study saw that the city has to concentrate more on the environmental protection.
4. As per the study there should be proper maintenance of public amenities like the public toilets are very less has to be taken care by the government.
5. As the study shows that there should be proper maintenance of road traffic.

5.3 Conclusions of the study

In concluding this dissertation based on the visitors perception on tourism infrastructure in Bangalore can be concluded that, indeed there is a potentiality to develop more of facility to the visitors in the city as there is relatively interested market in Bangalore. The study shows a significant potentiality in tourism infrastructure facilities to the needs of huge population in the city, as it possess the needs and the requirements of the visitors. The study also shows the interests of visitors in visiting the Bangalore city. It shows that the tourism infrastructure plays an important role in influencing the selection of the destination by the visitors.

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INNOVATIVE SERVICE MARKETING STRATEGY FOR TOURISM DEVELOPMENT

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I have found out that there ain't no surer way to find out whether you like people or hate them than to travel with them.

-Mark Twain

ABSTRACT

*The ways of the usage of innovational marketing strategies for the activity development of the companies and firms, working in the sphere of tourism are illuminated in this article. Moreover, composed parts of innovational marketing strategies and possible usage of this strategies and possible usage of this strategy at the tourism market are described by the author. There are a number of ways tourism can be defined, and for this reason, the **United Nations World Tourism Organization (UNWTO)** embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. Innovations are the key elements that boost the economy in a given sector. Particularly, the tourism sector requires different types of innovations, as it is one of the most competitive ones. This paper discusses the role of innovations in the tourism sector in a market-oriented environment, where competition is the fundamental source of the market dynamic. First, the paper will introduce the types of innovations in the current literature. Then it moves to argue the four impacts of innovations in tourism. These are increasing the existing capacity, survival of the tourism sector itself, overcoming the possible negative effects, and opening up saturated markets. Each type of innovation is considered to be related to one impact, and they will be explained further by using real-world examples. At the end of paper, there will also be a model presented in order to measure the impact of innovations on the basis of quality of life (of both tourists and service providers) and revenues received by the stakeholders who participate in the tourism market by investing. In conclusion, this paper argues that innovations are the crucial aspect of the current economic system and agencies in the tourism sector should focus on innovating more and more if they seek to benefit from the market industry and even maintain their position in the tourism market.*

Keywords: Marketing, strategy, tourism development, innovation

INTRODUCTION

Definition of Tourism

There are a number of ways tourism can be defined, and for this reason, the United Nations World Tourism Organization (UNWTO) 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.

Definition of Tourist

Building on the definition of tourism, a commonly accepted description of a **tourist** is “**someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons**”

Tourism has become one of the most important social, economic and cultural phenomena of today. In other words, tourism in the world economy is one of the most profitable sectors. The total income in this sector of the economy is trillions of dollars, with more than a billion people traveling the world every year. The share of tourism in the gross domestic product is 9%, and one out of every year new jobs is in this sector.¹

There is a great potential for tourism development in world. The international tourism routes operating in the Republic are mainly ecological routes, which include elements of historical and recreational, historical and cultural heritage, and health tourism. It is also important to develop other areas of tourism. Moreover, most of the companies and companies involved in the tourism industry are engaged in outbound tourism from India to foreign countries. In the activities of tourism companies and companies, it would be expedient to broaden the scope of entry of tourists from abroad. The main reasons for this are the increase India position in foreign countries, creation of additional jobs, the introduction of foreign exchange, the increase in the share of the GDP, the share of tourism in the state budget, and a number of benefits. From this point of view, innovation, financial

and investment complexes and marketing research are of particular importance in the overall strategic management of companies and firms engaged in tourism services in our country.ⁱⁱ

In the development and implementation of this concept and program, it is necessary to take into account the following areas in the development of tourism as a strategic area of the economy: 1. Development of conceptual foundations of tourism development (goals and objectives, methodological approach, principles and criteria, international practice, development of state policy in tourism and directions). 2. The current state of tourism development and its main problems (role in the country's economy, resource potential, management environment, processes and efficiency, current situation analysis, key issues). 3. Priority approaches, strategy and concept development approaches and mechanisms for their implementation (sustainability of the sector, funding sources and funding sources, sources of investment, approaches to the formulation of strategies and concepts and their implementation mechanisms). 4. Directions of development and implementation of the program bases and objectives of the program, development of principles, complex of program activities and its target parameters tourism services (million dollars), number of tourists (thousand people), Number of foreign tourists (thousand people), number of hotels (units), number of hotels (units), events and their address lists and terms, cost, financing sources and financing charts, responsible executors) Coordination and control over the timely-and quality implementation, attracting foreign investment and grants to implement the projects. The main instrument for the comprehensive development of tourism is national (national) and regional targeted programs, their development, approval and implementation includes the following areas: justification of goals and objectives; Basic principles of program development; Complex programming activities; Investment and financing of measures; Strategic forecasting of tourism as a strategic network for the development of national economies and regions. On this way, marketing has been defined in a variety of ways.ⁱⁱⁱ

LEARNING OBJECTIVES

- Explain the meaning of services marketing
- Describe the differences between marketing services and marketing products
- Describe the characteristics of a marketing orientation and its benefits
- Define key services marketing terminology
- Explain the PRICE concept of marketing
- Provide examples of the 8 Ps of services marketing
- Gain knowledge of key service marketing issues and trends

Marketing is a continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers' needs and wants, and meet the organization's objectives. According to Morrison **services marketing** "is a concept based on a recognition of the uniqueness of all services; it is a branch of marketing that specifically applies to the service industries". Marketing in the tourism and hospitality industry requires an understanding of the differences between marketing goods and marketing services. To be successful in tourism marketing, organizations need to understand the unique characteristics of their tourism experiences, the motivations and behaviors of travelling consumers, and the fundamental differences between marketing goods and services.^{iv}

THE EVOLUTION OF MARKETING



Figure 1. Marketing principles of tourism services

Until the 1930s, the primary objective of businesses was manufacturing, with little thought given to sales or marketing. In the 1930s, a focus on sales became more important; technological advances meant that multiple companies could produce similar goods, creating increased competition. Even as companies began to understand the importance of sales, the needs and wants of the customer remained a secondary consideration (Morrison, 2010). In 1944, the first television commercial, for Bulova watches, reached 4,000 sets (Davis, 2013). The decades that followed, the 1950s and 1960s, are known as an era when marketing began to truly take off, with the number of mediums expanding and TV ad spending going from 5% of total TV revenues in 1953 to 15% just one year later (Davis, 2013).^v

The era from approximately 1950 to around 1970 was known as a time of **marketing orientation** (Morrison, 2010). Customers had more choice in product, this required companies to shift focus to ensure that consumers knew how their products matched specific needs. This was also the time where quality of service and customer satisfaction became part of organizational strategy. We began to see companies develop internal marketing departments, and in the 1960s, the first full-service advertising agencies began to emerge.^{vi}

Societal marketing emerged in the 1970s when organizations began to recognize their place in society and their responsibility to citizens (or at least the appearance thereof). This change is demonstrated, for example, by natural resource extraction companies supporting environmental management issues and implementing more transparent policies. This decade saw the emergence of media we are familiar with today (the first hand-held mobile phone was launched in 1973) and the decline of traditional marketing through vehicles such as print; the latter evidenced by the closure of *LIFE Magazine* in 1972 amid complaints that TV advertising was too difficult to compete with (Davis, 2013).^{vii}

The mid-1990s ushered in the start of the online marketing era. **E-commerce** (electronic commerce) revolutionized every industry, perhaps impacting the travel industry most of all. Tourism and hospitality service providers began making use of this technology to optimize marketing to consumers; manage reservations; facilitate transactions; partner and package itineraries; provide (multiple) customer feedback channels; collect, mine, analyze, and sell data; and automate functions. The marketing opportunities of this era appear limitless. summarizes the evolution of marketing over the last century.^{viii}

<i>Evolution of marketing in the 20th century</i>	
Timeframe	Marketing Era
1920-1930	Production orientation
1930-1950	Sales orientation
1950-1960	Marketing department (marketing orientation, internal agency)
1960-1970	Marketing company (marketing orientation, external agency)
1970-Present	Societal marketing
1995-Present	Online marketing
Data source: Morrison, 2010	

Typically, the progression of marketing in tourism and hospitality has been 10 to 20 years behind other sectors. Some in the industry attribute this to the traditional career path in the tourism and hospitality industry where managers and executives worked their way up the ranks rather than through a postsecondary business education. It was commonly believed that to be a leader in this industry one had to understand the operations inside-out, so training and development of managers was based on technical and functional capabilities, rather than marketing savvy. And, as we'll learn next, marketing services and experiences is distinct and sometimes more challenging than marketing goods. For these reasons, most businesses in the industry have been developing marketing skills for only about 30 years.^{ix}

Differences Between Goods and Services

There are four key differences between goods and services. According to numerous scholars services are:

1. Intangible
2. Heterogeneous
3. Inseparable (simultaneously produced and consumed)
4. Perishable

The rest of this section details what these concepts mean.

Intangibility

Tangible goods are ones the customer can see, feel, and/or taste ahead of payment. **Intangible** services, on the other hand, cannot be “**touched**” beforehand. An airplane flight is an example of an intangible service because a customer purchases it in advance and doesn't “**experience**” or “**consume**” the product until he or she is on the plane.

Heterogeneity

While most goods may be replicated identically, services are never exactly the same; they are **heterogeneous**. Variability in experiences may be caused by location, time, topography, season, the environment, amenities, events, and service providers. Because human beings factor so largely in the provision of services, the quality and level of service may differ between vendors or may even be inconsistent within one provider.

Inseparability

A physical good may last for an extended period of time (in some cases for many years). In contrast, a service is produced and consumed at the same time. A service exists only at the moment or during the period in which a person is engaged and immersed in the experience.

Perishability

Services and experiences cannot be stored; they are highly **perishable**. In contrast, goods may be held in physical inventory in a lot, warehouse, or a store until purchased, then used and stored at a person's home or place of work. If a service is not sold when available, it disappears forever. Using the airline example, once the airplane takes off, the opportunity to sell tickets on that flight is lost forever, and any empty seats represent revenue lost.

Planning for Services Marketing

To ensure effective services marketing, tourism marketers need to be strategic in their planning process. Using a **tourism marketing system** requires carefully evaluating multiple alternatives, choosing the right activities for specific markets, anticipating challenges, adapting to these challenges, and measuring success (Morrison, 2010).

Tourism marketers can choose to follow a strategic management process called the **PRICE concept**, where they:

- P: plan (where are we now?)
- R: research (where would we like to be?)
- I: implement (how do we get there?)
- C: control (how do we make sure we get there?)
- E: evaluate (how do we know if we got there?)

In this way, marketers can be more assured they are strategically satisfying both the customer's needs and the organization's objectives. The relationship between company, employees, and customers in the services marketing context can be described as a **services marketing triangle**. In traditional marketing, a business broadcasts messaging directly to the consumer.^x In contrast, in services marketing, employees play an integral component. The communications between the three groups can be summarized as follows.

1. External marketing: promotional efforts aimed at potential customers and guests (creating a promise between the organization and the guest)
2. Internal marketing: training, culture, and internal communications (enabling employees to deliver on the promise)
3. Interactive marketing: direct exchanges between employees and guests (delivering the promise)

The direct and indirect ways that a company or destination reaches its potential customers or guests can be grouped into eight concepts known as the **8 Ps of services marketing**.^{xi}



8 Ps of Services Marketing

The 8 Ps are best described as the specific components required to reach selected markets. In traditional marketing, there are four Ps: price, product, place, and promotion. In services marketing, the list expands to the following (Morrison, 2010):

- Product: the range of product and service mix offered to customers
- Place: how the product will be made available to consumers in the market, selection of distribution channels, and partners
- Promotion: specific combination of marketing techniques (advertising, personal sales, public relations, etc.)
- Pricing: part of a comprehensive revenue management and pricing plan
- People: developing human resources plans and strategies to support positive interactions between hosts and guests
- Programming: customer-oriented activities (special events, festivals, or special activities) designed to increase customer spending or length of stay, or to add to the appeal of packages
- Partnership: also known as cooperative marketing, increasing the reach and impact of marketing efforts
- Physical evidence: ways in which businesses can demonstrate their marketing claims and customers can document their experience such as stories, reviews, blog posts, or in-location signage and components

It's important that these components all work together in a seamless set of messages and activities known as integrated marketing communications, or IMC, to ensure the guests receive a clear message and an experience that meets their expectations.^{xii}

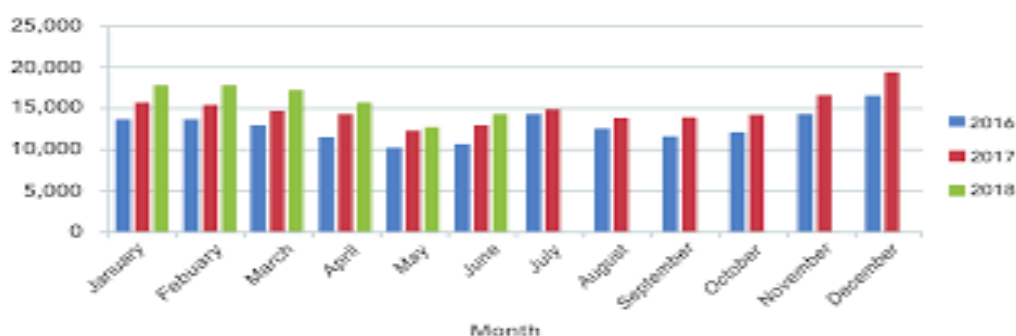
Integrated marketing communications (IMC)

Involves planning and coordinating all the promotional mix elements (including online and social media components) to be as consistent and mutually supportive as possible. This approach is much superior to using each element separately and independently. Tour operators, attractions, hotels, and destination marketing organizations will often break down marketing into separate departments, losing the opportunity to ensure each activity is aligned with a common goal. Sometimes a potential visitor or guest is bombarded with messaging about independent destinations within a region, or businesses within a city, rather than one consistent set of messages about the core attributes of that destination.^{xiii}

It's important to consider how consumers use various and multiple channels of communication and reach out to them in a comprehensive and coherent fashion. As a concept, IMC is not new, but it is more challenging than ever due to the numerous social media and unconventional communication channels now available. Each channel must be well maintained and aligned around the same messages, and selected with the visitor in mind. Too often businesses and destinations deploy multiple channels and end up neglecting some of these, rather than ensuring key platforms are well maintained. In order to better understand our guests, and the best ways to reach them, let's take a closer look at the consumer as the starting and focal point of any marketing plan.^{xiv}

Consumer Behavior in Tourism and Hospitality

Customers use their senses to see, hear, smell, and touch (and sometimes taste) to decipher messages from businesses, deciding on a product or service based on their perception of the facts rather than, at times, the actual facts. A number of factors have been shown to impact the choices the consumer makes, including **personal factors**, which reflect needs, wants, motivations, previous experience, and a person's lifestyle, and **interpersonal factors**, such as culture, social class, family, and opinion leaders.^{xv}



Perception Is Reality

The area of perception can be further broken down to screens and filters, biases, selective retention, and closure. Let's look at these concepts in more detail. The world is filled with things that stimulate people. People are exposed to thousands of messages every day. Some stimuli come from the people around us; for example, a person on the bus might be wearing a branded cap, the bus may have advertising pasted all over it, and free newspapers distributed at the bus station could be filled with advertising. The human brain cannot absorb and remember all of these messages; people will screen out most of the stimuli they are exposed to. They may remember a piece or segment of a message they have seen or heard.^{xvi}

Take a Closer Look: 100 BC Moments Vending Machine

As part of a 2012 integrated campaign, Destination BC (then operating as Tourism BC) created a vending machine that offered users the opportunity to experience moments that could be part of their visit to British Columbia. At 14 feet tall, this vending machine dispensed free items like bikes, surfboards, and discounts on flights to encourage people to travel British Columbia. This experiential innovation was a way to provide a tangible element to intangible services. It was complemented by an online and social media campaign using the 100 BC Moments and special web landing page at 100 BC Moments.com.^{xvii}

Perceptual Biases

Everyone has perceptual biases; each person sees things from his or her own unique view of the world. An advertising message can be received and changed to something very different from the marketer's intended statement.

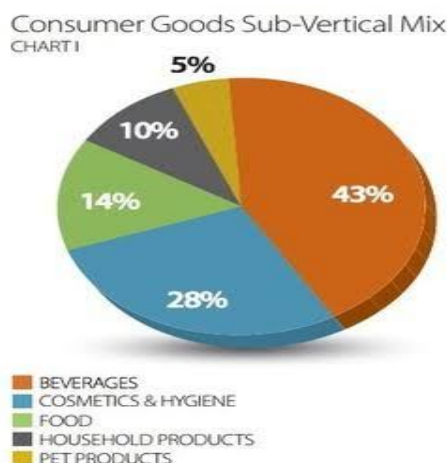
Selective Retention

Once messages have made it through the screens, filters, and biases, they still may not be retained for long. Customers will practice selective retention, holding on only to the information that supports their beliefs and attitudes. The brain does not like incomplete images. There is a state of psychological tension present until the image is complete (closure). Where information is unavailable to round out the images, the mind adds the missing data. Over time, through the use of imagery and music (such as jingles), messages are ingrained in a customer's mind, and he or she automatically adds the company's name, whether it is mentioned or not.^{xviii}

Applying Psychology to Marketing

Marketers may determine a degree of predictability about customer perceptions. □ □ Customers are likely to:

- Screen out information that they are already familiar with
- Notice and retain information to satisfy a need they are aware of (want)
- Purchase services that reflect the image they perceive themselves to project
- Notice and retain things out of the norm
- Attach credibility to personal information rather than commercially generated information^{xix}



Customers are less likely to:

- Use perceptual biases to distort information received on an interpersonal basis
- Absorb complicated information that requires effort to comprehend
- Notice and retain information about a competitive service or product if they are satisfied with another brand

Tourism marketers are in the business of reminding and making customers aware of their needs. Customers have to be motivated to act on satisfying their wants and needs, while marketers need to trigger the process by supplying objectives and potential motives.^{xx}

Spotlight On: Tourism Victoria's Visitor Centre

Tourism Victoria's Visitor Centre is a member of the Visitor Centre Network. Staff are available to provide travellers with tourist information, assistance, and advice. The Tourism Victoria Visitor Centre provides travellers with a wide range of services, including professional visitor counselling, helpful travel information and literature, and accommodation reservations (Tourism Victoria, 2015).^{xxi}

Consumer Decision-Making Process

In 1968, Kollat, Blackwell and Engel released the first edition of a book called *Consumer Behavior* where they identified a distinct five-step pattern for consumer decision-making (1972). These steps are: need recognition, information search, pre-purchase evaluation, purchase, and post-purchase evaluation.^{xxii}

Here are some critical components at each stage:

- Need recognition: For this process to start there needs to be a stimulus; a need must be triggered and identified.
- Information search: The customer begins to consult different sources of information; personal (marketer dominated) and intrapersonal (non-marketer) factors will likely be used.

- Pre-purchase evaluation: After researching the choices, the customer starts to evaluate options using both objective criteria, such as price and location, and subjective criteria, such as the perceived status of the product or service.
- Purchase: The customer intends to buy the product or service that best matches the criteria, although he or she can still be influenced by a number of factors, such as friends and family who disagree with the purchase, or a change in personal finances.
- Post-purchase evaluation: After use, the customer evaluates the purchase against expectations; if these don't match, the customer will be either dissatisfied (expectations not met) or impressed (expectations exceeded). For this reason, it's best for hospitality and tourism providers to "under promise" and "over deliver."^{xxiii}

Reaching the Consumer

Marketers have more choices than ever when it comes to broadcasting their message to consumers. Potential travellers and guests will respond, in varying degrees, to traditional channels and emerging online communications tools. There are many choices in marketing and communication channels, each with strengths and weaknesses. Determining the right mix, frequency, and message depends heavily on establishing objectives, completing research, performing a situational analysis, and creating a positioning approach. Let's take a closer look at communications channels that may form part of the marketing mix.^{xxiv}

Traditional Channels

Mass Media

Mass media is best described as the use of channels that reach very large markets. Examples include national newspapers and radio or television advertising. The immediate advantage of using mass media is the ability to reach multiple target markets in significant numbers. Disadvantages include the high expense and difficulty in effective target marketing and measuring return.^{xxv}

Out-Of-Home (OOH)

Out-of-home (OOH) channels refer to four major categories: billboards, transit, alternative outdoor, and street furniture. OOH advertising plays an important role in the tourism and hospitality industry as it provides an opportunity to inform travellers in unfamiliar territory. Transit advertising includes airports, rail, and taxi displays. Alternative outdoor refers to arenas, stadiums, and digital media. Street furniture includes bus shelters, kiosks, and shopping malls.

Take a Closer Look: Tourism Business Essentials: *Travel Media Relations Guide*

Travel journalists, including bloggers, play an important role in ensuring a destination is well represented in the press. The *Travel Media Relations Guide* outlines how to invite, host, and follow up with media in the best way possible.^{xxvi}

Print Media

Print media includes newspapers, magazines, journals, and directories. There is an increased trend away from traditional purchased print advertising toward editorial features, as these are more trusted by consumers. A print ad and an editorial feature created together is known as an **advertorial**.

Online Channels

There are an estimated 3 billion people around the globe with internet access, and social media has become truly integrated into the travel and hospitality industry. TripAdvisor and similar sites have become the customer's first point of connection with tourism and hospitality products and experiences. This can be both an opportunity and a threat: an opportunity to open the channels of communication, but a threat if negative information about the travel or hospitality organization is widely spread. As online distribution expands, empowered and savvy travellers are unbundling the booking component and self-booking directly. Internet and mobile technology are referred to as **interactive media**. For tourism and hospitality businesses, there are significant advantages to creating an online presence: it's cost effective, it provides global reach, it allows a business to be available 24/7, and it provides a reciprocal communication platform for customers.^{xxvii}

Social Media and Reputation Management

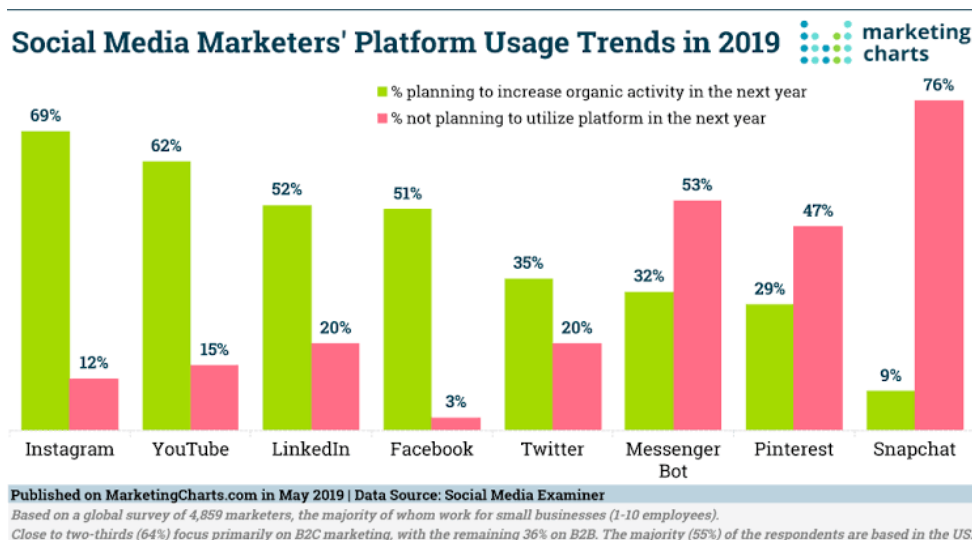
There are also challenges with online marketing, including being noticed within the volume of information customers are exposed to, and loss of control in delivering a message. Despite these challenges, as more consumers seek real-time information online, tourism marketers are responding with increasingly sophisticated online marketing strategies. This section draws from resources and expertise provided by WorldHost Training Services (2013).^{xxviii}

Social Media

Social media is a broad term that refers to web-based and mobile applications used for social interaction and the exchange of content. Social networking is the act of using social media. Unlike traditional media such as newspapers, magazines, and television, social media is largely powered by user-generated content. This refers to content created and shared by consumers rather than by marketers, journalists, experts, and other paid professionals, although they too contribute to social networks.

Word of Mouth in the Age of Social Media

Social networking has transformed how many people interact with businesses and share experiences with others, in a communication channel known as **word of mouth** where customers share directly with each other. Consumers now have a variety of channels on which to express likes and dislikes, many of which have large audiences. Some of this commentary is made in real time, on a smartphone, while the customer is still in the business .^{xxix}



Advertising and Trust

Social networks, and review sites in particular, are used more and more to seek information and advice on things to do and products and services to purchase. Travellers and locals alike check out these sites for ideas on where to stay, eat, relax, shop, and explore. These channels are highly trusted. A survey of over 28,000 consumers in 56 countries found that consumers trust the advice of people they know (92%) and consumer opinions posted online (70%) more than any other advertising source .^{xxx}

Online Reviews = Business Success

Research shows a direct correlation between consumer reviews and purchase decisions. A 2011 survey by PocusWright found that three in four active travelers cite reviews and photos as influential in choosing activities.

Understanding Customer Needs

As we have discussed, service plays an important role in shaping customer impressions, where the ultimate goal of a tourism or hospitality business is to exceed expectations. Every customer has different wants and needs, but virtually all customers expect the following basic needs to be taken care of:

- Quality
- Value
- Convenience
- Good service

To fully satisfy customers, businesses must deliver in all four areas. If they meet the basic needs listed above, they'll create a **passive customer** — one who is satisfied, but not likely to write a review or mention a business to others. On the other hand, failure to deliver on the promise can result in a disappointed customer undoing all the efforts of the marketing plan. For this reason, the entire process must be well coordinated and well executed.^{xxxi}

The Role of Destination BC

Destination BC is responsible for executing key components of the provincial government's tourism strategy (British Columbia Ministry of Jobs, Tourism and Innovation, 2011). As we learned in the last chapter, this provincial destination marketing organization has been mandated to fulfill several key marketing and leadership responsibilities critical to the long-term sustainable growth of the provincial tourism industry. This includes marketing British Columbia domestically, nationally, and internationally as a tourist. Its first three-year corporate and marketing strategy was released in November 2014 articulating its new vision, mission, and goals^{xxxii}.

Take a Closer Look: Online Reputation Management

This guide from Destination BC's Tourism Business Essentials series helps businesses understand how to manage their online reputation and includes tips for responding to reviews and other best practice. To get a copy of the guide, visit the *Online Reputation Management Guide* [PDF]: [www.destinationbc.ca/getattachment/Programs/Guides-Workshops-and-Webinars/Guides/Tourism-Business-Essentials-Guides/TBE-Guide-Online-Reputation-Management-2nd-Edition-Sep-2014-\(2\).pdf.aspx](http://www.destinationbc.ca/getattachment/Programs/Guides-Workshops-and-Webinars/Guides/Tourism-Business-Essentials-Guides/TBE-Guide-Online-Reputation-Management-2nd-Edition-Sep-2014-(2).pdf.aspx)

Market Segmentation

Tourism marketers, including the team at Destination BC, choose target markets for their efforts through **market segmentation** techniques, where potential visitors are separated by:

- Demographics
- Countries of origin
- Trip purposes
- Trip planning and arrangements
- Psychographics and lifestyles
- Special interests
- Technology uses

The Canadian Tourism Commission's award-winning Explorer Quotient program provides tourism marketers with detailed psychographic and travel motivations information (Canadian Tourism Commission, 2008; 2012). It allows destinations and experiences to market themselves to target audiences based on psychographic profiles (their psychological tendencies) rather than geographic segments.^{xxxiii}

BC's Tourism and Hospitality Key Markets

BC's key target tourism markets can be broken down into three main categories: nearby markets, top priority markets, and emerging markets (BC Ministry of Jobs, Tourism and Innovation, 2011). **Nearby markets** are BC, Alberta, and Washington State, which are characterized by high volume and strong repeat visitation. Marketing activities to these areas are led by the regions, communities, and/or sectors such as ski. **Top priority markets** of Ontario, California, Germany, Japan, United Kingdom, South Korea, Australia are characterized by high revenue and high spending per visitor. Marketing efforts here are led by Destination BC. **Emerging markets**, which include China, India, and Mexico, are monitored and explored by Destination BC.^{xxxiv}

Performance Measurement and Evaluation

In order to measure its success in the realm of destination marketing, Destination BC has introduced a tool called the **net promoter score (NPS)**, a metric designed to monitor customer engagement. The NPS indicates the likelihood of travellers recommending a destination to friends, family, or colleagues. NPS is based on responses to the question, How likely are you to recommend [British Columbia] as a travel destination to a friend, family member, or colleague? Responses are scored from 0 = "not at all likely" to 10 = "extremely likely." Respondents are divided into three categories:

- Detractors (scores of 0 to 6): Unhappy visitors, unlikely to tell others to visit and might even damage the reputation of a destination through negative word of mouth
- Passives (scores of 7 or 8): Marginally satisfied visitors not excited enough to tell others about their travel experience
- Promoters (scores of 9 or 10): Loyal enthusiasts likely to return and rave about their travel experience

NPS is calculated by subtracting the percentage of detractors from the percentage of promoters: $NPS = \% \text{ of detractors} - \% \text{ of supporters}$. The intention to recommend a travel destination, reported by the NPS, is a proxy measure of overall satisfaction with the travel experience. Satisfaction with the travel experience and the intention to recommend greatly increase the likelihood of a return visit to British Columbia. And word-of-mouth advocacy, either face-to-face or through social media, is critical for attracting first-time visitors to British Columbia.

Destination BC uses NPS as a performance measurement tool (among others) to help determine the overall effectiveness of online and integrated marketing communications strategies (Destination BC, 2013). Furthermore, Destination BC has developed the Remarkable Experiences program to “enable tourism operators to become experts in areas such as service design and digital marketing” (Destination BC, 2014).

Spotlight On: Aboriginal Travel Services

Aboriginal Travel Services (ATS) is BC’s first Aboriginal-owned travel agency, focusing on business and leisure needs of companies, First Nations bands, and individual tourists. Located on Coast Salish territories in downtown Vancouver, ATS reinvests profits into Aboriginal communities by way of youth scholarships in tourism and hospitality. The agency was developed as a social enterprise, with the dual purpose of selling travel services that provide cultural and economic opportunities to the communities it serves and committing to investing in the Aboriginal communities and tourism initiatives.

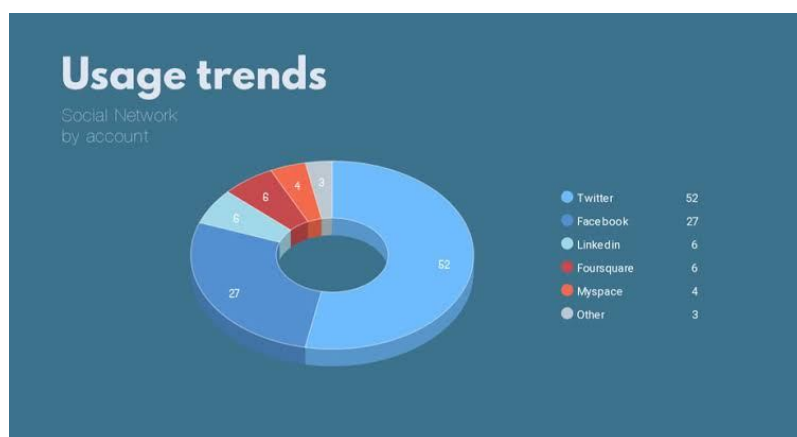
Effective planning, research, customer understanding, integrated marketing communications, and using online customer service strategies to support effective marketing are fundamental requirements for successful services marketing. However, it is critical that marketers understand the key trends and issues that will help to identify tomorrow’s marketing strategies.^{xxxv}

Trends and Issues

Tourism marketers in BC need to monitor trends in the following areas that may impact the success of their marketing efforts:

- Demographic shifts (aging population, the rise of millennial), and socioeconomics (cultural changes, economic decline/growth)
- Political, economic, and geographic changes (emerging or declining economies)
- Trip purpose (growth of multipurpose trips)
- Psychographic changes (special interests, healthy lifestyles, sustainability)
- Behavioral adaptations (free independent travel, decreasing brand loyalty)
- Product-related trends (emerging niches)
- Distribution channels (online travel agencies, virtual travel)

Remaining abreast of information in these areas is critical to the success of any services marketing plan, which should be continually monitored and adapted as the landscape changes.^{xxxvi}



CONCLUSION

Effective services marketing in the tourism and hospitality sector requires marketers to gain a solid understanding of the differences between the marketing of goods and services. Successful organizations use market research to learn the preferences and behaviors of key customer segments. Through a strategic

planning process, organizations and destinations develop a marketing orientation designed to identify **customer needs** and trigger their wants, while striving to meet organizational objectives. Activities are designed to support integrated marketing communications across multiple platforms with reciprocal communications that is, not just broadcasting information, but having conversations with customers. Savvy marketers will leverage these conversations to keep up with evolving customer interests while seeking an understanding of emerging trends in order to anticipate needs and wants. Engaged marketers also know that social media and integrated marketing communications must be complemented with remarkable customer service, which ultimately supports successful marketing strategy. In general, the solution of these pressing issues contributes to the modernization of the tourism network of world, its development to a new level and enhancing its position in the international tourism market, raising the competitiveness of the tourism sector in the world. To conclude with, on measures on ensuring rapid development of tourism marketing and industry. On this way, government ensures forming and implementation of the complete concept of tourism development directed to radical increase in tourist capacity of the country.

KEY TERMS

- **8 Ps of services marketing:** refers to product, place, promotion, pricing, people, programming, partnership, and physical evidence
- **Advertorial:** print content (sometimes now appearing online) that is a combination of an editorial feature and paid advertising
- **Customer needs:** gaps between what customers have and what they would like to have
- **Customer wants:** needs of which customers are aware
- **E-commerce:** electronic commerce; performing business transactions online while collecting rich data about consumers
- **Emerging markets:** markets for BC that are monitored and explored by Destination BC — China, India, and Mexico
- **Heterogeneous:** variable, a generic difference shared by all services
- **Intangible:** untouchable, a characteristic shared by all services
- **Integrated marketing communications (IMC):** planning and coordinating all the promotional mix elements and internet marketing so they are as consistent and as mutually supportive as possible
- **Interactive media:** online and mobile platforms
- **Interpersonal factors:** the influence of cultures, social classes, family, and opinion leaders on consumers
- **Marketing:** a continuous, sequential process through which management plans, researches, implements, controls, and evaluates activities designed to satisfy the customers' needs and wants, and its own organization's objectives
- **Marketing orientation:** the understanding that a company needs to engage with its markets in order to refine its products and services, and promotional efforts
- **Market segmentation:** specific groups of people with a similar profile, allowing marketers to target their messaging
- **Mass media:** the use of channels that reach very large markets
- **Nearby markets:** markets for BC, identified by Destination BC as BC, Alberta, and Washington State, characterized by high volume and strong repeat visitation
- **Net promoter score (NPS):** a metric designed to monitor customer engagement, reflecting the likelihood that travellers will recommend a destination to friends, family, or colleagues
- **Out-of-home (OOH):** channels in four major categories: billboards, transit, alternative outdoor, and street furniture
- **Passive customer:** a guest who is satisfied (won't complain, but won't celebrate the business either)
- **Perishable:** something that is only good for a short period of time, a characteristic shared by all services

- **Personal factors:** the needs, wants, motivations, previous experiences, and objectives of consumers that they bring into the decision-making process
- **PRICE concept:** an acronym that helps marketers remember the need to plan, research, implement, control, and evaluate the components of their marketing plan
- **Print media:** newspapers, magazines, journals, and directories
- **Services marketing:** marketing that specifically applies to services such as those provided by the tourism and hospitality industries; differs from the marketing of goods
- **Services marketing triangle:** a model for understanding the relationship between the company, its employees, and the customer; differs from traditional marketing where the business speaks directly to the consumer

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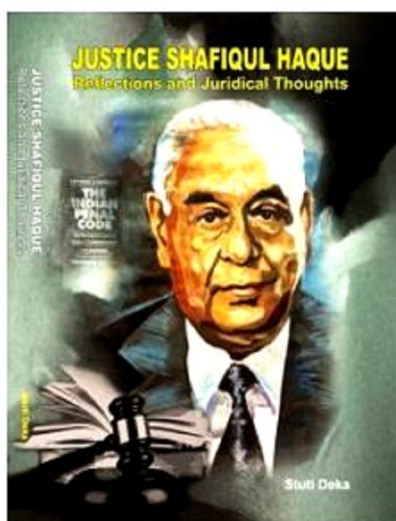


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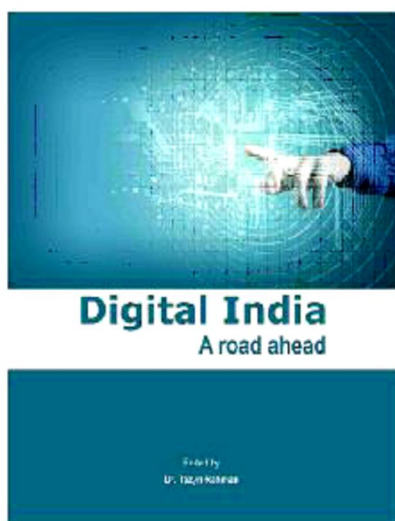
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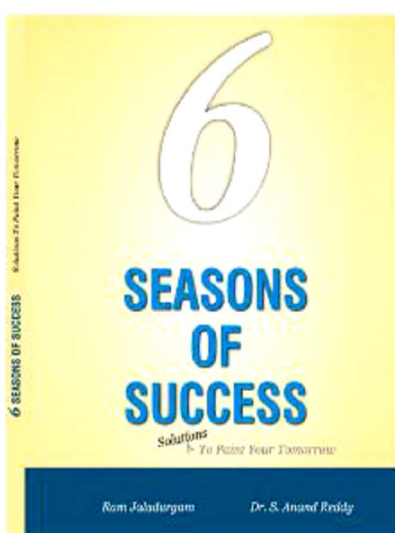
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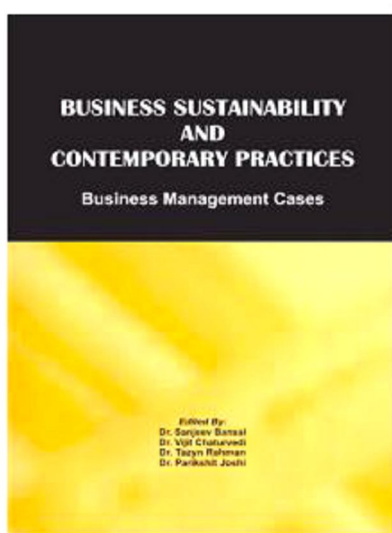
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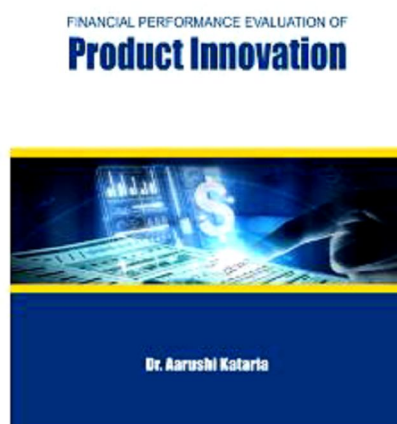
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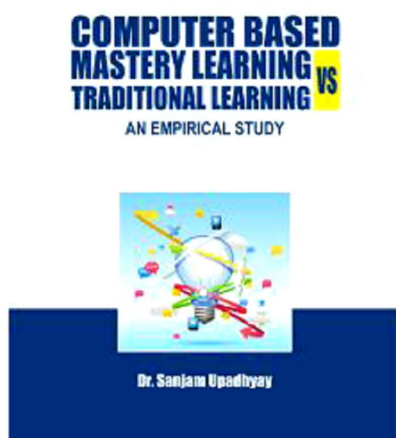
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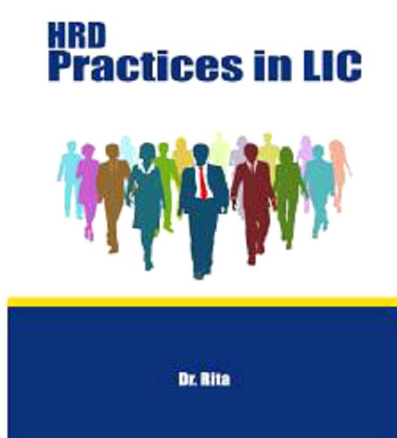
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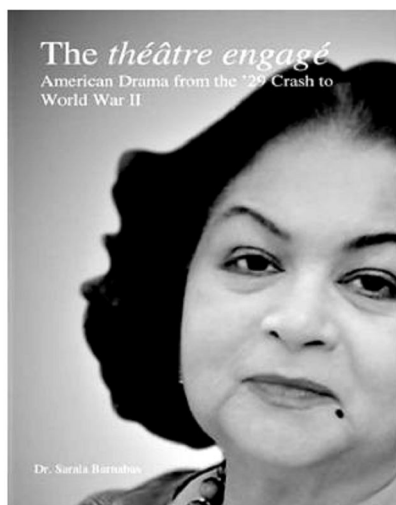
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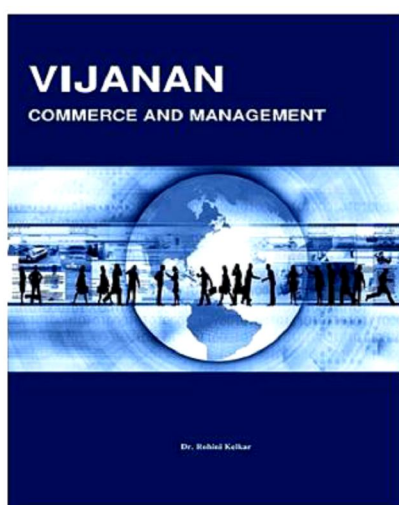
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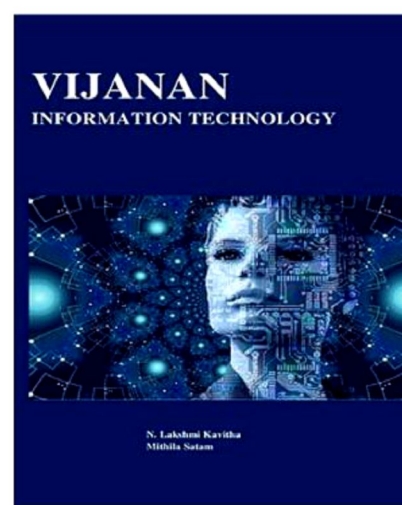
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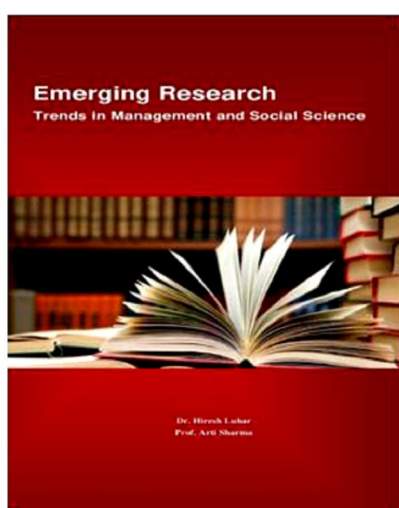
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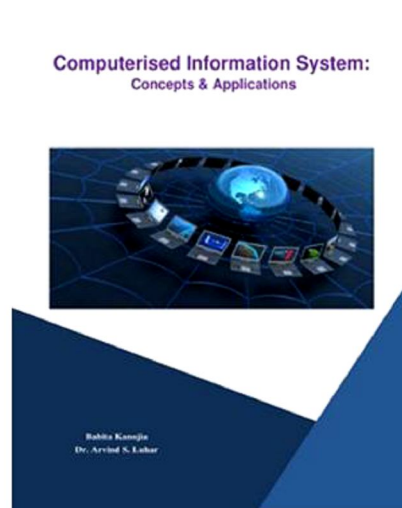
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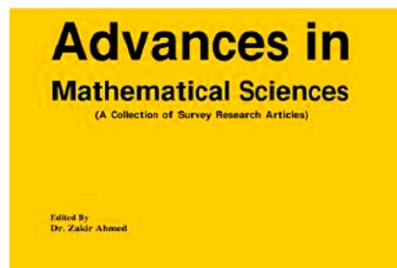
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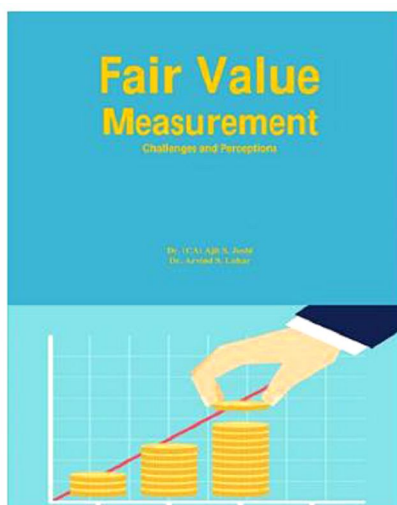


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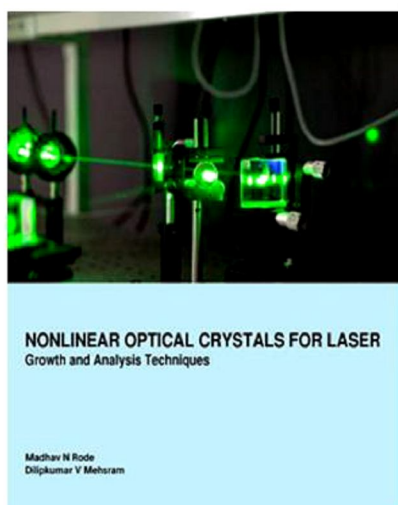


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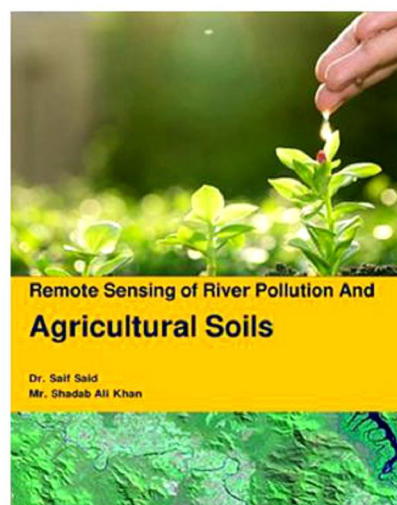
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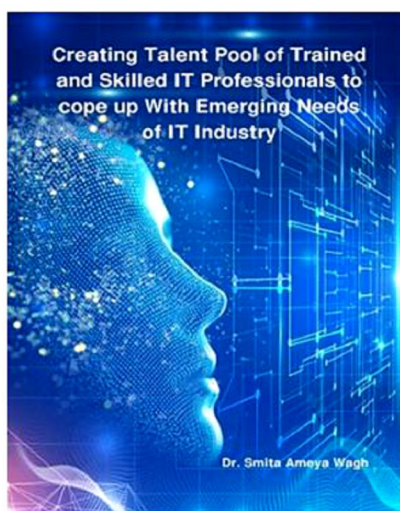
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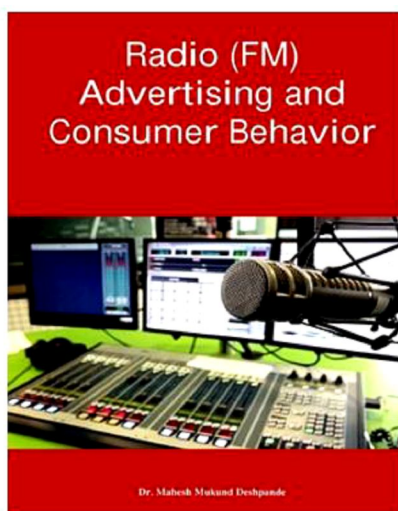
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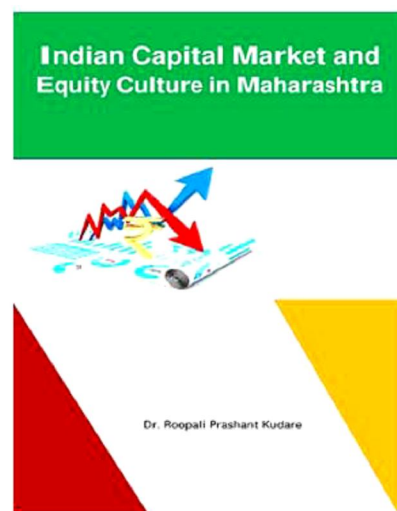
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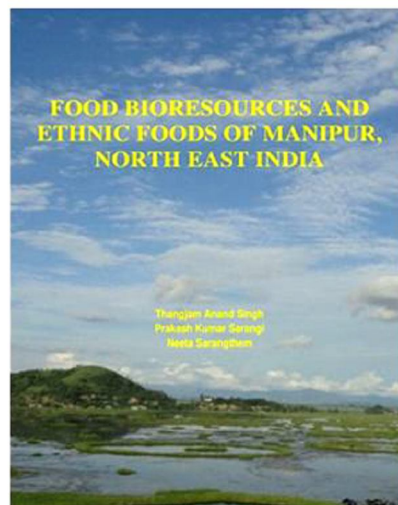
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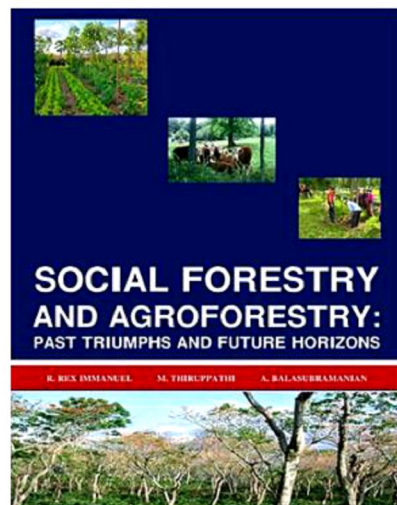
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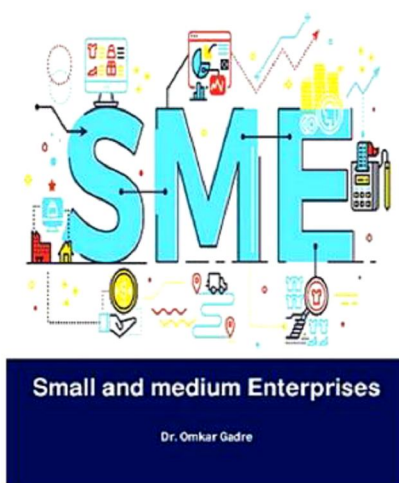
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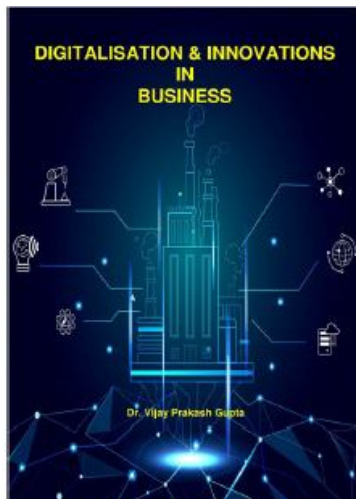
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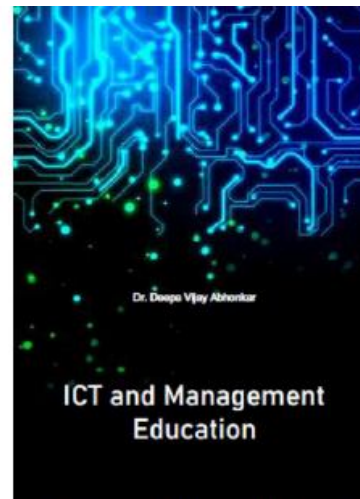
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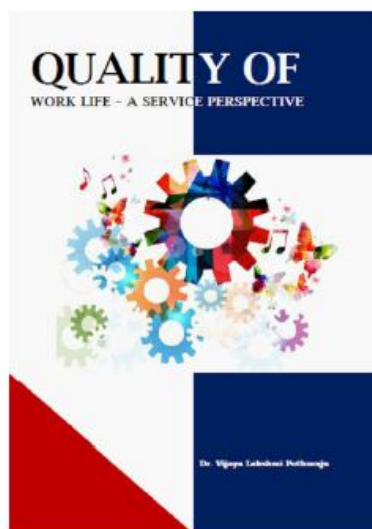
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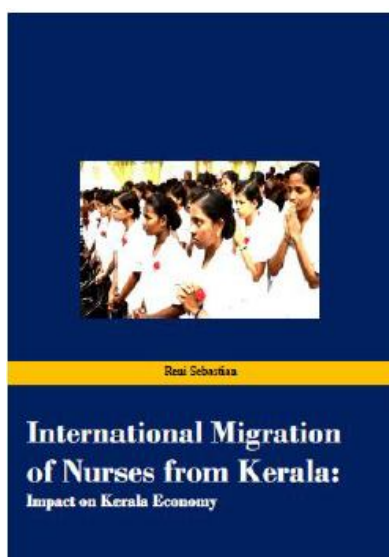
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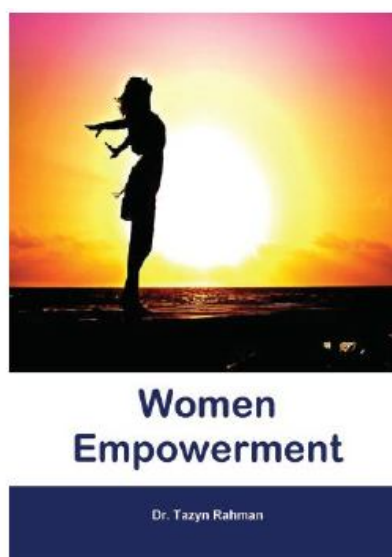
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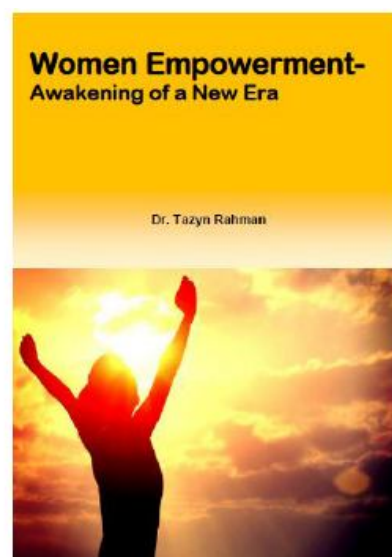
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