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Digital Transformation of Technology in Indian Hospitality Industry

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ABSTRACT

The hotel is a venue or establishment that provides visitors with paying services. As the software is improving, each area is improving to be in the competition. Currently, hotels are moving towards smart hotels. A Smart Hotel is a hotel that uses Internet-connected devices that can communicate or interact with each other. Hotels are evolving into smart hotels as they help to ease the experience of visitors and ease the workload of employees. Technology has helped hotels expand in different ways, such as online bookings, online customer feedback to improve ratings, automatic temperature control, alarms, electronic key cards, etc. It will assist guests to use certain facilities in the room on voice command, digital concierge to get local information and also to book transportation and tickets by converting hotels to smart hotels.

As the hospitality industry increasingly evolves, it has been noted that technology allows many more outlets available to attract potential guests. In order to remain in the market, the hotel industry needs to recognize guest needs beyond expectations. Smart phones and tablets replace the paper menu cards that allow the guest to imagine the dish before placing an order. In Kerala one restaurant has robot who working as a steward. They also have robots that entertain children in the restaurant, such as dancing, singing with the children, and by holding their hands; they can also accompany them to the washroom.

This paper aims to research digitization compliance in the hotel industry. This paper also discusses global trends and future changes in the world's travel and tourism destinations.

__Keywords:__ Digitization, Technology, Hospitality, Innovative.

INTRODUCTION

Just for recreation is the new century/generation becoming techno-savvy. In the 20th century, hotels have begun to head towards technology. In the very first 'HOTELTYPE' booking system built by Westin to the robots currently used in the hotels. For example, digital concierge, automated reservation systems, robot service for guests, etc., technology has helped hotels increase the comfort level of guests. Various websites such as trivago.in, irctc.com and many more have been built to ease the booking and reservation workload of customers. Hotels have also been aided by technology and digitalisation in advertising and selling their services and facilities.

Various features such as Wi-Fi, Virtual Conferences, Near Field Communication (NFC) Technology, Robots, Infrared Sensors, Smart Room Keys, Cloud Services, Social Media Feedback, etc have enabled hotels to provide comfort for guests and develop their facilities and services to be in the growth process. Any such automated software helps to determine the sales and development of an enterprise, which in turn tells where the organisation is lacking. The platform also allows the business to deliver services at reasonable prices.

NEW DIGITAL INTIATIVES IMPACTING THE HOTEL INDUSTRY

Mobile Integration- Smart phones, particularly those who like to fly, play a vital role in the digital transformation. From check-in, to ordering room service, to opening the hotel room without a key, to express check out, guests can do something literally from their phone. Not only that, without even talking to hotel staff, visitors can even prepare an itinerary from a specific mode of transport to booking a hotel and home again.

AI & Chatbots- Hotels now provide all the data through AI-powered apps and technology, such as the name of the restaurant with its food, menus with the dish, special events of the day and many more. Whenever required, guests can access the data directly from their smartphones in the form of an e-concierge. Without ever talking to a human being, they can also access voice-activated chat bots to open the curtains, set the alarm, or order breakfast.

Virtual Reality- Visitors can have a virtual view without even leaving their room through virtual reality, whether it is a museum, tourist destination, adventurous places or many more. Marriot Hotels has launched VR Postcards, a series of immersive travel storeys on Samsung Gear VR headsets that guests view in 3-D.

Online Reputation- Guests today receive maximum feedback and recommendations via social media from genuine travellers. Large hotels also have dedicated social media teams in the marketing department who respond to the bad feedback in the hope of marginally improving anything to make things better. A favourable social media review provides a positive image that does wonders in terms of hotel occupancy. When reading travel reviews, around 87 percent of Trip Advisor users feel more assured and about 98 percent find those reviews credible from the actual experience.

Voice Powered Space- Amazon Echo has been introduced by Wynn Hotel & Resort in Las Vegas to improve the guest experience and also to optimise its benefits. With the aid of Amazon's Alexa voice assistance, Wynn Hotel guests can monitor the lighting, room temperature, clothes and TV in their room.

Robotic Butlers-Starwood, one of the largest hospitality firms in the world, has launched Robotic Butlers at Cupertino's Aloft Hotel. In addition to moving around visitors and using elevators, the robots will perform tasks in the front and back of the house. Using a WiFi/4G hotel, robots are connected to the hotel and elevator apps to interact and can also get to and from the rooms without damaging something or harming others.

Digital Concierge- An creative and interactive wall called 'The Discovery Portal' has been implemented by the Renaissance Midtown hotel in New York. It is a virtual concierge where guests can select various categories by walking into a circular hologram projected on the floor, such as entertainment, dining, adventure locations and much more.

Robotic Luggage Storage- To delight visitors, Yotel in New York uses robotics and artificial intelligence. To make the check-in process simple for the customer, Yotel has friendly robots to store luggage instead of front desk staff touch-screen kiosks.

OLD PHENOMENA TRANSFORM

The modernization or automation of hotel technology started in the 1950s with the first In-Room Television, in the 1960s with hotel mini bars, in the 1970s with concierge services, in the 1980s with PCs, reservation systems, in-room phones, key cards, in the 1990s with online

booking portals, in the 2000s with Wi-Fi. With the introduction of artificial intelligence (AI) to the hotel industry, this technological evolution has been accelerated. Increases in guest purchases and comfort have been achieved by responding to this.

DIGITIZATION BENEFITS

Both the hotel staff and visitors have been helped by digitization in the hotel industry. It has helped guests stay at the hotel with more ease and less tension. Digitization has allowed the hotel's HR department to evaluate employee results, pick the best applicants from different candidates, count staff holidays, bonuses and increases given to staff. Digitization will help workers provide visitors with the best and quickest services.

OBJECTIVES OF THE STUDY

This paper offers an exclusive insight into current and influential hotel industry trends.
Via new digital projects, to be part of an evolving trend.
The objectives of the study are:

1. To explore the influence of digitization in the hospitality industry.
2. To investigate how latest technological initiatives and emerging trends have strengthened hotel guest services.
3. To propose steps and changes in the hotel sector and move towards new digital initiatives through technical advances.
4. To assess the latest patterns those are used in hotels.
5. To determine the measures taken by different hotels to shift towards digitalization.

REVIEW OF LITERATURE

Erick Kobres (2018): The hospitality industry will be revolutionised by emerging digital innovations. As technological advances continue to change many industries, intelligent machine automation will be implemented, and by 2022, according to Forbes, five employees mostly engaged in non-routine functions will rely on AI to do many tasks relevant to their jobs.

"The accommodation industry has changed and helped hoteliers in several key areas in recent decades to intensify their products, attract more guests and create opportunities for expansion," according to Chip Rogers, president and CEO of the Asian American Hotel Owners Association.

Many businesses struggle with digital transformation, according to Jane McConnell (December 30, 2015). Since digital allows expert skills to survive a challenging situation naturally when people ask and answer questions about networks in which each machine will serve the others as a server.

The introduction of technology in the hospitality industry offers fair advantages for both visitors and the company, according to Nyheim and Connolly (2013). Guests find it easy to pick and interact with the aid of upgrading of digitalization and also consider technology as extremely relevant in the hospitality industry, as it allows room reservations, price comparisons, other guest interactions, accommodation facilities, infrastructure, etc to be checked.

Enz (2009) claims that technology adoption entails high organisational costs, but at the same time provides the enterprise with several benefits.

V, Hitesh (2017) In the Food and Restaurant industry" there has been major digital transformation according to Hitesh. Kiosks, digital menus, desktop computers, digital tabletops and digital kitchens. In terms of customization, food distribution, and payment choices, the industry has achieved success. Zomato, Swiggy, and Food Panda have now made online table reservations, social media feedback, and mobile payment stuff of the past in India.

India Today web desk (2019); it will be of primary importance for hospitality brands to attract and retain clients, providing different experiences to meet visitors' different needs and desires, and this includes creativity. By 2020, Gen X will be overtaken by global millennial purchasing force, being greater than that of any other World Data Lab. Www.indiatoday.in/education-today-today.

RESEARCH METHODOLOGY

Questionnaire design

This study was designed to examine the latest developments and potential use of technology through innovation and digitalization in the hotel industry. The researcher had picked a few for the analysis from Delhi NCR. The questionnaire was intended to gather information on the USP, digital concierge, humanoid robot, technological advances, existing hotel trends from workers. The questionnaire was distributed via the online survey system among hotel employees. We started by obtaining a list of approximately 30 hotels from around Delhi NCR as the target segment for the survey to build our survey questionnaire and were also able to ensure that the collected data was applicable to the research query.

Data collection method

The study was carried out through an online and telephone survey of employees of the Delhi NCR Hotels. In view of the difficulties of contacting the respondents in order to get a holistic understanding of the situation, employees working in core departments - front office, housekeeping, food processing, and food & beverage service were approached for the survey.

Secondary Data

In order to acquire knowledge about new digital projects, secondary data collection methods were referred from different sources such as journals, the internet, books, magazines and periodicals. The data was mainly gathered from previous researchers' work. This was to ensure that qualitative information for the analysis was collected.

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QUESTIONNAIRE

Q1. Do you think the need to upgrade hotels to smart technology is necessary?
   A. Yes
   B. No.

Need for Upgrading Hotels to Smart Technologies.
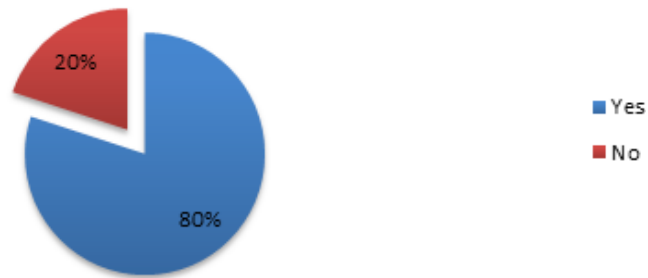
Q2. What do you think would help give visitors the best hotel experience?
   A. Humanoid Robots
   B. Human
   C. AI (Artificial Intelligence)

Q3. With the latest technology, will a hotel survive?
   A. Yes
   B. No

Can a Hotel Survive with the Current Technologies.

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Q4. Will technologies cost the hotel staff their jobs?
  A. No
  B. Yes

Will Technologies Cost the Hotel Staff Their Jobs?
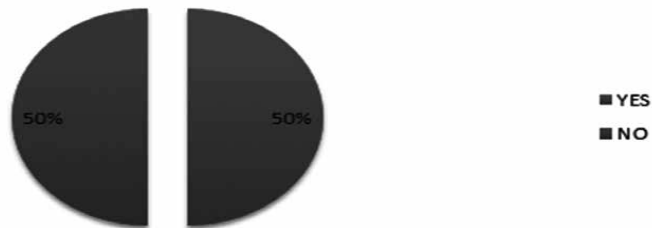
Q5. In which department the technologies will be mostly used?
  A. Front Office
  B. Housekeeping
  C. Food & Beverage Service
  D. Food Production

In which Department the Technologies will be Mostly Used?

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Q6. Will adapting to technologies get the guests a costlier stay?
    A. Yes
    B. No
    C. Not Much

Will Adapting to Technologies get the Guests a Costlier Stay?
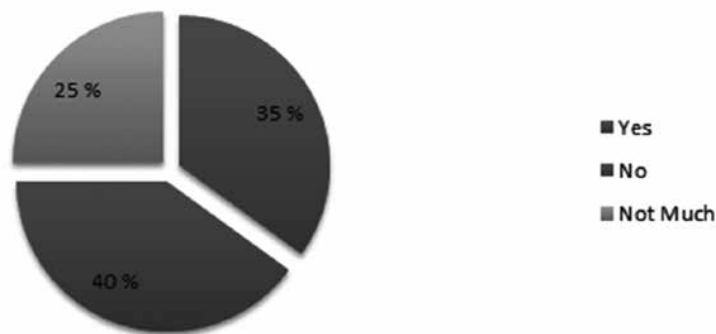
Q7. Which of the following was the first hotel chain to adapt to the technological changes?
    A. Inter-continental
    B. Westin
    C. Hilton

Q8. Was the content of the paper informative?
    A. Yes
    B. No
    C. Partly

CONCLUSION

This paper allows us to understand how the technology in the hospitality industry has grown, how the technology has benefited different individuals and different hotel areas. It also explores how it has helped to improve the hotel industry by digitalization, as visitors are now searching for something exceptional. The ever growing use of technology has broadened the reach of this business. The ever-increasing growth and use of different technology continues to have a positive influence on the hospitality sector. This industry has flourished by recognising guest requirements and continuously seeking to offer unique experiences.

They gave us their personal views on global trends and new digital initiatives when the questionnaire was shared with different hoteliers. This enabled us to know the patterns that affect this industry, on the basis of which we have created pie charts to consider the dynamics of emerging hotels moving towards new digital initiatives. So, various developments that will lead to the growth of this industry will continue to emerge.

It allows hotels and developers to come up with innovative technology innovations and offer the best facilities by collecting feedback from guests and knowing the needs of guests.

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The impact of Corona virus (COVID-19) on global mortal souls with reference to the most affected countries

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Abstract

As per the WHO (World Health Organization) Corona Virus Disease 2019 (COVID-19) is the pandemic of the global world today. The outbreak was first detected in Wuhan city of China in Hubei province on December 2019. Corona Virus considered being an uncontrollable pandemic seems to have no end to this virus as per the latest scenario.

For the study purpose the major countries have been considered which records the major outbreaks include Mainland China, Italy, Iran, Spain, Germany, USA, France, South Korea, Switzerland and the UK. As per the WHO report on 13th March 2020, Europe had become the new epicentre of the pandemic. The level of consequences of COVID-19 among the different countries leads to massive loss of human lives, dismissal of jobs, and closure of public places like malls, theatres, education institutions and restaurants which ultimately led to degradation of economies.

The research also includes the different symptoms, precautions and treatments can be taken by the individual to mark them safe from the disease. The study also talks about the research on particular age groups on which this virus affects can be seen more.

Keywords: COVID-19, pandemic, epicentre, World Health Organization

Introduction

According to WHO words, Corona Virus is considered to be **Zoonotic** i.e. it is transferred from animals to humans. Corona virus detected initially in the 2002 with the name SARS-CoV-2 stands for "Severe Acute Respiratory Syndrome Corona Virus 2" which was travelled through a animal named **Civets** caused 774 deaths among 8,098 cases. In the year 2012, same syndrome was detected with the name MERS-CoV (Middle East Respiratory Syndrome) which transmitted from **Camels** to human body caused 858 deaths among 2494 cases all across the world.

The first case of COVID-19 was detected on 17th November 2019 in Wuhan City of China and it continues to hit all over the world with rapid speed. Impact of COVID-19 is seen more in Italy as positive cases found to be 59,138 persons as of 23rd March 2020 which results in 5,476 deaths, (7024) recovered cases and 46,638 currently infected.

Corona virus causing massive impact on human life not only by taking the life of people but also led to shutting down the transportation facilities, closure of public places like Malls, Theatres, Hotels, Restaurants, Schools, Colleges, government offices, Private corporate bodies which results in total lock down of the cities and as per the WHO guidelines, lockdown is the only solution to curb this pandemic.

As of fourth week of March, Corona virus is poignant in **196 countries** including The **Diamond Princess Cruise ship in Yokohama, Japan.**

Objective of the Study

- To find out the most common symptoms of the covid-19.
- To evaluate the different precautions taken by the individual to escape from this virus.
- To study the treatments adopted by the different countries.
- To access the impact of COVID-19 on human life.

Symptoms-

COVID-19 symptoms can be appearing on a human body after 2-14 days of exposure to virus.

1st-3rd Day- Fever, slight Pain in neck

4th Day- Pain in neck, Heaver Voice, Fever

5thDay- Laziness, Body Pain, Dry cough

6th Day- Slight Fever, Wet and Dry cough, Breathing problem

7th Day- High Fever, To Much Cough, Body Pain increases, Constipation & Vomit

If symptoms remains same on the 8th Day person should consult the doctor.

Precautions-

- Maintain social distancing with the people, best way to be safe.
- Practice frequent hand washing
- Avoid travelling and meeting people
- Avoid crowded places
- Required to wear mask only if individual is facing any respiratory problems.

TREATMENTS-

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As per the health organizations of the different countries there is no promising treatment of the corona virus till date. Many drugs have been tested in the labs of the world which majorly includes HIV drugs, but unfortunately this trial also failed in the treatment of the disease.

Recently, the president of the USA, Mr. Donald Trump announced a drug called **Hydroxychloroquine**, used to treat malaria declare by FDA (Food and Drug Administrator) has shown very good results on corona virus patients and soon to be available in USA but other countries are still in search of the medicines and conducting experiments to get a result.

VACCINATION-

Vaccination is basically a vaccine helps the immune system against any disease. Vaccines contain a virus in a weekend, live or in a killed state or any microorganism that needs to be injected in the human body to get an adaptive immune system. Vaccination helps in curbing the infectious diseases like smallpox, Polio, tetanus to be eliminated from all over the world. But sadly there is no vaccination still prepared for COVID-19 but as per the scenario and study this is the only solution to eradicate this disease in full fledge manner.

RESEARCH METHODOLOGY-

Secondary data was collected through newspapers, broadcast media, social media and internet which subsist of data of ten countries which are majorly affected by corona virus. In order to check the impact of this virus, the study was conducted in the 4th week of March, 2020 where a total of ten countries were selected to understand the consequences in detail which includes China, Italy, Iran, Spain, Germany, USA, France, South Korea, Switzerland, UK.

COMPONENTS OF DATA COLLECTION-

Data set consist of Total death cases in these countries, total affected persons, recovered cases, economy rate in the countries, virus affecting different age group, death count per day, countries supporting total lockdown, total cases in the world, total recovered cases, total death rate in the world, gender count for the corona cases in the different countries.

China
Italy
Iran
Spain
Germany
USA
France
South Korea
Switzerland
UK

Fig 1: Top ten countries affected by COVID-19

Total Corona Cases
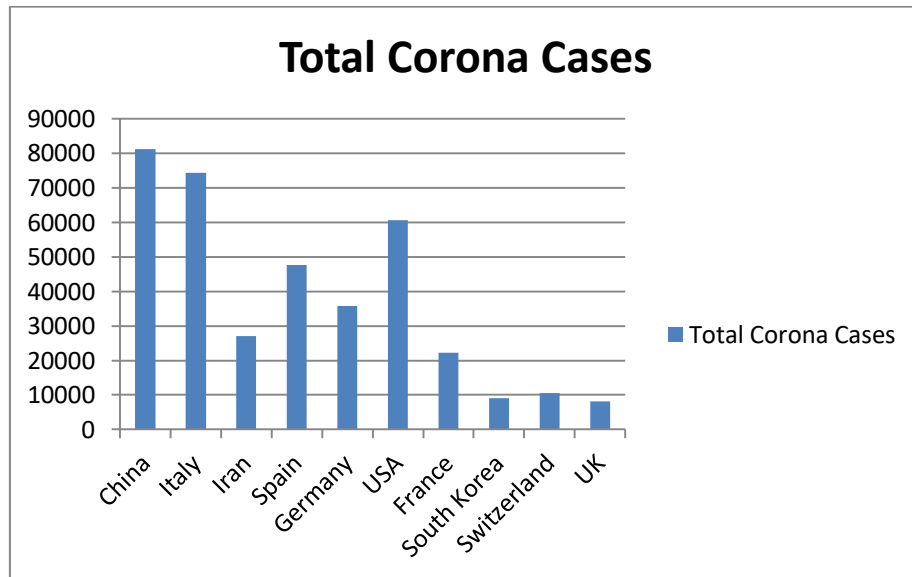
Fig 2: Total COVID-19 cases in most affected countries

Total Recovered Cases
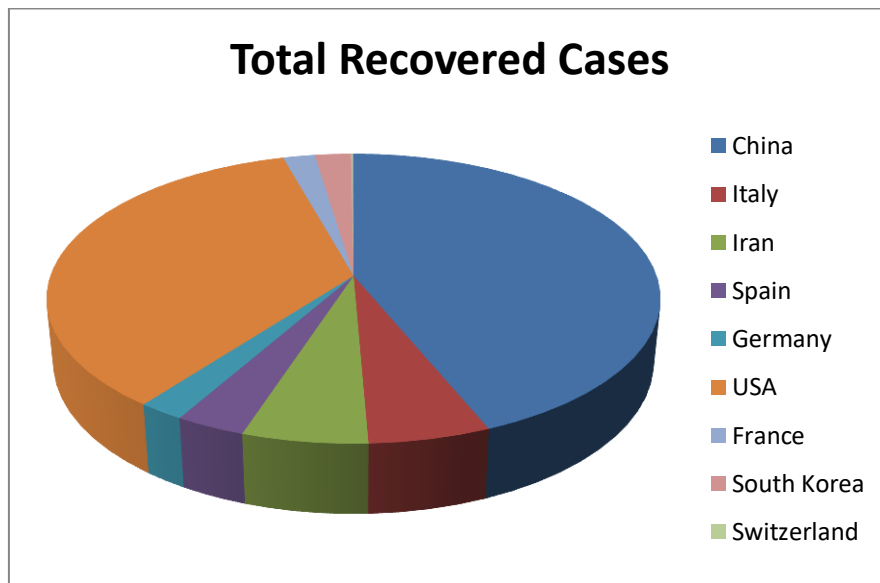
Fig 3: Total Recovered Cases of ten countries

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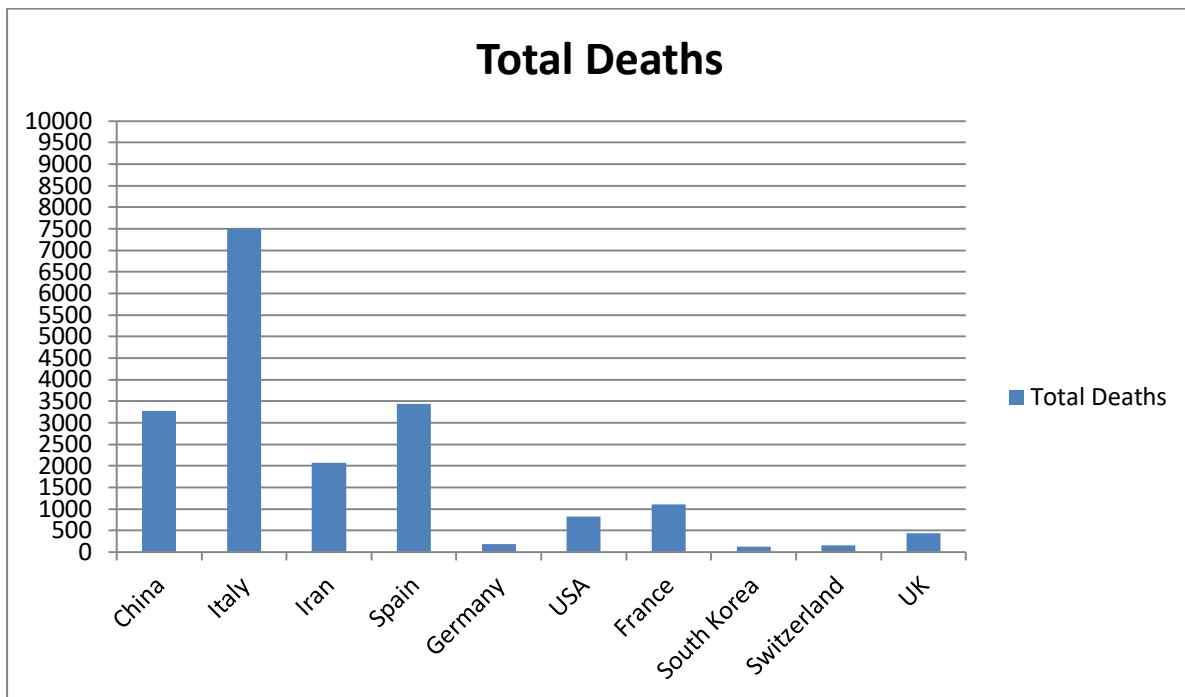
Fig 4: Total Death rate of most affected countries

Figure 2, Figure 3 and Figure 4 shows the three different criteria's of covid-19 which coveys, highest cases of corona virus recorded in china but death rate was much high in Italy as compared to china and China is also successful in recovering there most of the patients.

Analysis and Result-

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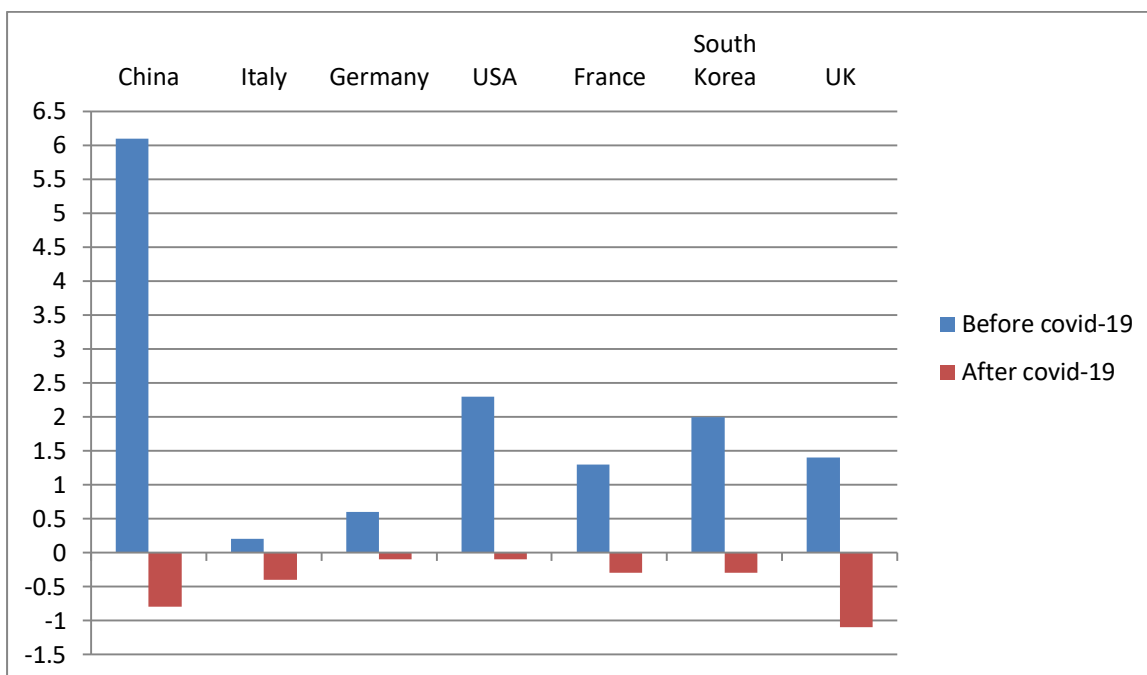
Fig 5: Economic comparison (GDP) before and ongoing period of covid-19

Based on Figure 5, it can be easily summarized that how covid-19 puts the global economy in danger. Export and import between the different countries has been totally stopped leading to trade and investment tensions among the different countries.
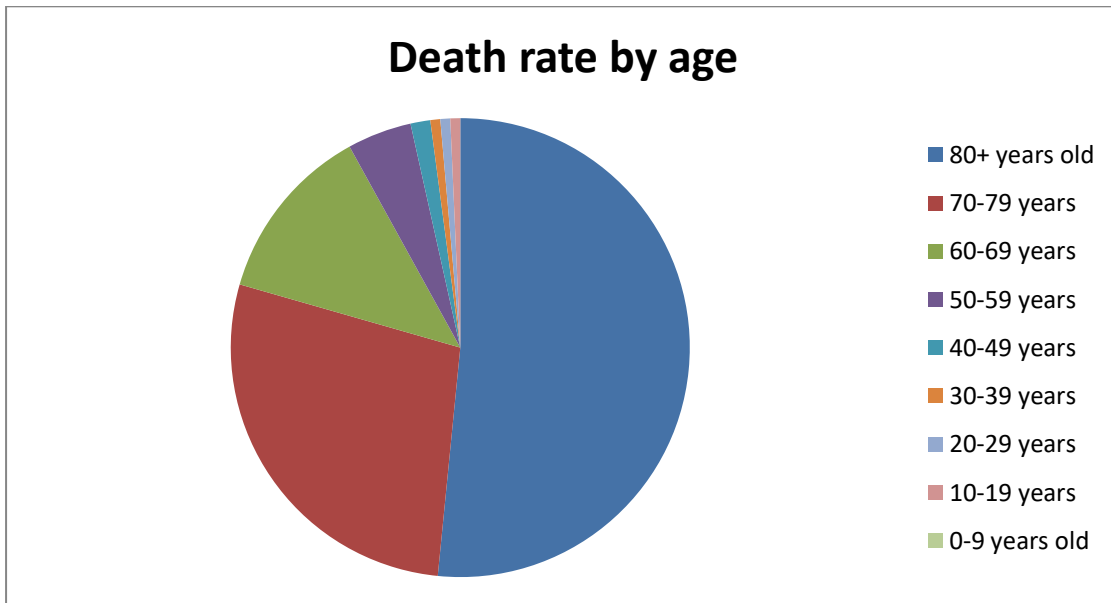
Fig 6: Covid-19 mortality rate by age

As per Figure 6, it has been analysed that covid-19 impact can be seen more in the age group of 80 plus year old individuals may be due to less immunity power and precautions but this analysis doesn't convey that it can't spread to other age groups. This disease leads to community spread in the world but children are still safe from this pandemic.
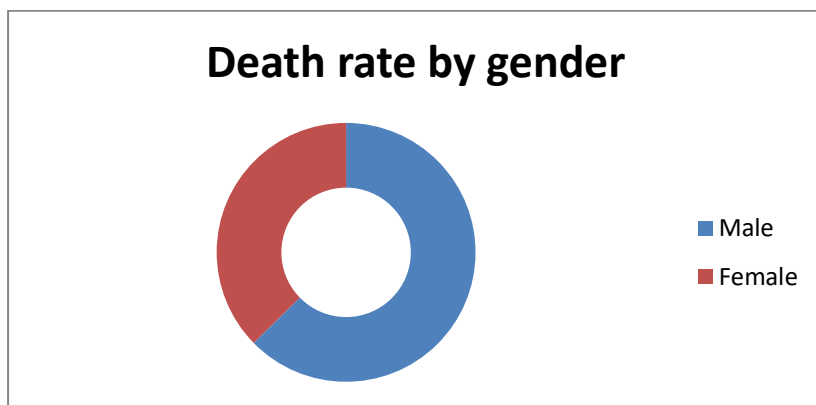
Fig 7: Covid-19 Mortality rate by gender

Based on Figure 7, covid-19 caused more deaths among the males as compared to the females of the total world population which may be due to not maintaining proper social distancing by going out for work and not taking precautions and coming in contact with infected persons.
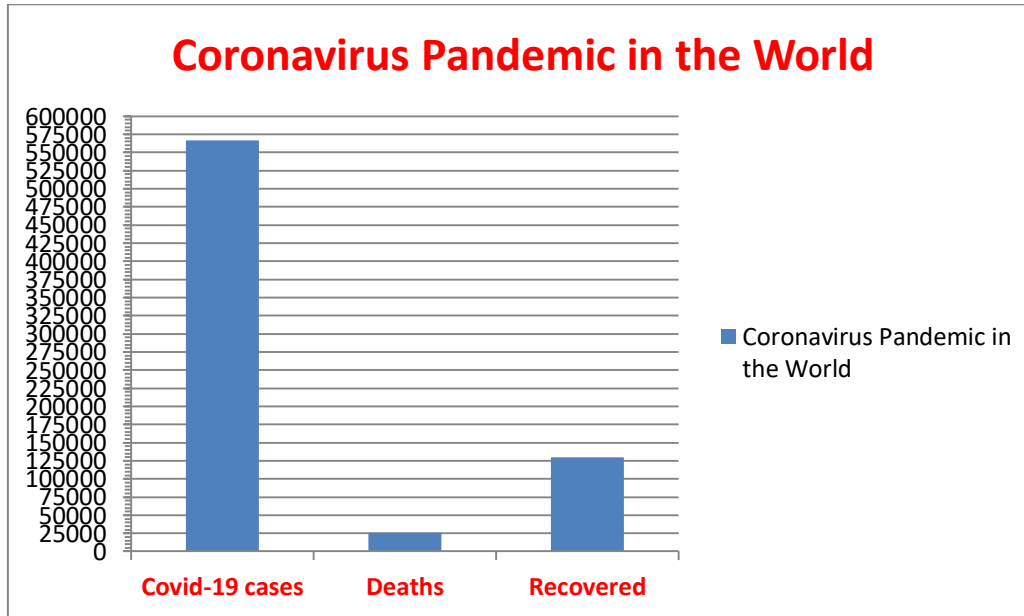
Fig 8: Total corona virus cases/ Death/ Recovered cases in the world

Figures 8 showing the total cases of covid-19 in the world but as comparison with the death rate, mostly countries are able to recover their patients by providing them different treatments to overcome with it.

Some facts about covid-19

- Corona virus is not a one virus but it belongs to family of corona virus and it actually causes respiratory problems to humans and other family names of this virus are SARS-CoV 2 and MERS-CoV and disease caused by corona virus is named as covid-19.
- There was one viral photograph floating in the social media which was the page of the book name "Aadhunik Jantu Vigyan by Dr. Ramesh Gupta" in which the treatment of corona virus was mentioned which considered being fake news.
- President Trump announces the drug named Hydroxychloroquine, a malarial drug for the treatment of covid-19 with the approval of FDA (Food and Drug Administrator) and this drug now being used in USA for covid-19 patients.

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- There is a buzz around different countries that corona virus was purposeful man made virus creation of China which was intentionally created to destroy the economic conditions of the different countries especially USA and this truth considered the proof that there was no death cases recorded in the different cities of china like Beijing and Shanghai except for Wuhan city. Wuhan was the epicentre of covid-19 initially but it can't spread to nearby cities but able to spread around the world.

- The sector which is beaten up most by covid-19 is travel and tourism sector which used to contribute around 10% GDP of the global world.

- As corona virus continues to spread most of the countries implemented lockdowns and mass quarantines for their citizens.

- According to Dr. Bishwaroop Chowdhary, corona virus is a very normal virus and media only hyped the news and the main motive to create fear among people and china can able the sell the diagnostic kit in the world market and make their business.

Conclusion-

As per the study we have found out that corona virus is considered to be very dangerous by the different nations as per the cases and the mortality rates but to control this pandemic each country handling these situation very carefully and lock down is the only way to control this zoonotic disease. As Italy had the maximum mortality rate and the reason was not avoiding the social distancing among the people and they were in regular contact with each other but after the uncontrolled situation, Italy had taken some precautions and the things are under controlled now. From the study it is also found that there is no treatment and vaccination is being prepared till now so the only option available for the individuals to listen and co-operate their government decisions to avoid further loss of lives.

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Impacts of Medical & Wellness Tourism on Tourism of India

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Abstract

Travel industry throughout the years has sprung up to be world's biggest and quickest developing in dustry. It is a real jewel of the cutting edge society. Restorative the travel industry is the movement of individuals to a spot other than where they ordinarily live to obtain restorative treatment in that nati on. Customarily, individuals would go from less-created nations to real restorative focuses in excepti onally created nations for therapeutic treatment that was   inaccessible in their very own networks. The ongoing pattern is for individuals to head out from created nations to underdeveloped nations fo r restorative medications on account of cost thought, however the customary example still proceeds. The travel industry as a general rule isn't an industry however an action. It is characterized as an ac tion that happens when individuals move to some other place for recreation or for business and rema in in any event for 24 hours. The travel industry in India is the biggest administration industry, with a commitment of 6.23% to the National GDP and 8.78% of the all out work in India.

Keywords- Restorative, Medication.

Introduction

Therapeutic the travel industry is otherwise called Health Tourism. This Industry creates in various with the assistance of Corporate clinic and Government emergency clinics, Mostly nations has made the positive strides for the advancement of restorative segment, for example, presentation of outside direct interest in this segment. It builds up the long haul framework and import the outside Technolo gy. Essentially, Government of India, China, Japan has likewise created with industry through except ional arrangement wet in the financial plan. Till being business is evaluated to twofold in incentive b y 2012 and more than by 2017.

This produces pay dimensions of each nation and create framework for development of Health Care offices. To giving these kind of offices consequently the well being and health the travel industry we re increment and the travel industry were advance generally in a worldwide manner.

1. Objective of the study

The present investigation intends to extend the effect of Medical and health in Tourism Scenario. To depict the equivalent, this examination work centers around the following goals.

1. To Discuss the Concepts of Medical Tourism

2. To Identify the Major Advantages of various as a Medical Tourism Destination.

3. To Describe the Government's Initiatives for advancing Medical Tourism.

4. To Elaborate the Treatment Options accessible under the Concept of Medical

5 .To study the Effect on Employment.

	India	Fertility, orthopedic, cardiac and oncology problems and organ transplants
	Israel	Bone marrow transplants, heart surgery, and catheterization, oncological and neurological treatments
	Malaysia	Dental, cardiac and cosmetic plastic surgery
	Mexico	Weight loss treatment and surgery
	Singapore	Cardiology, gastroenterology, liver transplants and orthopedics
	South Korea	Cancer treatment, organ transplantation, infertility treatment, and spinal treatment
	Taiwan	Infertility, joint replacement, cardiovascular procedures and cosmetic treatments

Types of Treatment (25)

(A) Review of Literature

Therapeutic the travel industry isn't at all another idea. Therapeutic the travel industry is known as to get restorative or careful administrations while voyaging or traveling in another nation. Therapeutic t he travel industry is a type of well being the travel industry by alluding to the movement of individua ls from his nation of starting point to another nation with the goal of more esteem included restorativ e treatment and administrations.

As indicated by Hopkins et al.(2010), therapeutic the travel industry is "a quickly rising indication of worldwide commercialization of social insurance" (p. 185). Gupta (2008) composes that "therapeutic the travel industry is a multi-billion dollar industry advanced by governments and the therapeutic and the travel industry ventures" (p. 4).

As indicated by Connell (2008), therapeutic the travel industry additionally allowed a chance to resto rative voyagers to profit medicinal offices in a fast way as they would need to hang tight for longer p eriod on the off chance that they would experience treatment in their local nations. Also, certain intia tives (upgraded medicinal offices, great correspondence frameworks and better transportation offices) ad libbed by building up nations' administrations have been brought about advancing therapeutic th e travel industry by incredible degree.

2008 (Literature Review)

In 2008, just three genuine papers on medicinal the travel industry were followed. Practically all these papers were calculated in nature. Lautier went for filling the hole of the accessibility of experimental investigation on medicinal the travel industry and the quick development of well being administration sends out[21]

2009 (Literature Review)

A book entitled Medical Tourism turned out in 2009. This book was composed by Parekh R.L. the book begins with a general presentation of the idea of medicinal the travel industry. Different viewpoints referenced in this book are medicinal the travel industry in the Indian setting, globalization of medicinal medications and its effects on restorative the travel industry. The book additionally depicts positive and negative parts of rising medicinal the travel industry[22]

The primary research article in the said field of study showed up in an exploration diary by Goodrich and Goodrich in Tourism Management, entitled Health-care Tourism: An Exploratory Study in 1987. This article investigates the well being the travel industry, yet not medicinal the travel industry. In 1987, it was considered as a chief article. Very little research was done, to recognize restorative the travel industry with well being the travel industry. In this article the writers reviewed 206 voyagers, 22 travel specialists, 12 therapeutic specialists and two cultivators. The principle motivation behind the article was to investigate how goals can draw in individuals through well being related administrations [23]

Mueller and Kaufmann (2001) tending to a few of the issues relating to lodging industry and health the travel industry contributed an article on the European Tourism and Wellness industry. The motivation behind these articles was to characterize also, delimit the terms, for example, wellbeing and health the travel industry, to decide them as the instruments for quality administration and to position them in the well being market [24]

One book has been distributed entitled Medical Tourism in Developing

Nations by Milica Z. Bookman and Karla R. Bookman. It is an endeavor to foundationally assess the marvel of medicinal the travel industry from a monetary perspective. This book is one of the main scholarly works distributed on medicinal the travel industry. The primary motivation behind the book is to assess therapeutic the travel industry as a system for financial development, concentrating on how income from worldwide patients converts into yield, occupation and pay [26]

Technique

In the paper a blend of subjective and illustrative investigation is adopted. The study is primarily based on secondary data source. Moreover, a macroeconomic standard for featuring the impacts on restorative the travel industry and medicinal services offices in India is used. As a piece of unmistakable investigation different sources what's more, gathered auxiliary information to make diagrams and figures. Different figures have been incorporated into the paper from direct sources
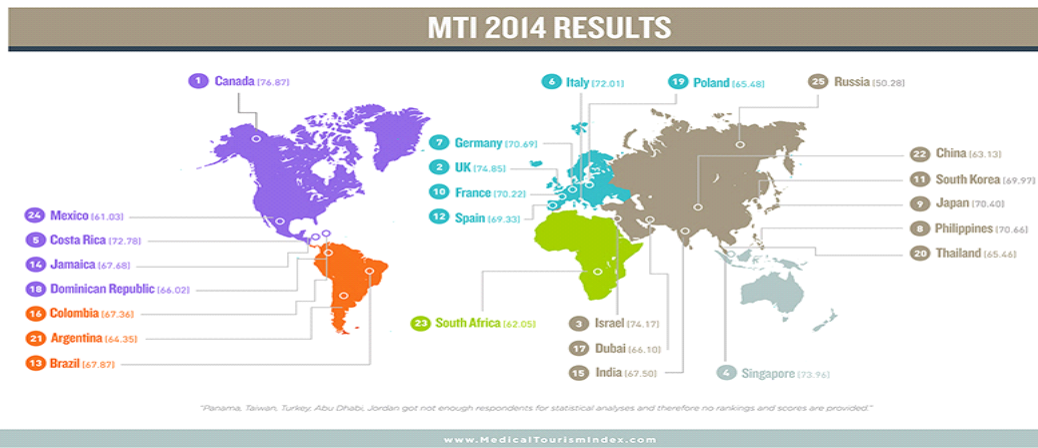
(B) Medical Tourism Index.[9]

Development and concept of Medical Tourism

Medicinal the travel industry is really a huge number of years old. In antiquated Greece, travelers and patients originated from everywhere throughout the Mediterranean to the asylum of the mending god, Asklepios, at Epidaurus. In Roman Britain, patients took the waters at a sanctum at Bath, a training that proceeded for a long time. From the eighteenth century. affluent Europeans made a trip to spas from Germany to the Nile. Since the mid nineteenth century, when there were no confinements on movement in Europe, individuals visited neighboring nations so as to improve their well being. At first, minor venturing out was viewed as a decent treatment for mental and physical prosperity. In the 21st century, moderately minimal effort stream travel has taken the business past the well off and edgy. Afterward, for the most part rich individuals started heading out to vacationer goals like the Swiss lakes, the Alps and exceptional tuberculosis sanatoriums, where proficient and regularly concentrated therapeutic consideration was advertised. In this century, in any case, therapeutic the travel industry extended to an a lot bigger scale. Thailand, trailed by India, Puerto-Rico, Argentina, Cuba and others rapidly turned into the most prevalent goals for medicinal sightseers. Muddled medical procedures and dental works, kidney dialysis, organ transplantation and sex changes, beat the rundown of the most prominent methodology.[6]

2. Advantage of medical tourism in India

Internationally authorize therapeutic offices utilizing the most recent innovations Highly qualified Physicians/Surgeons and medical clinic bolster staff Significant cost reserve funds contrasted with local private medicinal services Medical treatment costs in India are lower by at any rate 60-80% when contrasted with comparative techniques in North America and the UK No Wait Lists Fluent English talking staff Options for private room, interpreter, private gourmet specialist, devoted staff amid your remain and numerous other customized administrations Can without much of a stretch be joined with a vacation/excursion for work.[8]

4.Restorative Tourism in India: Challenges and Issues

1 No solid Government support/activity to advance therapeutic the travel industry. ii. Absence of coordination among different players in the business carrier administrators, lodgings and medical clinics. iii. The negative Restorative Tourism in India: Challenges and Issues discernments about India as to open sanitation/cleanliness principles or commonness of infectious maladies. iv. No appropriate accreditation and guideline framework for emergency clinics. v. Absence of uniform estimating arrangement crosswise over medical clinics. vi. Solid rivalries from numerous different players. vii. Absence of protection approaches for this segment. viii. Low interests in well being framework. ix. Development creates medicinal services difficulties in blasting India. The nation graduates 27,000 specialists every year except most need to work in urban areas. Be that as it may, millions must walk miles to see a doctor. x. Disparities in medicinal services access among private and open frameworks may increment.[1]

5. Administration and approach making at global, local and national dimension

therapeutic the travel industry administration includes connection between commercialization, commodification and internationalization of human services. Consequently a well being arrangement in t herapeutic the travel industry can be influenced by the adherence to the assentions marked by the legi slatures. Universally, the arrangement of therapeutic administrations as is authoritatively under the G eneral Agreement on Trade in Services (GATS). Governments have the alternative to either be a piec e of the GATS or practice outside the legitimate ward of the assention. India, Thailand and Turkey h ad turned into the individual from GATS since 1995 (World Trade Organization [WTO], 2018). Prov incially, Thailand have joined the Framework on Agreement on Trade in Services (AFAS)[2]

6. Effect on Employment

The travel industry is a prime part for work in India. The therapeutic the travel industry has capability of creating 3 million openings for work crosswise over India in before the finish of 2020. The interest for AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy) and natural items is flooding in India and abroad. (Vira, 2016)[15] For appropriate working of clinics or the medicinal business at extensive there is an incredible requirement for accessibility of high caliber human services experts and medical attendants. The medicinal staff needs to be accessible nonstop. Conditions, for example, these along with the requirement for good assistants at the inns where these patients stay is important. Such factors lead to an expansion in the business openings. The ubiquity of Indian neighborliness over the world energizes the friend of the patient to investigate India. This segment is a case of how India is benefitting from globalization and redistributing.(Shanmugam, 2013)[16]

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Procedure (cost in USD) *	USA	UK	Singapore	Thailand	India
Coronary Artery Bypass Graft (CABG)	35,000	30,000	13,000		8,000
Heart Valve Replacement	200,000		15,000		10,000
Knee Surgery	35,000	20,600	7,000	7,000	6,000
Breast Augmentation	10,000	9,800		3,000	2,700
Face Lift (Rhytidectomy)	20,000	11,600		2,300	2,800
Nose Surgery (Rhinoplasty)	7,300	7,800		3,900	1,700
Varicose Vein Removal	12,600	6,800			2,900
Dental Implants	3,500	2,800	1,600		1,200
LASIK Surgery	4,000	2,800	1,600	900	700
Tummy Tuck (Abdominoplasty)	8,500	8,000		4,100	2,900
* Prices can vary as per the medical condition of the patient - Please contact Healthbase for more details					

(B) Low cost Medical surgery comparison.[10]

7. Idea of Healthcare Service

The social insurance administrations industry is currently a business movement in India. Social insurance is secured under Customer Protection Act, 1986, and incorporates allopathic, homeopathy, naturopathy, Ayurvedic, Unani, etc. The principle administrations are given here in this industry are as per the following: clinics; united administrations incorporate neurotic labs, rescue vehicle administrations, private funeral homes and drug store; paramedical administrations identify with wellness focuses, Cosmetic facilities—managing stoutness and skin-related issues and scholarly foundations are those like therapeutic universities, nursing schools, examine organization, etc (Avenkar, 2012). The medicinal services administration is given by clinics through analysis, treatment, post-operational consideration; advantageous administrations incorporate upkeep of case history, enrollment, charging and bolster activities for example, clothing, diet, drug store, stores, security and transport. The administration procedure is highlighted with two bearings like administrations for the IPD (in patient office) and OPD (open air quiet office), tele consultation and patient guiding for way of life related issue.[12]

8. Job of government

Administration of India, the Ministry of Health and Family Welfare and the Ministry of Tourism have together framed a Task Force with the end goal of advancing India as a Health Goal for people over the globe in order to empower them to profitably use the human services mastery and foundation accessible in the nation. The point is to grow the scope of the travel industry items in India, both for residential and worldwide market. For this, streamlining of migration process for medicinal guests is essential. In this association, the Government of India has presented another class of Medical Visa (M-Visa) which can be given for explicit period to remote voyagers coming to India for medicinal treatment. The Ministry of Tourism India (MoT) is intending to broaden its Market Development Assistance (MDA) plan to spread Joint Commission International (JCI) and the National Accreditation Board of Hospitals (NABH) ensured clinics.[13]

9. The travel industry Today

Today the travel industry represents the single biggest quiet development of individuals over social li

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mits. At the Manila Declaration on the social effect of the travel industry the World The travel industry Organization referenced that travel industry can bolster more prominent inclusion of networks in the arranging, usage, checking and assessment procedures of the travel industry arrangements, projects and tasks inside the setting of national targets and needs, which improves individuals' way of life through the travel industry by giving financial and social open doors for more extensive investment and wherever conceivable and worthy, dispersal of the travel industry exercises and goals to peripheral regions to increment rustic income.36 Throughout the world, the travel industry is considered as an advancement vehicle because of its commitment to the neighborhood and national economy. It speaks to a critical wellspring of remote trade income, particularly to create nations. For some nations the travel industry is the real wellspring of work for neighborhood networks. As per World Travel Tourism Corporation each tenth individual on the planet is identified with the travel industry industry by 2012 .[3]

(D) Revenue generated through medical tourism[11]

10. Growth and scope of Medical tourism study

The pledge to give thorough social insurance to all residents, regardless of their paying limit, was surrendered by the Indian government following 30 years of Indian freedom. After the globalization and progression of Indian economy on 1991, the administration of India has opened up therapeutic support of the deliberate and private divisions for remote sightseers and other residents who can pay to get the innovative therapeutic administrations. The fast development of the private part over the 1980s and the development of a corporate well being segment during the 1990s was a piece of the thorough approach that advances these sections. This was done through moving appropriations regarding modest land, concessions from gear and medication import, putting these organizations on government boards and making them a piece of government protection conspires in expansion to giving prepared work force and master doctors through state – bolstered medicinal instruction.[4]

Travel and Tourism is one of the essential enterprises in the Indian economy in terms of remote cash gaining and business age. In the travel industry field therapeutic the travel industry is a newly discovered chance, which is yet to be created to its full potential. In view of its wonderful potential, it merits the consideration of the approach composers, analysts just as the general population. Henceforth, this examination opens up those vistas that are basic for an expound insightful research. It endeavors to distinguish all the allopathic treatment alternatives accessible in India.

11. Limited time Measures taken by the Central Government

To advance development in the Indian medicinal travel industry, the Central government has plans to improve well being foundation. The National accreditation Board for Hospitals and Healthcare Providers (NABH) does its own accreditation of medical clinics to ensure administration quality and has so far certify a few of the emergency clinic individuals. It is right now during the time spent expanding the quantity of emergency clinics, facilities and clinical labs in urban as well as rustic pieces of the nation. Impetuses and expense occasions are being offered to emergency clinics and dispensaries giving wellbeing travel offices. The Indian therapeutic travel and medicinal services division offers a lot of chances for businesspeople, restorative gear producers, human services specialist co-ops, and traveler offices and the government is urging them to put resources into restorative and preventive wellbeing administrations to build therapeutic travel to India. The abroad workplaces of India"s Ministry of Tourism showcase restorative the travel industry by stocking up and dispersing informations about Indian clinics for potential outside patients. They publicize the sector"s mastery in heart medical procedure, oncology treatment, orthopedic and joint substitution, all encompassing human services in clinics that they advance as focuses of perfection.[14]

(E) Total expenditure on Health as % of GDP

12. Abhorrence's of coming to India for treatment

At the point when patients were asked, "What do dislike about coming to India," the traffic was the most widely recognized reaction. The streets had overwhelming traffic with a great deal of clamor and contamination. One patient stated, "I'm strolling down the road, crossing the road and pondering 'amazing', I'm here for my wellbeing." The lanes were vigorously swarmed and filthy. One patient stated, "it's even an issue for an emergency vehicle to traverse the traffic which may be dangerous for th

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e individual in critical need of therapeutic treatment." now and again, the avenues were incredibly un sanitary. Another aversion refered to by the patients was destitution. Neediness could be seen all over the place and it was dispiriting for a portion of the patients to see such huge numbers of needy individuals in the city. A couple of patients grumbled about the sustenance and having to manage looseness of the bowels. A couple of patients referenced that they didn't care for the way that they needed to travel most of the way around the globe for medicinal treatment. The about 24 long periods of flight time was incredibly tedious for a portion of the patients. One patient worried about the likelihood of entanglements emerging after returning home. A few patients likewise grumbled about a portion of the work force and offices. One patient had a not insignificant rundown of grumblings around one office's sloppiness. He felt that the office expected to westernize and broadcast its office. The dividers furthermore, desk areas were messy. Additionally, he said that their office required a decent PR organization to help advance them all the more plainly. Nonetheless, the patient said that when he became accustomed to the "distinctions," it was not all that awful[8]

13. Essentialness of Medical Tourism

Restorative the travel industry is an industry which joins human services administrations connected with visitor administrations forthe remote medicinal vacationers. Patients from one nation travel to some other nationlooking for specific wellbeing administrations. Their movement is frequently joined with relaxation and the travel industry. One of the significant effects of the New Economic Policy of 1991 on the Indian economy has been the globalization of social insurance administrations. Since 1995 numerous remote nationals are heading out to India to look for quality human services offices at low expenses. Consequently, India has turned into the goal for medicinal the travel industry not just for therapeutic visitors from neighboring nations, yet additionally for patients from Europe, USA, Australia, Africa and Arab nations. As per CII McKinsey Report, by 2012, restorative the travel industry will include Rs.10,000 crores of income to the private players. This industry has been developing at the rate of 15% and is relied upon to achieve 30%[7]

14. Explicit Tour Packages For Medical Tourist In India

Indian Government is propelling different plans and projects to advance wellbeing the travel industry and welcoming outside and private financial specialists to put resources into emergency clinics and settlement division. As indicated by an examination 75- 80% of medicinal services administrations and interests in India are currently given by the private segment. India is allowing different impetuses and assessment refund to different pharmaceuticals ventures to give medications, surgicalequipments, and other medicinal offices.

15. Suggestions

Therapeutic Tourism in India is one of the developing businesses promising higher income for the

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nation in the coming years. In any case, this development isn't without blemishes. In spite of the fact that the ramifications of the development of therapeutic the travel industry in India merits its very own broad investigation, an endeavor has been made to underline the significant dangers included[17]

Preoccupation of Public Funds: The potential for expanding restorative the travel industry has prompted private clinics requesting more prominent endowments from the legislature to extend their administrations. Lower import obligations and higher sponsorships could cause the nation's human services spending plan to occupy from open human services division towards private segment. This could antagonistically affect the neighborhood patients who have extreme and incessant infection or ailment and don't have the reasonableness to having abroad restorative treatment and completely rely upon open human services given by their government[18]

Disparity in restorative administrations: The accessibility of gifted staff and accessibility of better innovation could additionally widen disparities in the therapeutic administrations given by Government and private medical clinics[19]

Conclusion

Therapeutic the travel industry is probably going to increment throughout the following decade as more patients can get to the web and procure data applicable to mind offered abroad at a reasonable cost. While a few patients will profit enormously from treatment as a restorative vacationer, numerous lawful and moral issues will likewise emerge. The world is getting to be worldwide town and individuals are heading out starting with one nation then onto the next acc. to their prerequisites. The expense of restorative treatment in western nations is a lot higher than nations like India, Mexico, Thailand, Costa Rica, South Korea, Singapore,

Malaysia and so forth. These nations are giving best in class restorative offices and treatment with considerably less expense or cost. The retreat in west and lessening in the cost of air travel additionally builds the medicinal the travel industry. India is rising a worldwide player in the medicinal the travel industry. Despite the fact that there are numerous chances and issues however India will defeat from the majority of this and end up real player in this industry. Restorative the travel industry give advantages to therapeutic vacationers and host nations by giving work to a few people and less expense to explorers, outside trade profit for host nations and so forth. Along these lines, finally we infer that restorative the travel industry is currently turning into a worthwhile industry for some nations and they a

re rivaling each other to pull in the medicinal visitors and India is getting to be significant player in t his industry.

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Tourism & Monument: Exploration v/s Exploitation

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Introduction & History of Jharkhand Tourism

"One's destination is never a place, but a new way of experiencing life" and this is what tourism is for travelers. Jharkhand is a state of immense greenery and ancient histories. Jharkhand was already on the Indian map even before it was finally separated on 15th November 2000 due to the resources it availed us such as iron and coal to name a few. Jharkhand was also influenced with different cultures which inhabited in the land such as Maurya Empire and Mughal Empire which contributed in its overall architectural development.

Not only the for the architectural magnificence Jharkhand displays but also how beautifully it had been sculpted by the mother nature is also one of the most admirable factor of the state among the masses. Post-Independence, Jharkhand was divided among the neighboring states namely Bihar, Orissa (Odisha), Madhya Pradesh making it the 28th state of the nation.

After the Mughal Empire was on its verge of extinction, the tribes took control of the region and played a vital role in initializing the battle of independence against the British, after all we have all heard the names of Birsa Munda, Sidho and Kanho. There are currently 32 tribes in Jharkhand which adds to the diversity and complexity in the culture of the state.

Exploring means the act of travelling around a place in order to learn something new about it, whereas exploitation of monuments means to ruin the cultural heritage of the place.

Earlier our ancestors used to travel be sea routes as it was a convenient & most affordable medium but it was time taking. Due to technological advancement we can now easily travel to any place without wasting time we can travel thousands miles within a few hours.

For any country, tourism generates a lot of money especially a country like India. Due to the Taj Mahal (one of the seven wonders of the world) every year the government raise a huge sum of revenue. Travelling adds flavor to life as you travel to different places that have a different culture and lifestyle.

Including The Taj Mahal there are many destinations that is spread over the Indian plateau. India has a large variety of flora & fauna. Moreover, in almost every city of Indian, there is a historical monument made by the rulers in their time period.

Among those states, Jharkhand is the state of waterfalls, hills & nature. The word "jha" means bush & "khand" means land, thus the state is also named as land of forest & greenery.

In spite of being connected with the nature it also has lots of connection with culture and heritage.

Places to be explore & Foods at Jharkhand

There are ancient cave paintings too in Hazaribagh district which are from Meso-chalcolithic period. As above mentioned the state gives way too many rivers, some of them are:

- Ganga
- Son Subarnarekha
- Kharkhai
- Damoder
- Ajay River and e.t.c.

The state also comes under the list of most found hilly areas & some of the mountain ranges are

- The Parasnath (Sri Sammed Sikharji),
- Netarhat
- Rajmahal hills,
- Trikut
- Tagore Hill.

Jharkhand has a variety of flora and fauna which grabs the attention of nature lovers.

Betla National Park in Latehar district has a diversity of fauna including elephants, tigers, bison's e.t.c. among the important floral that form an important part of fauna are:

- Sal
- Jackfruit
- Jamun
- Kendu
- Gambhar
- Shisham
- Mahua
- Katha.

Dance & Festivals at Jharkhand

Music and dance is integral to Jharkhand's tribal communities. The state of Jharkhand has rich and vibrant tradition. It is also known for its local festival among the travelers like :

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- Karma,
- Sohrai,
- Phagua,
- Tussu
- Vaha
- Sarhul.

Jharkhand can fairly claim to be one of the most attractive parts of the Indian peninsula.

The second most important thing which a traveler is found of is food and on a visit to a local village in remote area one can get a chance to taste such exotic food.

All preparation expects the pickles & festive ones are low on oil & spices. There are eateries in all cities & towns. "Balusahi" is alone the most loved sweet dish in the state.

Those travelling in Jharkhand, particularly in winter, look for Tilkut.

Home to a number of heavenly waterfalls, pristine lakes& dams depicting the architectural excellence, Jharkhand offer the nature lovers the best sojourn to be cherished foe lifetime. The popular waterfalls are

- Hundu falls,
- Dasam falls,
- Johan falls,
- Rajrappa falls in Ramgarh,
- Dimna Lake,
- Mithon Dam,
- Khandoli dam & many more.

According to ASI (Archeological Survey of India) Jharkhand too have numerous monuments, some of them are:

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- Asura Sites (Hamsa, Ranchi) ,
- Ancient stone temple with a small sivalinga inside (khekpetta, Ranchi),
- Ashoka inscription on the Chandan Shahid-hill,
- Ruins of Baradri buildings with probable underground cells & passage and many more.

Among the major sites that contribute towards tourism in Jharkhand is Ranchi hill is one of the finest destinations in Jharkhand. For preserving the culture and ancient artifacts like stone tools and terracotta there are famous museums such as Sanskriti Museum and Art Gallery, Hazaribagh, Ranchi Science center, Ranchi and State Museum Hotwar.

For those with religious beliefs, devotees will get an opportunity to bow their heads down at some of the religious shrines by visiting

- Ranchi,
- Deoghar,
- Rajrappa,
- Barharwa,
- Maluti village
- Ramgarh.

Amongst all the temples of these destination the must visit where pilgrims can seek blessings includes:

- Baidyanath Joytirlinga,
- Naulakha Mandir,
- Sun temple,
- Bhuvaneshvari temple
- Deori Temple e.t.c.

The cattle playing an important role in the Jharkhand, travelers will get an opportunity to witness the big cattle fair which is the much celebrated mela are yet another festivals of Jharkhand.

The art & craft of Jharkhand is yet another aspect that is worth experiencing in the state which in anyway let the tourist indulges in shopping. Being   tribal state, Jharkhand excels in :

- Woodwork,
- Bamboo work,

- Tribal ornaments,
- Metal work,
- Pitkar painting
- Stone carving.

The travelers get to know about the craftsmanship of locals which is truly praiseworthy.

A trip to Jharkhand will give the tourists an idea about the rich culture & heritage of the state.

There are many other things to do & places to explore including water sports in Pataratu dam in Jharkhand.

Exploration V/S Exploitation

Exploration and Exploitation are the dichotomy of tourism. Exploration means that you search over the whole sample space (exploring the sample space) while Exploitation means that you are hampering the promising areas found when you did the exploration.

After this it is easily understandable that exploitation only occurs when exploration is successful and the former is depended on the latter.

When it comes to exploration and exploitation of monuments and heritage it is one of the major issues of rifts between environmentalists and world leaders where the leaders want to use the monuments and heritage sites for mining and grazing to use them as a benefactor of their nations and the environmentalists are determined to use any force (legal) required to stop them as well as influence the masses, as monuments and heritage sites are an important aspect of the world as well as society and must be preserved. Apart from the political front the monuments and archeological sites are also affected by several other prospects such as:

1. **Lack of Master Plan**: Except the world heritage sites e.g. Taj, Humayun's Tomb, Ajanta, Ellora, Bodh Gaya etc. other monuments of national importance face negligence of local or state administrations. The lack of proper master plan foster haphazard growth around the sites and as a result sites lose their charm.
2. **Encroachments/illegal occupation:** Encroachments around ancient monuments has been a major concern. These encroachments are done by local shopkeepers, souvenir sellers or local residents. These temporary or permanent structures are not fit with architecture of monument or environment. For example: CAG Report, 2013 noticed encroachment within the premises of the Taj Mahal near Khan-i-Alam's Bagh.
3. **Pollution:** There are several types of environmental pollutions which hamper the heritage properties. E.g. Taj Mahal was badly affected by Sulphur dioxide etc. emitted by oil refinery at

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Mathura and more than 200 furnaces used in Taj ganj area. The environmentalist groups with the help of Supreme Court banned emission of these polluting agents

4. **<u>Tourism and irresponsible Behavior of Visitors</u>**: Increasing tourism and lack of civic sense among majority of tourists have caused large damages to monuments degrading their aesthetic value. Criminal damage such as graffiti and defacement directed towards the monuments has been a major concern.

5. **<u>Degradation and lack of conservation</u>**: Biological agencies such as mosses, fungus, algae, and insects affect construction materials like timber, bricks, stucco etc. Further, temperature and moisture which is a prime agent of degradation of monuments pose a serious concern. However, the conservation practices have been primarily directed towards World Heritage sites, while other monuments have been largely neglected and thus degraded over time.

It must be understood that all the example given above are focused towards Indian monuments but all of the five issues are faced by the monuments all over the world.

It's our responsibility to keep our home town clean and attractive. And our monuments, cultural heritage helps us to be connected with the geriatric era of the region.

<u>How to overcome with this:</u>

In order to counter the exploitation of the monuments and archeological sites all over the world we all must come together and understand the historical value of the monuments and how precisely they are able present the antiquity of the globe.

The people should never take these heritages for granted and must always respect them as these monuments and artifacts are the closest we can ever come to the old periodic ages. Here are the few things that we can do:

- Awareness campaign to educate community
- Adopt monuments
- Strict Government action & plan to save monuments, setting up of Archaeological departments
- Collecting, generation of funds & donation for their renovation
- Chemical treatments of monuments & restoration
- Taxes/donations to preserve monuments, monument fees and other related funds from citizens and tourists.
- Volunteering for their conservation

- Meetings, surveys, reports, heritage clubs should be set up by schools, educational institutes to make students and youth aware to save monuments.
- Devising proper Legal framework to preserve monuments at national and global level. Strict implementation of laws to save monuments.
- Save from pollution, Keeping factories and other polluters away.
- Control mobs ,acts of vandalism, terrorists attacking monuments
- Corporate, Multinational corporations should take responsibility to conserve monuments.

Conclusion:

Tourism industry in Jharkhand has got vast potential for generating employment and earning foreign exchange. It could be a good source to make country's overall economic and social development. Undoubtedly, the newly formed Jharkhand state has the potential to attract not only domestic but also foreign tourists. There is a need to take holistic approach and execute in terms of infrastructure, good communication, secure and safe tourism, and comfortable transport facilities.

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Community Participation act as a Catalyst in promotion of Rural Tourism Development – Study on Heritage and Sculpture Village Shivarapattana in Karnataka.

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Abstract

Community development is a platform that focuses on tourism as a means to empower people and provide them with skills to advance their local communities. In India, Community-based tourism has become a catalyst for rural entrepreneurial activities, which gradually developed into a hub for small scale enterprises. This paper shares the experience of Shivarapattana Sculpture Community, a model for community-based tourism located in Malur Taluk of Kolar District of Karnataka State that has directly changed the mind-set of the local community towards entrepreneurship and business environment. To develop this paper, a qualitative approach has been used by combining questionnaires, semi-structured interviews and, participant observation to understand how community-based tourism triggered the development and growth of locals, small scale business and prepares the local community to embark on new business ventures. The community-based tourism in Shivarapattana acts as a Catalyst to prepare the local community for being entrepreneurs by strengthening the local community's confidence in their ability to create business opportunities as well as their skills in running a business. Community-based Tourism creates an enabling environment for the growth of local small scale businesses as evidenced by the establishment of new cooperatives and new businesses. The intervention of these businesses along the Community based tourism value chain has created and will create a significant economic return on investments for the local people and minimize economic leakages through their local linkages.

Keywords: Sculpture, Tourism, Shivarapattana, Community Development, Entrepreneurship

1.1 INTRODUCTION

The Shivarapattana, is the sculpture capital of India where gods and goddesses are made in the best of traditions and geometric specifications. For the sculptors here, the expertise over hand sculpting and stone carving has come from many generations past. The Shivarapattana craft is popular all over India and abroad. The Vishwakarma structures have been given the name Shilparamam and the village making these stone structures came to be known as the Heritage Village, by the government recently.

Tradition, culture, and values represent Shivarapattana consisting of about 2000 members of 300 families engaged in the stone craft. The sculptures of Shivarapattana in Karnataka keep alive the 1,000-year-old artistic tradition. Shivarapattana is a unique village in the country which has been made into a traditional sculpture center. Shivarapattana is also renowned for its metal casting. Deities and warriors of the Chalukyan Period are the main source of inspiration for Shivarapattana sculptures. It is believed that the Shilpi's, sculptors, of Shivarapattana are descendants of the craftsmen who constructed the temples of Belur, Hampi, and Hoskote. For centuries artisans have sculpted the beautiful stoneware found in temples. The sculptures have been exported to temples even in far places like Varanasi, Kashi, and West Bengal. The main idols in the sanctum sanctorum are made by the Vishwakarma Community, while the other castes work on the Pillars, Pithas, Dwarapalikas, Elephants, Nandi the Bull, Lamps, and Lights.

1.2 RURAL TOURISM CONCEPT

Rural tourism showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for enhancing the tourism experience. Tourists look forward to a trip that can offer them meaningful experiences and a quality environment. Concern for nature and its sustainability is growing day by day, however, the interest for alternative tourism such as eco-tourism, special interest tourism, and heritage tourism is increasing. Rural tourism is more towards connecting nature, tourists, and rich biodiversity that satisfy the desire to experience nature which will contribute to repeated visitation.

According to the Ministry of Tourism " Rural Tourism is any form of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience".

REVIEW OF LITERATURE

Butler & Clarke, (1992), Tourism in rural areas can encompass many activities focused upon different types of resources, often with cultural and natural components. The range of potential activities that may be undertaken in a rural context includes: water-based activities; land-based activities; aerial activities; cultural and educational activities; conservation activities; gastronomic activities; health and fitness activities; and 'metaphysical' activities such as pilgrimage and retreats. Rural tourism goes beyond simply complementing traditional activities such as agriculture, and can act as a catalyst for a whole range of new entrepreneurial activities, partnerships, and networks. *Gannon (1994)*, explained that the rural tourism is divided into three kinds of spatial organisations such as attraction, town, and village. Tourism attractions are the core part of the destination and is responsible for the implementation of tourist's activities and the creation of economic benefits. Town serve as the core of the destination system and provide necessary infrastructure for local residents. Whereas villages are the basic units of rural tourism and are responsible for the establishment of ecological security systems and for conservation of ecological landscape. The emphasis is on the impact of space on human activities and social environments. *Kantanen and Tikkanen (2006),* Community development combines community and development that gives communities greater control over the conditions that affect their lives. Local communities have a key role in tourism development as they are crucial in providing a good environmental condition for tourists. The term community states that shared boundaries one geography of residence. Community is defined as a group of individuals living or working within the

same geographic area with the same culture s or common interests. ***Sharpley (2004),***The imperative of sustainability in rural tourism development may direct development more toward social, cultural and heritage issues and it may even limit the potential for economic development of rural areas as outlined by. This can be a problem for rural community development. Indeed, there is a need for a broader view on the relationship between tourism and the countryside beyond rural tourism as a specific and very limited niche market. ***Verbole and Cottrell, (2002),*** Small-scale, 'community' based, 'sustainable' rural tourism projects have been a notable element of European-aided projects in a number of countries. More analysis is required of the importance of local community relationships in a region where continuity from the communist past may be unseen but crucial. for example, points to rural tourism development as a negotiated process involving a number of social actors individuals, groups and organisations, each interacting with each other in attempting to attain their own particular goals and aspirations. ***Tosun (2000),*** suggested that community participation in the development process should be considered as a categorical term that legitimizes a variety of community participation. He proposed that different forms (active, direct, indirect, passive etc.) of community participation in the tourism development are appropriate under different circumstances in various tourism destinations which are at different level of development. ***Teo (2002)***, Rural areas and communities are increasingly open to new economies and activities, and the ongoing economic transition of rural areas reflects the issue of globalisation. The consequences of ever-deeper interconnectedness and the dependency of distant places and people may create the need for high rural tourism development goals, but that may also result locally in disconnectedness and non-dependency within already fragmented rural communities. ***McIntosh and Goeldner (1986)***, described community participation in tourism can be examined from at least two perspectives: in the decision-making process and tourism benefits sharing. Participation in the former generally refers to empowering local residents to determine their hopes and concerns for tourism, while the latter is usually realized in ways of increasing incomes, employment, and education of locals. ***Uma P (2016).*** ***Hands that Create God*** The vehicle slows down on the shaded road lined on either side by spreading banyan trees. The cluster of freshly painted modern houses to one side, that is the village, does not seem very remarkable. Once outside the car, it is difficult not to notice the piled up blocks of rough granite blocks and heaps of stone chips that lie at intervals along the road. ***The Bangalore Series – Stone Sculptures (2011)***, Shivarapatna was hardly made up of a couple of rows of houses, all of which were busy with activity. Statues were strewn around in all stages of work. The workshops (like the one shown above) were full of statues ready to be shipped to the US. The craftsmen were all immersed in their work using simple tools, sometimes even oblivious of our presence. ***Vallatharai .L, a novel plan for Heritage Village***, In order to encourage small and impoverished artisans, the development plan envisages supply of raw material stones at reasonable rates and uninterrupted power supply. Preservation of 50 plus old traditional houses and giving a traditional touch to other houses are some other initiatives

SIGNIFICANCE OF THE STUDY:

The study will help us to understand the importance and types of tourism in rural areas. Rural tourism is a source of local income, employment and growth. Rural tourism is a creation of local content and services. The study will helps us to discover the importance of local cultures and traditions of Shivarapatna village in Kolar district of Karnataka state. Community development will pool in positive changes in socio- cultural, socio- economic and political changes in a geographical area. Hence to make any tourism site attractive and accessible can lead to community development.

SCOPE OF THE STUDY:

➢ The scope of the study is limited to Shivarapatna village in Kolar district of Karnataka state.
➢ The study will cover Rural Tourism Development through Community participation in Promotion and Development of Sculpture and Heritage village of Shivarapattana.

RATIONALE OF THE STUDY:

Indian Sculpture is an important part of the heritage tourism which have a lot of potential to generate economic and socio-cultural benefits for any for the areas   where it is been preserved and promoted for tourism development. In spite of tremendous tourism potentials in the region of Shivarapatna village, no steps have been taken by Govt. and Private sectors for the development and promotion of tourism. The local community is not aware about the tourism significance of such sculptural art. The study will identify and highlight the problem areas in the field of tourism development in this heritage and sculptural village. It aims towards finding answers toward the problems and shortcomings in the field of infrastructure development, quantity and quality of transport, accommodation, problems faced by the sculptors of the village etc.

OBJECTIVES OF THE STUDY:

The main aim of this study is to understand how community oriented Rural Tourism Development could be achieved in the Shivarapattana Heritage and Sculpture Village in Kolar District of Karnataka. The specific objectives of the study are:

➢ To become familiar with rural tourism potentials of Shivarapatna village.
➢ To identify the current issues and challenges faced by the sculptors for promotion of the stone sculptures.
➢ To study the shortcomings of rural tourism development and suggest relevant   measures to be undertaken for rural tourism development through community particiaption in Shivarapatna village.

RESEARCH METHODOLOGY:

The data of the proposed study is collected from the primary and secondary sources. The primary data will be supplemented by secondary data to obtain the research findings. The primary data has been collected through the field visit, own observations at the study area and the sculptors, the tourist and the Govt. Officials were interviewed to obtain the relevant information about the study area. The secondary data will be collected from the relevant books, journals, Magazines, periodicals, newspapers and various websites.

RESEARCH FINDINGS & DISCUSSION

• The tourists visiting to the Sculpture village of Shivarapattana, were exposed to the creative hands on training with famous sculptors in the village and the tourists are also spend their money in learning the art of Sculpting and Purchasing the Sculpture pieces as Souvenirs from the local community.
• The Tourism and tourist flow helps in the creation of Employment Opportunities by involving the local community members in various activities to the skilled, unskilled and semiskilled people in the village of Shivarapattana.

- The sculptors were well trained in terms of the designing, sculpting, modularity and innovation in the creating of the Stone Sculptures of God's and Godess, National Leaders, to train in the modern techniques the Government is also invited the sculptors from the Paris and artisans were trained through modern techniques.

- The village is exhibiting its own traditions and cultures in exhibiting or showcasing the 1000 years old art works of the sculptors. The tourists are interacting and influenced through the culture, which is followed in the region and further helps in the Culture enhancement of the region.

- The local community members are involved in the conservation and protection of the environment. The tourism activities help, in the conservation of the water resources, Pollution free environment and other basic facilities in the region.

- The sculptors of the village were involved in the adaptability and innovation activities based on the scarcity of the resources in the destination. The modern sculptors are adopted the various techniques and different innovations in bringing new forms of the Sculpture pieces to the tourists.

- The promotion of Sculpture art forms through the local community helps in the regional development of the place and becomes more and more popular in attracting the tourists towards the destination.

- The income generated by the local community members in the region help in the Standard of the living of the people and local economic development of the region.

Keeping in the view of the objectives the study following measures is considered for promotion of the Heritage Village:

- The government should take the necessary measures in establishment of the Sculpture Museum in the village which helps the sculptors to showcase and exhibit their creative art work.

- The village is located in the cornerstones of the district and the need of accessibility is the need of the hour.

- The accommodation facilities in the region are very few in numbers and hence the Government and Private organizations should come out with the concepts and promotion of the Home Stay concepts through community involvement in the region.

- Granting the Incentives and Loans to these small scale and medium enterprises in the village helps to become more entrepreneurs in the field of Sculpture art forms in the region.

- Due to the ineffective and inefficient publicity of the region, the place is not familiar among the tourists. The government should take the proper publicity of the destination through various channels and media's.

- The local community should be encouraged to participate in the tourism related activities and decision making process in the formulation of the policies with reference to the village.

- The local community members should promote the village through creating their own website, approaching the efficient media partners to promote their sculpture art forms of the region.

- The government should adopt proper marketing communication and promotional tools for effective branding of the destination at National and International level.

- Development of all round facilities of the region including the basic amenities helps to attract the tourists towards the destination.

- The government should construct more and more houses to the sculptors for their livelihood.

- Establishment of more number of Tourist offices, information centers at local and regional levels to provide the full-fledged information about the community innovations in the art forms.

CONCLUSION:

Community Participation is regarded as an important process to achieve sustainable tourism development in the Shivarapattana Village to safeguard the heritage. However, limited studies have been done to evaluate the level of Community Participation in tourism development and to explore the differences between local residents' expected and actual participation in public consultation activities. The findings of this study can be an important reference for the relevant government departments and other important agencies which are promoting the Sculptures as the Handicraft or Souvenir for the tourists. The study also helps to identify the challenges, issues and shortcomings faced by the Local Community Members in the promotion and development of rural potential of Shivarapattana Village. The government and other organisations should take the necessary measures in making the involvement and participation of Local Community Members in the decision making process. The Government and Private stakeholders should take necessary steps to make the local community involved in the developing tourism and protecting the Sculptural art in this Heritage and Sculptural Village Shivarapttana.

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ANALYSING THE INFLUENCE OF DIGITAL MARKETING ON CONSUMERS IN THE SELECTION OF FOOD AND BEVERAGE OUTLETS IN INDIA

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ABSTRACT

Every business organization have different specific goals to achieve, but all the business and especially food and beverage outlets focuses to achieve growth by reaching more consumers and convincing them to select their outlet for food and other services. To influence consumers to opt for their F&B outlets and to retain them, professionals take advantage of all the most valuable marketing resources and technologies, and in the modern world, the internet tops that list. This makes digital marketing very effective tool for the promotion of the F&B outlets. Thus the present study focuses on the influence of tools of digital marketing on consumers in the selection of food and beverage outlets in India. The present study will identify various tools of digital marketing by reviewing the previous literature on the same, influence of tools of digital marketing on consumers F&B outlet selection and this study will also examine the various features of F&B outlets promoted through digital marketing which influences consumers selection of the same. To achieve the above mentioned objectives, structured questionnaire is developed and distributed to consumers of F&B outlets using online platform Google Forms. The structured questionnaire is divided into three sections. First section consisted of demographic profile of the respondents, second section included influence tools of digital marketing strategies on consumers F&B outlet selection on a likert scale of 1 to 5 where 1 is not at all influential, 2 is slightly influential, 3 is somewhat influential, 4 is moderately influential and 5 is extremely influential and third section consisted of influence of features of F&B outlet promoted through digital marketing on consumers F&B outlet selection on a likert scale of 1 to 5. The finding of the study suggested that most influential tools of digital marketing strategies are Online Reviews, Marketing through food delivery portals and Social Media Marketing. Most influential features of F&B Outlets promoted through digital marketing strategies are Quality of Food, Cleanliness Standards, Variety of Cuisines and Pricing of Products.

KEYWORDS: Marketing Strategy, Digital Marketing, Consumers, F&B outlets, Selection

1. INTRODUCTION

Digital Marketing leads to the e-WOM through various platforms i.e. Social Media Marketing, Search Engine Optimization and Websites etc. In this era of digitalization it is very important to use the digital marketing tools and techniques to attract the potential consumers and to retain the existing consumers as well for different businesses. In this competitive world it is very important for all businesses to retain their consumers and in addition get more consumers through the referral of loyal consumers.

Digital Marketing

Digital Marketing is the practice of using digital channels and online platforms to promote marketing activities. Online marketing and social media marketing are both subsets of Digital Marketing. Digital marketing includes email marketing, social media marketing, search engine optimization, search engine marketing, influencer marketing, campaign marketing, video marketing, content marketing. 10 years ago people did not spend half as much time online as they do that, what this means for marketers is that they need to put more effort online marketing whereas offline marketing was the only focused channel.

Following the American Marketing Association's firm centric definition, digital marketing may be seen as activities, institutions and processes facilitated by digital technologies for creating, communicating and delivering value for consumers and other stake-holders.
Digital Marketing is not just a transactional tool, but also generates change at the commercial and microeconomic level, which in turn demands changes in marketing practice and theory (Chaffey & Patron, 2012).

Digital marketing has got to a remarkable change in the marketing industry and opened new mediums for selling products & services and it can be done through social media marketing (SMM), by mobile applications, internet search engine optimization (SEO), to advertise on Google and online magazines by search engine marketing (SEM) competition from intermediaries that will be there for all Food & Beverage Outlet because they are one of the source who brings guest to the outlets with help of their advertisement media and their behaviors in determining their consumer search according to location and facilities based on the intensity of market competition.

Online videos through you tube; f & b outlets can market their facilities precisely by showing their menu, ambience, specialties, special event, offers etc. It is an enhancing source to get more familiar and clear in social networking sites with a best video of facilities on an outlet website will improve content for watching and reading for online visitors, frequent visits, commitment for considerable better growth in website.

Internet marketing has been described simply as "achieving marketing objectives through applying digital technologies" (Chaffey *et al.*, 2009).

Digital marketing helps the consumer improve their knowledge to match their needs with the use of marketing activities (Chaffey *et al.*, 2013).

In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012).

In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of consumers more precisely (Parsons *et al.*, 1996).

More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort & Drennan, 2002).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004).

Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov *et al.*, 2009).

F&B Service Outlets

There are many different industry sectors such as hotels, independent and chain restaurants, popular catering, pubs and wine bars, fast food, leisure attractions and banqueting. There are also sectors where food and beverages are provided as part of another business. These include transport catering, welfare, clubs, education, industrial feeding and the armed forces.

Food and beverage outlets include various types of restaurants (bistros, fine dining, coffee shops, ethnic, themed, speciality), cafés, cafeterias, takeaways, canteens, function rooms, drive-in, lounge service operations, home delivery operations and room service operations for hotel guests.

2. LITERATURE REVIEW

Email Marketing

Email Marketing isn't all about flood the inbox of your consumers with emails. It needs to be very well organised, planned and executed so as to ensure maximum returns. Mailing personalized emails to consumers increases the chances of getting reverted along with showing that an organization cares. Customize offers and communication for various consumers & groups.

The use of email marketing creates the opportunity to offer any potential interested guest to arrive at the right time at the minimum cost, and the results of such activities must be measurable, which creates a basis for decisions on future marketing activities.' (Kotler & Koller, 2008).

Targeting improves the response rates of a marketing campaign (Chittenden & Rettie, 2003; Ansari & Mela, 2003). Message targeting involves choosing a message's content, format, and timing to match the particular needs and preferences of its recipient.

Email marketing has been growing at the annual rate of 10%; 70% of all retailers now employ email marketing (McCloskey., 2006).

Marketing through Websites

A good website today is a prerequisite before establishing a business online. It helps your business transcend geographical boundaries to reach newer prospects, but also work as digital destinations for your consumers who can access it round the clock.

Marketing experts must come up with attractive websites, find a way to attract customers to visit the web site, keep them there for a while and make them frequently come back to their website.' (Kotler, P., Bowen, T. John., Makens, C. James 2010).

The hospitality industry, characterized as customer-oriented and information intensive, is in an ideal position to take advantage of the potential the Internet can provide (Baloglu & Pekcan, 2006; Schmidt et al., 2008; Shuai & Wu, 2011; Wu et al., 2013).

In analyzing websites, many researchers have looked at website evaluation from two perspectives: consumer usability and business functionality. While both methods are valid, the perspectives are quite different and each approach includes unique issues, opportunities, and insights. (DiPietro et al., 2010).

Content Marketing (Food Blogs)

Content used across various online platforms should lead to increased engagement rates. F&B outlets should make sure that relevant content should be posted at the right time across various platforms. Food Blogging is an excellent way to engage with potential consumers and move beyond than just selling Food & Beverage products.

Content is the essence of digital marketing. Good quality content must be engaging and add value to the everyday lives of the audiences. According to socialmedia.com, "There's no secret formula to successfully engaging with your audience on social media, but applying 'The 80/20 Rule' should always be a big part of your social media strategy. It simply comes down to this: use just 20% of your content to promote your brand, and dedicate 80% to content that really interests your audience and engages them in conversations."

More and more people not only keep up interpersonal relationships, but also often seek information through internet, development of related internet application service platforms such as BBS, forum, discussion board, and blog provides a variety of common subjects or experience sharing platforms for people to exchange information (Chu ., 2008).

According to (Ho & Chien, 2008) that trust of internet users in food blog information will also affect their food consumption behavior in real world.

Social Media Marketing

Social Media platforms like Twitter, FaceBook, Whatsapp, Instagram enable organisation to reach out and talk directly to their consumers. Presence on these platforms not only helps brands to establish credibility, improve consumer services but also provides insights on what your consumers are up to.

Social Media is an emerging marketing tool that allows you to get to know your customers and prospects in ways that were almost impossible previously. This information and knowledge must be paid for with output of esteem, faithful, and sincerity (Pant et al., 2020).

Breed (2011) avers that positive comments that are made on social media are likely to increase customers' purchase intentions regarding the purchase of new menus, because such comments serve to reduce the risks involved in making the purchase.

Since the influence of social media on customers' experiences vary according to gender, some scholars such as Shaw (2012) have argued that, men and women tend to have different attitudinal and behavioural orientations in their buying behaviour.

The most influential platforms in terms of mobilising restaurant consumers to share the details of their restaurant experiences are the social networks (e.g. Facebook) and video sharing (e.g. YouTube). (Mhlanga & Tichaawa, 2017).

Telemarketing

Technology advancement, along with innovation in Information Systems, Marketing, and Communications, has made it possible to integrate the Telemarketing function into industries such as airlines, and hotel reservation. (Haramis et al.,2000).

Search Engine Optimization

SEO is an integral part of digital marketing today. The online ranking of a business on various search engines determines the online popularity and helps increase website visits. There is a lot of misconception that SEO efforts would lead to immediate results.

Consumers have made extensive use of search engines to seek out commercial information. This makes internet marketing very important and leads sellers and marketers to compete for higher search engine rankings and to increase their bids for internet advertisement space (Wang & Fesenmaier, 2006).

Television Commercials

Customers are more attracted to advertisements of fast food restaurants such as print production, commercial advertising, and internet advertising of fast foods, likeability and entertainment. These factors have significant linked to the effectiveness of advertising (Asri, 2011).

Paid Social Media Marketing

Social media is the driving force in influencing the behaviour of consumers in terms of information retrieval, opinions, perspectives, attitude, and purchase patterns (Mangold & Faulds , 2009).

Social media has proved its importance in online tourism domain for travel information search (Christou., 2015)

Marketing through Food Delivery Portals

Zomato is a popular platform which serves as a discovery portal for restaurants (Khanna & Sang, 2015).

When done right, delivery can help restaurant operators cultivate customer loyalty, enhance profitability, and expand into new market segments. Overall, customer-facing technology is poised to deliver a distinguishing, competitive edge – for a price (Gupta., 2019).

E-Magazines

Regarding sales and marketing, the restaurant website, its inclusion in online restaurant directories and using the Internet for promotion (e.g., online advertising, viral marketing, e-Magazine, participation in social networks) can attract potential customers and increase reservations (Ruiz et al., 2014)

Online Reviews

Online review is becoming an important information source for customers to learn about products (Hu et al. 2008) and assist them in making purchase decisions (Burgess et al. 2011).

Usually people share their opinions voluntarily on the website, and write contents about products or services, their judgments about consumption experiences, which means information they provided have a high level of authenticity (Decker & Trusov, 2010).

3. OBJECTIVES OF THE STUDY

1. To identify the tools of digital marketing strategies which influences consumers selection of F&B outlets in India.
2. To analyze the influence of digital marketing on consumers selection of F&B outlets in India.
3. To examine the impact of features of F&B outlets promoted through tools of digital marketing strategies on consumers F&B outlet selection.

4. RESEARCH METHODOLOGY

Sampling and Data Collection

The data for the present research paper were collected from the consumers of F&B Outlets in India. Digital platform Google form was used for the development and distribution of questionnaire to the respondents. The structured questionnaire was framed with closed-ended questions and was filled up by the respondents in the month of November and December, 2020. The questionnaire was divided into three sections. The first section consisted information on the demographic profile of consumers of F&B Outlets. The second section included various closed ended questions on the influence of tools of digital marketing on consumers selection of F&B Outlets, on a likert scale of 1 to 5, where 1 is not at all influential, 2 is slightly influential, 3 is somewhat influential, 4 is moderately influential and 5 is extremely influential. The third section consisted closed ended questions on the impact of features of F&B outlets promoted through tools of digital marketing strategies on consumers F&B outlet selection on a likert scale of 1 to 5, where 1 is not at all influential, 2 is slightly influential, 3 is somewhat influential, 4 is moderately influential and 5 is extremely influential. The primary sources of data collection was structured questionnaire and secondary sources of information were national and international journals, Government reports, published research articles, theses, books, websites, magazines, newspapers, etc.

5. ANALYSIS AND FINDINGS

Demographic Profile of Respondents

To fulfil the objectives of present research paper, a structured questionnaire was distributed through online platform i.e. Google Forms to 200 respondents in the month of November and December, 2020. 147 out of 200 respondents had filled and submitted the questionnaire. Table 1 illustrates the demographic profile of consumers of F&B Outlets. The obtained data shows that majority of the respondents were males (74.8%). The surveyed population between the age group of 18 to 30 years were recorded 81.6% and 15.6% of surveyed population were of the age group between 31 to 40 years. The surveyed statistics clearly shows that 21.1% of respondents are married, 76.9% are single

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and 2% of respondents preferred not to mention their marital status. The respondents who were surveyed sums to 51.7% as undergraduate, 19% graduate, 25.9% postgraduate and 1.4% of the respondents having doctorate degree. The surveyed statistics shows that 83% of the respondents reside in Urban area, whereas 17% reside in Rural area. The surveyed statistics shows that 58.5% of respondents are students, 17% of respondents are having Government job, 13.6% respondents are working in private sector and 7.5% of respondents are running their business. 15.6% of respondents are having an annual income up to 3 lakhs, 16.3% between 3 to 6 lakhs, 8.8% between 6 to 10 lakhs and 2.7% of respondents are having an annual income of more than 10 lakhs.

Table 1. Demographic profile of respondents

Variables	(%)
Gender	
Male	74.8
Female	24.5
Preferred not to say	0.7
Age	
18-30 years	81.6
31-40 years	15.6
41-50 years	2
51-60 years	0.7
Above 60 years	----
Marital Status	
Single	76.9
Married	21.1
Preferred not to say	2
Educational Qualification	
Undergraduate	51.7
Graduate	19
Postgraduate	25.9
Doctorate	1.4
Others	1.4
Area of Residence	
Urban	83
Rural	17

Occupation/Profession

Student	58.5
Government Job	17
Private Job	13.6
Business	7.5
Others	3.4

Annual Income

Not Earning	56.5
Up to 3 Lakhs	15.6
3-6 Lakhs	16.3
6-10 Lakhs	8.8
More than 10 Lakhs	2.7

Profile of The Respondents Related To Their Visit in F&B Outlets

90.5% of the respondents mentioned that they prefer to visit various F&B Outlets in the area where they reside and in other areas where they visit, whereas 9.5% of the respondents do not prefer to visit F&B Outlets. 67.7% of the respondents visit F&B Outlets less than 5 times in a month, 20.3% visit 6-10 times, 4.5% visit 11-15 times and 7.5% of the respondents visit F&B Outlets more than 15 times in a month. 82% of the surveyed population visit the same F&B Outlet, if they are satisfied with the food and services provided by the outlet, 16.5% of the respondents are not sure about the same, whereas 1.5% of the respondents do not visit the same F&B Outlet even if they are satisfied with the food and services provided by the outlet. 76.7% of the respondents stated that the price of the product/services provided by F&B Outlets influence their selection of F&B Outlets, 18.8% of the respondents are not sure about the same, whereas 4.5% of the respondents selection of F&B Outlets does not affected by the price of the product/services provided by F&B Outlets.

Identification of the tools of digital marketing strategies which influences consumers selection of F&B outlets.

The first objective of the study was to identify of the tools of digital marketing strategies which influences consumers selection of F&B outlets in India and this objective has been achieved with the review of past literature. From the review of previous researches on digital marketing it has been found that telemarketing, Email Marketing, Marketing through Websites, Content marketing(Food Blogs), marketing through Social Media platforms (Facebook, Twitter, Instagram),Television Commercials, Paid Social Media Marketing (Youtube), Marketing through food delivery portals (Swiggy, Zomato), E-Magazines and Online Reviews about the F&B Outlets are some of the important tools of digital marketing strategies which influences consumers selection of F&B Outlets in India.

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Analysis of the influence of digital marketing on consumers selection of F&B outlets.

As per the responses of consumers of F&B Outlets, Online Reviews on digital platforms has been ranked first in terms of consumers selection of F&B Outlets, followed by Marketing through food delivery portals, Marketing through Social Media platforms and Content marketing(Food Blogs). Digital Marketing tool Television Commercial has been ranked fifth, Marketing through websites ranked sixth and Paid Social Media Marketing ranked seventh in influencing the consumers selection of F&B Outlets. The least influential tools of digital marketing strategies influencing the consumers selection of F&B Outlets are E-Magazines, Email Marketing and Tele Marketing.

Tools of Digital Marketing Strategies	Not At All Influential	Slightly Influential	Somewhat Influential	Moderately Influential	Extremely Influential	Total	Weighted Total	Weighted Mean	Rank
Tele-Marketing	30	24	42	21	16	133	368	2.766917293	9
Email Marketing	29	37	30	27	10	133	351	2.639097744	10
Marketing through Websites	4	19	40	34	36	133	478	3.593984962	6
Content marketing(Food Blogs)	6	11	34	46	36	133	494	3.714285714	4
Marketing through Social Media platforms	3	8	30	39	53	133	530	3.984962406	3
Television Commercials	7	13	37	45	31	133	479	3.601503759	5
Paid Social Media marketing	8	19	37	38	31	133	464	3.488721805	7
Marketing through food delivery portals	4	10	27	34	58	133	531	3.992481203	2
E-Magazines	8	22	49	33	21	133	436	3.278195489	8
Online Reviews	1	10	26	35	61	133	544	4.090225564	1

Table 2. Analysis of the Tools of digital marketing strategies

Features of F&B Outlets promoted through Digital Marketing	Not At All Influential	Slightly Influential	Somewhat Influential	Moderately Influential	Extremely Influential	Total	WT	WM	Rank
Cleanliness Standards	6	3	28	27	69	133	549	4.127 8195 49	2
Well Trained and Professional Manpower	4	6	31	41	51	133	528	3.969 9248 12	6
Quality of Food	3	5	21	25	79	133	571	4.293 2330 83	1
Variety of Cuisines	2	6	27	40	58	133	545	4.097 7443 61	3
Pricing of Products	3	6	24	45	55	133	542	4.075 1879 7	4
Special Packages	3	7	38	40	45	133	516	3.879 6992 48	8
Discount & Offers	3	7	34	37	52	133	527	3.962 4060 15	7
Upcoming Events of F&B Outlets	3	14	33	45	38	133	500	3.759 3984 96	11
Aesthetic Appeal of Outlet	3	10	33	43	44	133	514	3.864 6616 54	9
Live Musical Performances	8	20	34	41	30	133	464	3.488 7218 05	13
Location of the Hotel	3	10	33	29	58	133	528	3.969 9248 12	6
Happy Hours for Alcoholic Beverage Services	8	11	28	41	45	133	503	3.781 9548 87	10
Spacious outlets and well arranged seating system	2	10	24	42	55	133	537	4.037 5939 85	5
Valet Service	11	18	24	45	35	133	474	3.563 9097 74	12

Table 3. Analysis of the features of F&B Outlets Promoted through tools of Digital Marketing

Analysis of the features of F&B Outlets Promoted through tools of Digital Marketing

Table 3 represents the analysis of the third objective of the present study i.e. examining of the impact of features of F&B outlets promoted through tools of digital marketing strategies on consumers F&B outlet selection in India. As per the responses, Quality of Food in F&B Outlets has been ranked first in terms of the features of F&B Outlets Promoted through tools of Digital Marketing, followed by Cleanliness Standards, Variety of Cuisines and Pricing of Products. F&B Outlet Features Spacious outlets and well arranged seating system has been ranked fifth, Well Trained and Professional Manpower and Location of the Hotel have been jointly ranked sixth, Discount ranked seventh & Offers Special Packages ranked eighth in influencing the consumers selection of F&B Outlets with the help of t its features. The least influential features of F&B Outlets Promoted through tools of digital marketing are Aesthetic Appeal of Outlet, Happy Hours for Alcoholic Beverage Services, Upcoming Events of F&B Outlets, Valet Service and Live Musical Performances.

6. CONCLUSION

The first objective of the study was to identify the tools of digital marketing strategies which influences consumers selection of F&B outlets in India. From the review of previous researches on digital marketing it has been found that Telemarketing, Email Marketing, Marketing through Websites, Content marketing(Food Blogs), marketing through Social Media platforms (Facebook, Twitter, Instagram) etc. The second objective of the study was to analyze the influence of digital marketing on consumers selection of F&B outlets in India. Most influential tools of digital marketing strategies are Online Reviews, Marketing through food delivery portals and Social Media Marketing. The third objective of the study was to examine the impact of features of F&B outlets promoted through tools of digital marketing strategies on consumers F&B outlet selection. Most influential features of F&B Outlets promoted through digital marketing strategies are Quality of Food, Cleanliness Standards, Variety of Cuisines and Pricing of Products.

7. LIMITATION OF THE STUDY AND FUTURE SUGGESTIONS

As the surveyed population were the consumers of F&B Outlets from all across India, thus the findings cannot be generalised for entire population of India. As only 147 respondents had filled questionnaire which is very small sample size, thus the findings cannot be generalized for largely populated country like India. As the present study focused on consumers selection of F&B Outlets through digital marketing, therefore in future studies relating challenges of digital marketing strategies faced by F&B Outlets can be conducted.

8. THEORITICAL AND PRACTICAL IMPLICATIONS

This study will be helpful to the academicians of the F&B Outlets and to the academicians in the field of Digital Marketing. This study will also encourage researchers to add more in the field of digital marketing in F&B Outlets. This study will also be of great help to the F&B

Outlets professionals as they can work on their existing digital marketing strategies and can improve them in the more effective manner to suit the requirement of various segments of consumers. This study will also be helpful to the consumers of F&B Outlets as it will improve the marketing strategies of the outlet and they receive enhanced information about Food and Beverages products and services in a much better way.

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AN EMPIRICAL STUDY ON THE RELATIONSHIP BETWEEN MARKETING COMMUNICATION TOOLS AND BRAND EQUITY

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Abstract:

Marketing Communications tools are used to communicate the message of the company to the consumers. Brand equity continually remains a subject for researchers and academicians since, 1980's. Promotional mix tools if used strategically may results in higher customer satisfaction and helps in building brand equity of the organization. The paper reviews the existing literature of promotional tools and their impact on brand equity dimensions. Various databases of different journal were considered and articles from various disciplines were reviewed. Each content and findings analyzed of each article, and journal. This paper is divided into two parts one focusing on promotional tools (Advertisement, Sales Promotion, Direct Selling, Personal Selling, Public Relations) and brand equity extant literature review, and other part reviews the relationship of tools and brand equity dimensions (Brand Image, Brand Awareness, Perceived Quality, Brand Loyalty).Study suggested that all the marketing communication tools have significant positive impact on the brand equity dimensions, besides negative impact of monetary sales promotions on the brand equity. Results of the study can be used by the industry practitioners to use the right marketing communication tool to develop the brand equity of the organization.

Keywords: Promotional mix, Brand Equity, Literature Review, Marketing Communication Tools, Advertisement, Brand Awareness

1.1 INTRODUCTION

With an increase in innovation and technology, a sudden increase observed in the marketing industry. Brand Equity plays significant role for any business success. Brand equity and its constructs remained always an issue of conversation for marketing managers, academicians, practitioners. Brand Equity should be considered as full-time job, hence needs lot a lot of attention and observation. Marketing Communication Tools like advertisement, personal selling, public relation, sales promotion, direct marketing. Brand Equity got the attention of researchers in 1980-1990, since then lot of study has been conducted. Managers used strategies to build and maintain brand equity to remain in the business. (Aaker D. , 1991) defined Brand Equity as a set of assets and liabilities, brands, logo, symbol, tagline, adds/subtracts value to customers and as well as to company. Brands differentiate their

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products or services from other by using these tools like brand logo, tagline, etc. Brand is also a collection of assets and liabilities (Aaker D. , 1991). Five Brand Equity assets (Aaker D. , 1991) Brand Loyalty, Brand Awareness, Perceived Brand Quality, Other brand assets like trademarks, patents, etc. Lot of research done in the field of brand equity (Aaker D. , 1991), (Keller K. L., 1993), (Kim & Kim, 2005). (Keller K. L., 1993) annotated the role of brand equity in the accomplishment of company goals, by increasing the brand loyalty, reasonable pricing of the product, promoting the product, reaching the target customers. (Aaker D. A., 2000) Brand Equity also contributes to customer satisfaction, adds values to the firm.

Promotional activities reach the customer with the brand's products and services, persuade them to buy. Marketing communication tools impacts the customer and help them to decide what to buy (Gupta, 1988). Effective promotional tools increase repeat business and higher awareness of the brand in the market. (Gupta, 1988) advertisement influence the customer's choice, ultimately rise in the sale of the business. (Pheng Low, 1995) defines promotion mix, provides information, helps them to buy the product. Promotional activity changes the purchase decision of the customer, significantly impacts the brand quality (Pettitt, 2000), (Laldinliana, 2012). Traditional marketing communication tools are advertisement, public relation, sales promotion, Discount, Sponsorship, Customer referral, etc. (Shafi & Madhavaiah, 2013) Strong brand equity can be impacted by the right marketing communication tool used by the organization. Brand Equity creation and building takes time to develop, has no universal way to measure (Shafi & Madhavaiah, 2013). Increase in product sales, sales volume, can be seen using promotional tools.

(Hanaysha J. , 2016) introduces Brand Leadership, Brand preference as new dimension of brand equity. Word of Mouth (WOM) have positive impact on brand preference and brand leadership. Advertisement and other marketing communication make the consumer aware about the brand, provide information, results in higher profits.

A lot of research conducted in several field to find the impact of promotional tools on the brand equity and its constructs of the organization. This draws the attention of the researcher to do the systematic literature review and study the research gap. This study is conducted with the aim to review the existing literature on brand equity and its relationship with the marketing communication tools. Researcher collected studies consists of brand equity and marketing communication tools in different contexts, from different journals in various disciplines. This study targets the concept of brand equity, elements, marketing communication tools, their definitions, and impact of tools on brand equity dimensions. Study is based on secondary data, from different journals, articles, conference proceedings. Paper is divided into two parts; first part reviews the concept of brand equity and marketing communication tools. Second part focus on relationship of advertisement, personal selling, sales promotion, direct marketing, public relation on the brand awareness, brand loyalty, brand image, perceived quality.

1.2 OBJECTIVES:

The objective of the study is to:

1. Review the existing literature on marketing communication tools and brand equity.

2. Study the interrelationship between the tools of marketing communication and brand equity constructs.

2.1 REVIEW OF LITERATURE:

(Camilleri, 2018) concluded, use of advertisement or publicity could create brand awareness in tourism and hospitality business. (Berry, 2000) concluded primary tools like advertisement or promotions directly impact on brand awareness, secondary tools like WOM and publicity had secondary influence on awareness. (Sadek, Redding, & tantawi, 2015) study, impact of marketing communication tools on brand equity in Egyptian banking sector. Banks should adopt different marketing communication tools to build strong brand equity within the market. (Hendriana, 2011) advertisement has a significant impact on brand equity. (Ramos & Sanchez-Franco, August 2005) highlights the importance of advertisement in creating and maintaining brand equity. WOM, an external tool also has significance on brand equity, whereas Advertisement has no direct result (Mongkol K. , 2014). Hotel's firm performance also got affected by Brand association, perceived quality, brand loyalty (Kim & Kim, 2005).

2.1.1 MARKETING COMMUNICATION TOOLS:

2.1.1.1 ADVERTISEMENT:
(Bahşi & Budak, 2020) concluded positive influence of advertisement on consumer purchase decision in food products industry. Advertisement channels the products or services in the market, though it is a paid activity of the organization. Advertisement use the medium of TV, magazines, Social Media, targets large number of customers. (Selvakumar, 2014) WOM, an indirect advertisement also shows the high impact on brand loyalty, perceived quality, brand association. (Salelaw, 2015) examined advertisement, sponsorship role in building brand equity in Ethiopian brewery industry.

2.1.1.2 PERSONAL SELLING:
(Acar, Gullu, & Karamustafa, 2012) Personal selling uses the salesmanship quality of the employee to convince the guest to buy a particular product or service. Regular communication after the purchase of the product is must in personal selling (Ferrell & D, 2005). Impact on brand performance with positive results can be achieved by personal selling and competent marketing team (Okello, May 2016,).

2.1.1.3 PUBLIC RELATIONS (PR):
Public relation tool used by the organization to communicate between customer and company, and from company to customer. (Lenka Mikáčováa, 2013) discussed the role of PR to connect with the target audience. PR should be used strategically to introduce the new product in the market. Transparency with the customers can be maintained by the public relation team of the organization (Naumovska & Blazeska, Public relation based model of integrated marketing, 2016).

2.1.1.4 SALES PROMOTIONS:
Sales promotion used by marketing managers to increase sales in less time, Sales promotions draw quick buying response and boosts sales. Sales promotions

includes, bonus, coupons, samples, contests, sampling, sales incentives, to encourage key audience to purchase. (Broderick, 2005), (Fill, 2006), (Ofosu-Boateng, 2020) discussed sales promotion in repeat business, samples as most benefited, average benefits receive from contests, price discounts, sweepstakes, and samples as least effective. Sales promotions are of two types: Monetary and Non-Monetary Sales promotions. Researchers found positive impact on customer retention by the sales promotion.

2.1.1.5 DIRECT MARKETING:

Fastest growing tool of marketing communication (Solomon, 2010.) Direct marketing reaches their customers directly; company collects records and speak to their target audience directly. (Karolina Perčić, 2020) defines direct marketing as a communication medium to reach their customers without any intermediary. Telemarketing, Internet, FAX, Email, direct response advertising, modes of direct marketing. Direct marketing and personal relations are taking place instead of mass media, considering now a days, media is full of advertisement, not able to target right audience (Naumovska & Blazeska, 2016). (Safari Valens, 2020) approaches direct marketing as customer- oriented process. (Nur Farhana Binti Mohamed, 2020) concluded best form of marketing produces effective results. (Payne, 2006) stated calculated communication with customers to prompt them.

2.1.2 BRAND EQUITY

(Aaker D. , 1991) summarizes brand and equity and assets, as it precludes customers from shifting to any other brand. Strong Brand Equity adds value to the company and helps in firm buying decision. Brand Equity improves the effectiveness of marketing programs on customer. Brand Loyalty is the link between attitude of the customer and repeat purchase, moreover, helps in attracting new customers. (Henry O. Kegoro, 2020)

Brand equity enhances sustainability of the business and enhances relationship with the consumers. (Zhou, 2010) found strong brand equity results in more repeat guest's arrival in the budget hotel.

2.1.2.1 BRAND IMAGE:

Brand Image plays an integral role in the buying decision of customers; and promotion is most recognized tool to create a positive image in customer's mind. WOM has significant and positive impact on brand image (Hanaysha J. , 2016). Brand Image communicates directly with the consumer, makes more loyal and preferable. (Bilgin, 2018) stated brand image as direct proportional to the consumer. (Zukhri Agusty Leo Syamsul Arifin, 2020) consider brand image as a factor by the consumer to fulfill their needs by choosing the right products/services.

2.1.2.2 BRAND LOYALTY:
Brand Loyalty in hospitality can be assured by introducing loyalty program/membership programs. Loyalty is the core of the brand equity model (Shafi & Madhavaiah, 2013) Loyal customers reduce the cost of advertisement, serves as an advantage for the organization. Brand loyalty

encourages repeat business brings more profit. Researchers observed loyal customer less sensitive to rise in price of the products. (Lee J. M., 2019) suggested to focus on existing customers as more constructive approach. Customer satisfaction slightly impacts brand loyalty (Nam, Ekinci, & Whyatt, 2011). Loyal customers can be considered as assets to the brand, so strengthening brand loyalty itself will be treated as competent marketing tool.

2.1.2.3 BRAND AWARENSS:

Brand Awareness is the recognizing, recalling, of brand in presence of other brands, and accepted by the customers (Percy, 1992), (Perreault, 2013), (Keller K. , 2009). Awareness of the brand serves the driving force of the increase in sales. (Verbeke, 2005) defines brand awareness as the time saver in the buying decision. Brand awareness arose the trust in the brand. (Aaker D. A., Measuring brand equity across products and markets, 1996) calls attention to the four stages of brand awareness: Dominant brand, Top of the head brand, brand recall, brand recognition. Brand recognition stages, helps customer to recall brand in highly competitive market (Farjam, 2015).

2.1.2.4 PERCEIVED QUALITY:

(Aaker D. A., 1996)establishes perceived quality as product dominance by the customer taste. (Andreas Samudroa, 2020)Service value is more important than the product value while considering perceived quality. (Dawar, 2004) establishes strong perceived quality persuade customers to outspread positive word of mouth; willingly pay premium price for the product/service. Customer satisfaction develops a positive image, and unsatisfied customers creates negative perception about the brand.

2.1.2.5 BRAND IMAGE:

(Lee H. M., 2011) brand image is consumers perception for the product other than brand symbol, tagline, signs. (Keller K. , 2009) added various sorts of association along with brand image. (Farquhar, 1990) customer's trust in brand and belief that brand has superior quality.

3.1 RESEARCH METHODOLOGY

The study uses Google Scholar as search strategy and collected journals, article from Science Direct, Emerald Insight, Taylor & Francis, Sage Journals, Pro Quest. Keywords used for the search were marketing communication tools and brand equity. Additionally, all relevant papers published in journals, conference proceedings, articles, from many disciplines. The inclusion criteria of selecting study are, should contain words from marketing communication tools and brand equity, its constructs. Study conducted in two phases: one selection of the paper by title and abstract, secondly, its relation to the topic.

3.1.1 SIGNIFICANCE OF MARKETING COMMUNICATION ON BRAND EQUITY:

Traditional marketing communication tools are Advertisement, Personal Selling, Sales Promotion, Direct Marketing, Public Relation. Advertisement tool converse with consumers regarding the product; explains features, highlights the

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importance, and give reason to purchase. With the rapid change in technology, new advertisement methods are becoming the part of marketing. Social Media marketing, online marketing, celebrity endorsement, various studies conducted and have different impact on brand equity. (Aaker D. A., 1994) approached advertisement as investment which leads to high perceived quality, hence build brand equity.

INTERRELATIONSHIP OF ADVERTISEMENT ON BRAND EQUITY:	
(Selvakumar & Vikkraman, 2011)	Study conducted in service sector, analyzed impact of advertisement on brand loyalty, hence impacts over all brand equity.
(Isabel Buil, 2013)	Advertisement shows significant influence on brand awareness.
(Tong, 2009)	Advertisement is beneficial for the brand equity building.
(Mongkol K. , 2014)	With slightly different approach, Advertisement involves lot of investment, and results are not always consistent.
rman Hj. Ahmad, 2020)	Study conducted with 280 sample, examined advertisement role on YouTube platform. and found significant impact on brand awareness. Right form of advertisement should be used to target right audience.
(Srivastava, 2020)	Study defines, different types of advertising. Results shown positive impact on buying decision. Emotional ads and humorous ads impacted the consumer's brand recalling. Moreover, Emotional ads have high purchase intention.
(Sahin, 2020)	Study with 136 respondents analyzed, advertisement has extensive effect on building brand equity. Specifically, target brand image, brand awareness, brand loyalty and brand satisfaction.
INTERRELATIONSHIP OF DIRECT MARKETING ON BRAND EQUITY	
(Mongkol K. , 2014)	Examined role of direct marketing, personal selling has direct impact on brand equity.
(Patra, 2017)	Results of direct marketing depends on customer's intent. Researcher concluded and showed positive impact on the profit maximization of the organization. Highlights the importance of direct marketing, as it reaches its customers directly without any mediator. One of the most personalized form of marketing.
(Dameh & Ghadeer, 2019)	Direct marketing tools helps in acquiring brand awareness.
INTERRELATIONSHIP OF PERSONAL SELLING ON BRAND EQUITY	
Shafi & Madhavaiah, 2013)	efines personal selling as two-way communication, and highly interactive promotion tool. Has definite role in maintaining brand equity.
(Patra, 2017)	Shortest way to reach out the customers and sell products directly to the customers.
(Sadek, Redding, & tantawi, 2015)	Study conducted in Egyptian banking sector, shows direct impact on brand equity. Moreover, increases perceived quality and brand loyalty. Personal selling builds long term relationship between consumer and organization.
(Mongkol K. , 2014)	Suggested beverage companies to invest more on personal selling. Study recorded and found that personal selling is easily recognized by the consumer.
RELATIONSHIP OF PUBLIC RELATION ON BRAND EQUITY	
(James, 2013)	Public Relation shows positive influence on brand loyalty. Brand equity is the combination of customer management, brand trust, relationship commitment, brand loyalty, brand awareness. Public relation is one of the marketing communications tools to communicate and maintain direct relationship with the customers, to increase sales of the product.

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(Hsieh, 2008)	Study found significant relation between customer loyalty and public relation. Brand awareness and Brand loyalty also have positive impact by public relation marketing activity.
(Karunanithy, 2013)	Study conducted on telecom industry shows impact of advertisement, personal selling, public relation. Results have positive significant relation between these tool and brand equity.
Le Dang Lang, 2020)	tudy concluded public relation contribution to the brand equity creation. Study highlighted the positive impact of Public Relation on brand equity and its dimensions.
	INTERELATIONSHIP OF SALES PROMOTION ON BRAND EQUITY
(Rahmani, 2012)	Sales Promotion have substantial role in the brand equity building. Sales Promotion are of two types: Monetary and Non-Monetary, both have different impact on customers.
Gashaw Tibebe, 2016)	Study conducted Ethiopian brewery industry, highlights the monetary promotions have positive impact on brand awareness, perceived quality, brand association.
(Buil, 2010)	Non-Monetary sales promotions have positive influence on brand associations, and perceived quality.
Palazon-Vidal, 2005)	upported Non-Monetary role in brand equity building. Whereas monetary sales promotion has negative impact.
(Montaner, 2011)	Study concluded, the role of non-monetary promotions has positive impact, and convenient also. Monetary promotions can negatively impact the brand image.
(Selvakumar & Vikkraman, 2011)	Monetary sales promotions in service sector have negative impact on brand equity.
(Isabel Buil, 2013)	Non-Monetary promotions impact perceived quality and brand associations. Monetary promotions have negative effect on perceived quality.
shy Joseph B. S., 2020)	les promotions promotes short term goal. Study indicated Brand Equity is affected by CFB Promotions at higher levels.

4.1 RESULTS

Brand Management approach used by organization to sustain in the competitive environment, to gain high rise in stock value (Patra, 2017). Advertisement has positive and significant impact on brand equity and its elements. Managers should allocate funds specifically to advertisement for fruitful benefits. Sales Promotions should be used carefully, as Monetary promotions may lead to negative results. Non-Monetary promotions have positive influence. Direct Marketing should be encouraged for maximum customer satisfaction. Findings of the study suggested personal selling can be used for improvement in service/products as it is two-way communication tools provides the customer feedback. It is revealed in the study that Public Relation directly targets brand loyalty and brand awareness. Marketing managers should select appropriate marketing communication tools to get the appropriate results.

5.1 CONCLUSION AND SUGGESTION:

The paper reviews the Impact of marketing communication tools on brand equity. Brand Equity concept in the last few years have draw the attention of researchers, academicians, and in many sectors, it is impact on various context have been studied. After reviewing from different perspectives, marketing communication tools have positive and direct impact on brand equity building. Advertisement, Personal selling, Direct Marketing, Public Relation, Non-Monetary sales promotions positively targeted brand equity and its dimensions. Managers should focus on selecting right marketing communication tools for targeting right audience. Role of

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Technology in marketing communication tool will have significant role and have positive impact on brand equity.

6.1 FUTURE RESEARCH AND LIMITATIONS:

The future research can focus on role of marketing communication in customer satisfaction and brand equity creation. Limitations of the study is included only traditional marketing tools: Advertisement, Sales Promotion, Public Relation, Direct Selling, Direct Marketing. WOM, Social Media marketing, Integrated marketing communication, Digital Marketing also have major role in brand equity building. Researcher should consider these tools, and other brand equity assets like brand trust, brand attitude, should incorporate in future studies.

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A Study on Employability Skills of Hotel Management Students: Faculties and Students Perspective

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Abstract

Enhancing employability skills of hotel management students is challenge before the institutes of management education. Management education today has to address a wide variety of critical issues, one of survival, intense competition, serving the needs of stakeholders, delivering industry employable graduates and in the process of doing all this develop brand equity. This particular study focuses on the gap between perception of students and faculties on the skills and competencies required for employability in the hospitality industry. The respondents included the students pursuing hotel management education from AICTE colleges of eastern India. Stratified random sampling method was used for the study. Questionnaire was admistered to a total of 124 students and 43 faculties. The findings suggest that there are areas that need to be addressed and students need to work on specific areas to not only become employable but to have a great career in the hotel industry. The results also reveal that students need to work on areas that will open their chances not only for Operational Trainees but also for the position of Management Trainees

KEY WORDS: Hotel Industry, Skills, Competencies, Hotel School

1.0 Introduction

"Education is the manifestation of perfection already in man" says Swami Vivekananda.

The role of hotel schools is to impart value education, instil confidence and motivate them to secure a career in the hotel industry. The hotel and the hospitality industry are growing and there is a huge demand for quality manpower. Hotel schools have been important and significant for the supply of such manpower. However, there is a gap between the demand and supply of such personnel as most of the fresh graduates lack skills and competencies required for the hospitality industry.

Graduate hospitality skills have become one of the most important topics of higher management education. Employability skills are myriad in nature and consist of knowledge, skills and other attributes such as, communication skills, technical skills, organization, planning, problem solving among others. They have the significant impact on the sustained, productive, successful employment of graduates (Cranmer, 2006) (Gedye et al., 2004). The fundamental issue regarding graduate employment is not only in securing jobs but also in

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their preparation to execute and excel once employed (Cranmer, 2006) (Raybould et al., 2005)

The present study focuses on the Employability Skills of Hotel Management Students and the perceptions of both faculties and students. However, while the push for students to both outclass academically and develop technical skills continues, few studies have examined the effects of the increasingly demanding relationship between students and academicians. As the demand is increasing for hospitality jobs, there is also an upsurge in the number of hotel schools. Hence, there seems to be a critical need to examine and evaluate current pedagogical practices to nurture the hospitality students to achieve their goals in securing a career in the hospitality industry.

1.1 Objectives of the Study

(a) To find out the broad categories of skills and competencies required employability n the hotel industry

(b) To rank the most important skills and competencies as perceived by students and faculties

(c) To find out the difference in perceptions of both students and faculties in terms of skills and competencies required in the hospitality industry.

2.0 Literature Review

(Barrick and Bush,1987) mentioned that employability encompasses attributes besides technical skills that makes employees an asset for the organization. (Hillage et al.,1998) opined that employability is all about being capable of accomplishing work. Hence, we can say that employability is the ability of an employee to attain and continuously secure employment sustainably within the job market.

According to (Hager, 1996) employers view employability as the skills looked for in fresh employees, on the other hand, colleges view employability as the skills and attributes demanded of their graduates to enable them to be more employable and to manage with change.

(Bridgstock, 2009) categorized employability from two perspectives: the traditional or narrow view and the broader view. The traditional or narrow views focuses on generic and discipline-specific skills and the initial employment outcomes. While the broader view of employability focuses on a more holistic approach that acknowledges personal characteristics (McQuaid et al., 2005), disciplinary differences (Barrie, 2004a) (Barrie, 2006b) and placing work in the context of an individual's life and the demands of the labour market (Rychen et al., 2003).

The study conducted by (Stevens, 1994) mentioned regarding individual competencies required for teamwork and classified such competencies into five areas;
 (a) Conflict resolution
 (b) Collaborative problem solving

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(c) Communication
(d) Goal setting and performance management, and
(e) Planning and task coordination

Table 2.1 Definitions of Employability

Researcher	Definition	Key Component
(Treasury, 1997)	"Employability means the development of skills and adaptable workforces in which all those capable of work are encouraged to develop the skills, knowledge, technology and adaptability to enable them to enter and remain in employment throughout their working lives"	Individual Skills
(Hillage & Pollard, 1998)	"Employability is about being capable of getting and keeping fulfilling work. More comprehensively employability is the capability to move self-sufficiently within the labour market to realize potential through sustainable employment".	Skills of achieving and sustaining job
(Brown et al., 2003)	"The relative chances of finding and maintaining different kinds of employment"	Finding and maintain jobs
(Scholar et al., 2005)	The extent to which employees have skills which the market and employers regard as attractive."	Individual skills
(Heijde et al., 2006)	The continuous fulfilling, acquiring or creating of work through the optimal use of competencies"	Competencies
(Oliver,2015)	Employability is the ability to "discern, acquire, adapt, and continually enhance the skills, understandings and personal attributes that make (students/graduates) more likely to find and create meaningful paid and unpaid work that benefits themselves, the workforce, the community, and the economy".	Skills needed at workplace

Source: (Misra, 2020)

3.0 Research Methodology

This study involved faculties and students in the Department of Hotel Management of AICTE colleges at Kolkata, Siliguri and Durgapur. The students were taken from these areas as there was a good concentration of AICTE colleges. Students involved in this study are from the final semester. Questionnaires were distributed to 43 faculties from hotel management department and 124 final semester students.

Questionnaires were distributed and collected online. The questionnaire constituted of 4 broad areas (Academic Skills, Functional Job Skills, Generic Skills and Competencies) and utilized 5 point Likert scale. The questionnaires consisted of three parts namely Part A is for respondent's demographic profile, Part B and Part C consisted the employability skills which the respondent had to measure through their level of agreement. Part B was for the students and Part C for the faculties. Stratified ransom sampling method was used for selecting the respondents. The data was first edited, coded and then analysed by using both MS Excel and SPSS Version 16.0. Both descriptive statistics and Inferential statistics was used for the study.

4.0 Data Analysis and Interpretation

Table 4.1: Socio- demographic data of Students

Variables (students)	Frequency	Percentage (%)
Sex		
Male	**98**	**79**
Female	**26**	**21**
Program		
3 Years	**87**	**70**
4 Years	**37**	**30**
Specialization		
Food and Beverage Service	**55**	**44**
Food Production	**19**	**15**
Front Office	**17**	**14**
House Keeping	**33**	**27**
CGPA		
Above 9	**08**	**06**
8.0-9.0	**23**	**19**
7.0-8.0	**76**	**61**
6.0-7.0	**11**	**09**
Below 6.0	**06**	**05**

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Table 4.2: Socio- demographic data of Faculties

Variables (students)	Frequency	Percentage (%)
Sex		
Male	**32**	**74**
Female	**11**	**26**
Educational Qualification		
Diploma	**02**	**05**
Graduate	**08**	**18**
Masters	**29**	**67**
PhD	**04**	**10**
Experience		
1-5 Years	**09**	**20**
5-10 Years	**18**	**41**
10-15 Years	**12**	**28**
More than 15 Years	**04**	**11**

The first objective was to find out the broad categories of skills and competencies required for employability in the hotel industry. The following were considered the most important skills and competencies for employability in the hotel industry. The broad categories are Academic Skills, Functional Job Skills, Generic Skills and Competencies.

Table 4.3: Skills and Competencies required for Employability in the Hotel Industry

Academic Skills (4 items)
Subject Knowledge
Updated Knowledge
Application of Knowledge
Academic Performance (Grade/ Percentage)

Functional Job Skills (5 items)
Computer skills
Technical skills
Operationally focused and flexible
Numerical skills
Customer service

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Generic Skills (10 items)
Team Work Skills
Self-Management
Sales Techniques And Concepts
Problem Solving Ability
Emotional Intelligence
Critical Reflective Thinking
Business Ethics
Communication Skills
Forecasting and Budgeting
Time Management Skills

Competencies (15 items
Planning and Organization
Human Relation Skills
Professional Ethical Standards
Elective Oral and Written Communication Skills
Professional Appearance and Poise
Cognitive (Conceptual – Creative)
Interpersonal
Adaptability
Commitment
Leadership Skills
Strategic Orientation
Accountability
Personal Development
Tolerance to Stress
Enthusiasm

The Reliability Analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale.

Reliability Statistics

Cronbach's Alpha	N of Items
.943	39

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From the above table, it can be seen that that the Cronbach's alpha coefficient is 0.943, which is quite high and it suggest that items have relatively high internal consistency.

Figure 4.1: Mean Values of Students and Faculties Perception on Employability Skills
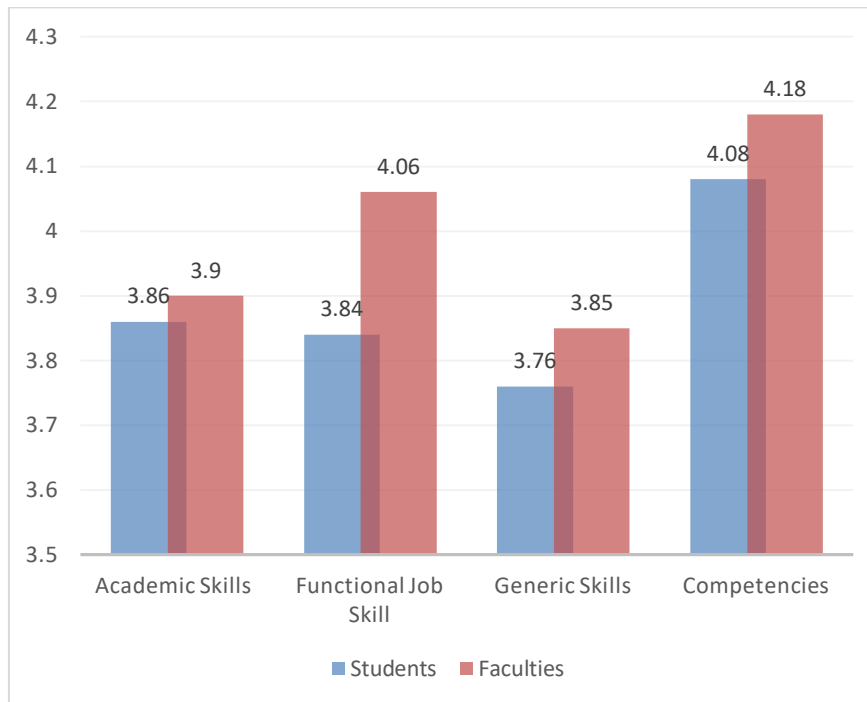
From the above figure we can see that there is a significant difference in perceptions of students and faculties with respect to Functional Job Skills. However, the difference in Academic Skills and Generic Skills mean values is less.

The second objective was to rank the most important skills and competencies as perceived by students and faculties.

Table 4.4: Ranking of Skills and Competencies as perceived by Students and Faculties

Rank	Students	Faculties
1	Updated Knowledge	Application of Knowledge
2	Technical Skills	Operationally Focussed and Flexible
3	Communication Skills	Technical Skills
4	Academic Performance	Commitment
5	Operationally Focussed and Flexible	Customer Service
6	Customer Service	Problem Solving
7	Team Work	Critical Reflective Thinking
8	Professional Ethical Standards	Communication Skills

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9	Problem Solving	Team Work
10	Commitment	Leadership Skills

From the table 4.4, it can be seen that the five most important skills and competencies required as perceived by the students are Updated Knowledge, Technical Skills, Communication Skills, Academic Performance and Operationally Focussed and Flexible.

Faculties ranked Application of Knowledge, Operationally Focussed and Flexible, Technical Skills, Commitment and Customer Service.

The third objective was to find out the difference in perceptions of both students and faculties in terms of skills and competencies required in the hospitality industry

Table 4.5: Correlation between Skills and Competencies as perceived by students and faculties

Correlations			
		Skills and Competencies as perceived by students	Skills and Competencies as perceived by faculties
Skills and Competencies as perceived by students	Pearson Correlation	1	0.768
	Sig. (2-tailed)		0.012
	N		39
Skills and Competencies as perceived by students faculties	Pearson Correlation	0.768	1
	Sig. (2-tailed)	0.012	
	N	39	

According to Table 4.5, the correlation evaluation between the perception of faculties and students towards the skills and competencies required was significant because the significance level (p value is 0.012) which is smaller than 0.05. The findings shows a simple correlation (r = 0768).

5.0 Results and Conclusion

The employability of hotel graduates has been the concern of different stakeholders including the graduates themselves. It is seen that the fresh graduates do not possess required skills and competencies as required by the hotels. Due to endless opportunities in this sector, the

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students base has been increasing for enrolments and this has led to imbalance in the teaching-learning process. This in turn has brought about a significant reduction in quality of students.

The results also show that there is a significant difference with the perception of students and faculties with respect to Functional Job Skills.

The following are some of the recommendations for the faculties:

- Upgradation of Knowledge
- Updating curriculum as per the needs of the industry
- Industry-Academia collaborations
- Workshops, Seminars and Live Projects

The following are some of the recommendations for the students:

- Working on core areas
- Improving on key competencies
- Raising their confidence levels
- Working on their communication skills
- Updating their technical skills

The framework provided in the study will provide a reference for developing skills and competencies for employability in the hospitality industry.

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ROLE OF NUTRITIONAL LABELING IN SELECTION OF HEALTHY FOOD: A QUALITATIVE STUDY IN FAST LIFESTYLES

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ABSTRACT

Nutritional information of food is mostly labelled on packaged food and beverages. Nutrition Facts label provides detail information of food nutrients like amount of sodium, sugar, fat and fibre it has. This nutrition information helps consumers in selecting food items. People are becoming cautious and know the importance of healthy food and healthy life. They select food items that are more nutritional and healthier. Labels are made in such a way that it helps consumers in making informed choices. If an individual is experiencing any health issues like high cholesterol or high blood pressure and need to pursue particular diet that it is important that he/she must know how to read labels and select the food item accordingly. This study is qualitative in nature and explores the role of nutritional information on food in selecting healthy food, and find its importance in modern lifestyles. Awareness and education on nutritional labels can help consumers in using them as tool to plan healthy and balanced diet. This nutritional information includes serving size, calories per servings, number of servings in the package and various amount of nutrition present in the food item.

Keywords: Labels, nutritional information, food selection, healthy food.

INTRODUCTION:

Most pre-packaged food in market these days come with food labels. Food labels contain information regarding the ingredients used in food, manufacturing and expiry date, directions of use, product specific information like serving size, calorie information, and nutritional information. Each of these details has its own Importance.

Number of servings per package and serving size is important to understand the calorie intake.. With people becoming more health conscious by the day, calorie intake has also become an important matter of concern. Therefore, number of calories per serving is important as high calorie intake is linked with obesity and overweight.

Nutrient information with regard to fat percentage, Sodium, added sugars, saturated and trans fat are important, dietary fibers, and mineral ions are also mentioned on most food labels.

Food labels are very important because they not just help customers' in making informed choices they are of benefit to the marketers in understanding consumer's preference and how these labels influence customers' purchasing capabilities. Nutrition and dietary information is important in present times where the rise of food related diseases and health problems are on the rise. With diseases like high blood pressure and diabetes becoming more common, information about salt and saturated fats is important for customers in making informed choices about what they eat. It is also important because certain people are allergic to certain nutrients or elements and therefore having all the information about the ingredients in food

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can help them to understand what is good for them and what is not. Food labels also contain information about storage instructions, directions for use which helps customers in keeping the food safe and understand the correct way of keeping and storing food.

Various demographic variables like age, sex, gender, level of education etc., decide how these variables affect different people. For example, it is believed that educated consumers are more likely to read the nutritional information and the labels and act accordingly.

Food crimes have become more and more common nowadays. Food labels prevent these frauds from happening, as these labels will correctly identify the constituents. They also help in preventing food wastage, as number of servings label will help in identifying customers' how much they actually need.

Food regulatory authorities have mandated the use of food labels. It is imperative for marketers to provide complete and honest details of everything including nutritional information. Providing misleading information or hiding certain information is punishable by the law. The current study is focused upon how these labels attract the audience, how marketers can use this for their benefit. Users referring to these food labels is a sign of not just understanding for customers but also motivation. It also undertakes how these various variables decide who reads this information, what makes users read these labels and if they know how to correctly interpret it or not.

LITERATURE REVIEW:

A study conducted by Besler et al. (2012) was focused upon the understanding of food and nutrition labelling. It was carried out in Turkey. Now food labels are essential for consumers as they help them in making informed choices when it comes to food. However, they are of benefit to the food organizations as providing proper nutritional information generates trust between consumers and organizations. Thus, it may also help in expanding the consumer base. It is believed that regulation of food labels must be done as it helps to create competition among companies and also increase awareness among consumers. The study revealed that about only 27.9 per cent of people chosen for the survey frequently checked the food labels. In addition, the most important labels that people checked for were the manufacturing date and the expiry for dairy and meat products. 15 components of food labels were considered for the study within which the Nutritional information was at the 12th preference. It also revealed that the font size and color also played a key role in deciding if the consumers actually read those labels of not. Last but not the least, it also showed that consumers who were aware of a certain type of nutritional information considered it more important than the ones that they were not aware of. For example, the labels regarding protein and energy content were perceived as more important than that of fiber and Trans fat as per majority of the survey takers.

The study by Bryla (2020) was aimed at understanding the various predictors of food labels in order to understand consumer behavior related to food purchases. Various demographic factors like age, sex, gender, socio-economic status were taken into consideration to understand how people perceive these food labels, whether or not they actually read them or

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if reading them influences their decision-making. The study indicated that the information about fat percentage and other health parameters interested the consumers the most. Education was understood as one of the most important demographic variable that decided if people read those labels or not. Socio-economic status, however, did not show much effect on whether people read the food labels or not.

Wogalter et al. (1996) conducted a study on influence of food label Quantifier Terms on connoted amount and Purchase Intention. Food labels have become very common with the introduction of pre-packed foods in market. And due to the growing interest of consumers in healthy lifestyle and healthy eating, reading of food labels to understand the nutritional information has also become common especially in countries like the USA. Now, marketers have tried to capitalize on this by introducing quantifier terms like High, Low, enriched etc. on various nutrients of food. They did so to promote their products and increase their likability among consumers. The study indicated that the purchase intention is not necessarily dependent upon these quantifier terms.

Vemula et al (2014) conducted a study on the use of food label information by urban consumers in India. The study spanned over the cities of Hyderabad and New Delhi and included customers of different age groups ranging from adolescents, adults and the elderly. One notable thing about this study was that about 99 percent of these consumers were literate. hence, the study cannot be generalized for all Indians as the literacy rate in India is just 84 per cent. The responses showed that people mostly consumed prepackaged food for their ease of use. Also, about 81 per cent looked at these labels just to confirm the expiry dates. Those who checked other information revealed that they were concerned about nutritional information and ingredients. The study also revealed that females were more concerned about the sugar and fat percentage as compared to the rest, which highlights another important social problem. It was finally concluded that these food labels have not proven to be be very effective as many people still do not easily comprehend what is written and many others interpret them wrongly. Marketers must introduce new or better forms of labelling so all can understand it.

The importance of food labels on packaged food items is not a new concept in the market today. Various researches are conducted to understand the utility of these labels and whether they are understood by consumers or not etc. One such study by Wogalter et al. (2002) revealed that Formatting of these labels are also an important characteristic, which decides how easy it is to extract information from these labels. There are two types of labels a) the list type and b) the paragraph type. Most users take twice the time to read the information as compared to list type labels. The results also showed that list type formats of food labels makes it easier for customers to comprehend and compare these labels.

The study by Darkwa (2014) was mainly focused upon the facts mentioned on food labels and how these food labels affected purchase intentions of people. The survey was conducted keeping in consideration the labeling reading habits of people and awareness regarding health and nutrition the study revealed that nutritional information on these labels had very little effect on consumers food choices. Most of these consumers reported that they do not read the labels regularly. Various demographic factors were also taken into consideration for example the age of consumers, their marital status, occupation, level of education etc. Many reasons

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were identified for which people look at these labels for example to obtain information about the ingredients, to understand the nutrition content in which fat and sugar content are the most important for most users, to ascertain the manufacturing date and expiry date and to understand the directions of use. The study indicated that even though food labels are very important source of information about food. Most consumers do not necessarily understand how these food labels are interpreted and therefore it is important that customers are educated about these labels so that they can understand this and applied this information in the daily use.

The study by Grunert et al. (2010) investigated the importance of Nutrition information on food labels. The study was spanned across six European countries. A very little percentage of people resort to reading the nutrition labels actually. Use and disuse of these labels was also found to be dependent upon the age and gender of individuals. Individuals who were suffering from a particular life style diseases more often looked at these labels than those who were not. Finally, looking at the nutritional information on food labels may or may not affect the buying behavior of customers. Therefore, the study was not very conclusive but gave an estimate of how these labels are perceived.

Food labels are important as they influence consumer' decisions processes and purchase decisions. The external factors like product logos, brand names, packaging etc., and influence consumer purchase choices; nutritional information also plays a very important role. Food labels create expectations among customers. Marketers must also understand that most consumers do not understand these labels and therefore they must assist consumers in understanding these labels and putting them into good use. The study by Prinsloo et al. (2012) was very detailed I understanding all these characteristics and gave suggestions how this can be benefit marketers and consumers both.

Satia et al. (2005) conducted a research on food nutrition label use is associated with demographic, behavioral and psychosocial factors and dietary intake among African Americans in North Carolina. The study described the prevalence of use of these nutritional labels, and its association with various demographic, behavioral, and psychological factors. A questionnaire was developed that included questions in regard to nutritional label usage, consumption patterns and quantities, behavior related to fat and calorie intake and other psychological factors. Higher levels of awareness regarding these nutritional labels was seen among women, older members, and obese people. Healthy eating and diet were the most important psychological factors that led to people reading these food labels. The report also suggested that efforts must be put in understanding how consumers could use these labels more effectively.

A study undertook by Neuhouser et al. (1999) revealed that use of food labels is generally associated with lower fat intake. The study examines this relationship between use of labels and health consciousness among people. The use of nutritional labels was seen significantly higher among women than men. It was also significantly associated with consumers limiting their fat intake. It suggested that consumers can be encouraged to read the nutrition labels and also the advantages of maintaining a healthy diet.

CONCLUSION:

Food labels are a requisite in the current times. Pre-packaged foods are a rage throughout the world because they are easily accessible, quick to use and are often inexpensive. Several regulations have been made that mandates the use of food labels that describe everything about what is written on these labels. Studies have indicated that most people overlook the nutritional information on the labels. Only health conscious people or those who are suffering from lifestyle diseases are concerned with the nutritional information. Among that, fat percentage and calories are the two most important characters judged by them. Various demographic variables like the age, sex, gender, occupation, level of education, socio-economic status were also studied. Educated people were more likely to look at the nutritional information than the uneducated ones. Also, Females have shown more interest in the fat percentage label as compared to men. Even though the buying behavior of customers is not much affected by the food labels as such, but it is imperative for labels to be there on the food items to be maintain trust and transparency. Another aspect of food labels widely studied here showed that food labels in the form of lists were easier and quicker to interpret than the paragraph ones. Last but not the least, a large section of populations looked at the labels only to know the manufacturing and expiry date. This research was of great benefit to the marketers as well, as they are motivated to understand consumer psychology and work more upon how food labelling can be improved in a way that it is easily perceived by people of all groups.

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CULTURE AN INTEGRAL PART OF TOURISM

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Abstract

The paper is reflecting how culture is one of the important elements of tourism and playing major role to attract tourists from across the world. Cultural tourism is scattered in all regions of the world with its different identity. To promote the tourism globally, local culture promotion is the ladder to reach the objective. The world tourism organization suggests that more than 40 percent of all international tourists are "cultural tourist'. The research explains the famous cultural destination in the world and how culture plays significant part in tourism development. India has unique tourism destinations because of its diverse culture and it attracts cultural lovers from all across the world. India is the country which celebrates various fairs and festival in the year which is the back bone of Indian culture. The article includes how tourism plays major part to promote local culture and vice versa and how local culture is important for tourism growth. Tourism performs significant part to promote local cultural activities such as art & craft, cuisine, tradition, local folk dance and handlooms. All the states of India have their own fairs and festivals and among them states like Rajasthan, Tamil Nadu, Kerala and Uttaranchal are famous for their local culture. Article contains many suggestions to promote the local culture from tourism point of view at global platform.

Introduction of Tourism

Tourism is a short term movement of a person from the place where he usually stays. His duration of tour should be more than 24 hours and less than one year. Purpose of tourism may be for pleasure, business, adventure and sports. Basically there are three types of tourism inbound, outbound tourism and domestic tourism. The tourist visiting from one country to other it is inbound tourist for host country and outbound for tourist native country. The tourist who visits within their country and have not crossed the national border is known as domestic tourist. Tourism is not a new concept but is a new phenomenon. In older days people use to travel from one place to other to fulfill their basic requirement such as food and shelter. After the development of transportation there was drastic change in travel industry and it became the reason for tourism growth [N.Jayapalan2001].

According to the World Tourism Organization "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes"

https://www.visitbritain.org/introduction-tourism

Introduction to Tourism (2001

Cultural tourism

According to UNWTO: "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions". Globally 40% tourist is that tourist who attracted toward culture.[Greg Richards]

Culture is that factor which shows one community's people different from others with their own identity. There is no doubt that people show interest to explore other country's culture. Culture is one of the sources that help particular area to develop from tourism point of view. Culture does not only includes tradition, language and customs but there is direct connection of fair and festivals, music, dance and local handicraft with the culture of that area. Festivals are the reflection of the local tradition, cuisine, art and craft. [Mariya Stankova, Ivanka Vassenska]Tourism is very important for the destination development in which cultural tourism has major role for tourism growth. It attracts not only tourism from outside but also attracts investor for investment in particular area. [OECD 2009(21)]

Authenticity of the local culture is depreciating now days but because of tourism and its connection with culture helps to preserve the culture and also boost local community and their creativity in the form of tourism. [Janson Csapo]

Famous cultural destinations

There are many destinations in the world which are known for its rich culture and one among them is Kenya which is known for its countless languages and dialects with 42 different cultures. It is famous for its hand-woven textile and Maasai tribe. Paris is one of the famous and known destinations for European culture. It is known for modern art and culture and attracts tourist from all over the world. Bangkok is other cultural destination and famous for temple, traditional art and cuisine. Dubai is also famous for its fine architecture that can be seen in hotels and resorts. India is the country known for its old culture, traditions, monuments and history. Rajasthan is the famous cultural destination and known for its royal heritage culture. Banaras is known for its temples which indicate the Hindu culture and it is also called as temple city. Tamil Nadu is famous for its Dravidian architecture.

https://traveltriangle.com/blog/cultural-tourism/

https://www.theyellowsparrow.com/cultural-tourism-destinations/

Importance of local culture

Local culture is the identity of the particular community and also the base for economic and other development of the area. It is the reflection of the history and incident that happened in the past and in present. It is the emotions of the people that are attached with the past. Local identity is the common understanding of the tradition, its values which is center for the welfare and development planning. It also influences the unity of the locals for special requirement and problem solution. Culture based development can be seen as instrument to support the local government and social welfare works. Local involvement is important for cultural development of that particular area. This is the directly connected with the people's commitment in participation in the particular development. Local people will only support those developments which will preserve their culture. Thus local culture plays a very important part in any developments in tourism.

https://extension.psu.edu/importance-of-incorporating-local-culture-into-community-development

Different culture in India

India is one of the tourism destinations which is famous for its diverse culture. It is due to the different shades of Indian culture the promotion campaign for Indian tourism is named as "Incredible India" The most popular state for cultural tourism is Rajasthan that is specially known for its folk dance, art & craft and various festivals. Rajasthan Tourism is showing various efforts to develop and promote Rajasthan culture at global level. They planned to work together with UNESCO to develop local art & craft. Their goal is to develop 10 cultural hubs in many districts of Rajasthan and that will provide the big platform for local artists. [timesofindia] Tamil Nadu is famous for its old heritage and diverse cultural that reflects in their traditional temples, Mosques and churches. It brings 26.5% domestic and 20.6% international tourist and contributes country for foreign exchange earnings. Kerala is known as "Gods own country" which is full of rich culture that can be seen its traditional cuisine, dance forms and festivals. It is known for the dance form which is 300 year old i known as "Kathakali" and for well-known festival Onam. Uttarakhand is known for its different culture which includes different clothing, dialects, and dance form that reflects the culture of Kumaon Region.

https://truelinkz.com/explore-and-experience-cultural-tourism-in-kerala/

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Tourism Impacts on local culture

Research reflects both positive and negative impacts of tourism on local culture basically these are:

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Positive Impacts: Tourism helps to preserve the local culture, custom and local tradition. It also helps in generating funds to preserve local heritage, traditions, and art &craft. Tourism also helps the local people to participate and involve in art and craft and tourism business. The interaction between local people and tourist helps them to know about the other nations and make bond between host and guest which helps in mouth publicity of that particular place.

Negative Impact: When local people involvement is there, than they start to adopt their culture and start to quit their own culture which is harmful for local cultural authenticity. The same scenario can be seen in Pokhra Ghandruk community in Nepal. The western cultural adoption can be seen clearly in youngsters. In tourist destination places we can see mixture of culture such as traditional wear with few western touchups and same can be seen in languages as well.

Conclusion

Research concludes that culture is the heart of tourism. To promote any destination culture promotion is mainly required. People have curiosity to explore the new culture and to visit the cultural places. Each and every city, state and country has their own culture and has their own importance. Research indicates that local culture is the ladder for tourism growth and the local art & craft and the festivals plays a major role in it. It suggests that the culture is the tool that can increase the tourist inflow in any destination and the people of that place should preserve the culture and should know the importance of it. Government should also take the initiative to promote the culture and make that place a tourist destination.

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A QUALITATIVE STUDY OF FOOD SELECTION BEHAVIOR OF INDIVIDUALS BASED ON THEIR DEMOGRAPHIC PROFILE

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ABSTRACT

Food is an important basic necessity of human life that gives nutrients and energy to develop and grow, be active and healthy, to play, work, move, think and learn. Food is unavoidable content of human's everyday life and selection of food is not exclusively domain of an individual, it is also influenced by surroundings, family or demographic profiles are important determinants of food consumption. There are various cultural, social and economic factors that contribute in development, maintenance and alteration of dietary patterns. Demographic characteristics like age, gender, religion, education, income, marital status, Profession, size of family etc are some factors that influence an individual behavior in selection of food. These factors play an important role in purchasing and spending decisions of food items by customers. This study finds qualitative study on food selection behavior of individuals on the basis of their demographic profile and explores the factors that influence tourism. For instance, Individuals with high income or high education are generally associated with food such as vegetables, fruits, low fat milk, high fiber foods etc whereas individual with low income or low education buy less price food without considering nutrition's in it.

Keywords: Qualitative study, food selection, behavior, demographic profile.

INTRODUCTION

Demographic refers to individual characteristics like "ethnicity", "age", "generation", "gender", "income", "marital status", "education", and "homeownership". These features categorize people without describing their personality. Some demographic features are such that they cannot be changed and are directly related to physical structure. Every consumer has unique set of criteria while making decisions related to purchase of products or food consumption. Consumer criteria can depend on characteristics like demographic, interest and many other factors. Nutritional intake also depends on the demographic characteristics of consumers such as age, income and educational level.

Consumers food selection depend on many features such as his "income", "health', "education", "geographic location", "weather", "reference group", "age", "gender" etc. Consumer facing health issues will be more interested in food that are full of nutrients and will avoid fast food. As novel diseases are increasing in today's life, more and more people select food that are healthy and full of nutrition. Even when they travel or eat outside like restaurant and hotels they prefer healthy food. Fruits and vegetables are mostly consumers prefers when they eat outside.

Tourism industry is a lot influenced by demographic features of consumers in selecting food items. Tourists travel various destinations from far places. It is important for tourism industry to understand food habits and food selection attributes of tourists so that they can satisfy them and encourage them to revisit. All tourists cannot be treated same as they belong to different demographic characteristics and their need and demand varies. For example, some children like to eat fast food rather than healthy food; Adult, educated and high income tourists like to eat healthy and clean food; Old age people like to eat nutritional food and avoid fast food.

Tourism industry should determine segments of consumers they will be serving, understand their desires and learn about their food habits that might attract them. Segment that spends more money and visit frequently to destination are referred as "core" or "target" tourists. Tourism must have accurate understanding of their "core" and "target" tourists so that special focus can be given to them. Proper strategies and facilities can be planned for potential tourists. Hence, learning about customers and new trend in food information should be available to tourism industry. It is not possible that all tourists will prefer same type of food so hotels and restaurants should have different type of cuisine catering different types of tourists. If tourism industry is not aware of what tourists wants and ignore their requests then there are more chances that tourist feel ignored and will not revisit again and not even refer to other. Hence it is important for tourism to get popularity and revenue generation, to understand their consumer's desire and interest.

LITERATURE REVIEW

Kasapila and Shawa (2011) explored the usage and understanding of nutrition labeling on food products among rural and urban consumers in Lilongwe of Malawi. Influence of social demographic factors and nutrition awareness on usage of nutrition labels. Data was collected randomly from 206 consumers from grocery stores using pretested questionnaire. It was observed that urban consumers with post secondary education were more interested in reading nutrition label as compare to consumers of rural areas. Consumers with low income and education are more interested in price rather than nutrition level in food products. In educated consumers, women are more interested in nutritional food as compare to men and also possess more information on nutrition values. It was also observed that rural consumers were as aware as urban consumers in terms of nutritional food. Urban consumers considers food that contains fat along with sugar and salt whereas rural consumers look for minerals and vitamins mainly iodine, iron and vitamin A in their food.

Nicolette,Shone, Jiang, Beals, Henderson, Zhang, Acton, Roubideaux and Manson   (2014) examined the food selection pattern among rural and urban areas people with high education level and income. Data was collected from 3135 adult participants through socio demographic survey with 27 item food frequency questionnaire. Food was divided into "healthy" and "unhealthy" category. It was observed that lifestyle coaching and education session changes selection of food choices i.e. increased vegetables, fruits and wholegrain, reduces high sugar beverages processed foods and red meat. Finding shows that retired respondents residing in urban areas with high education and income level choose healthy food more frequently and young males with low education and income level consumed unhealthy food. Unhealthy food selection did not differ by rural and urban attributes.

McGowan, Pot, Stephen, Lavelle, Spence, Raats, Hollywood, McDowell, McCloat, Mooney, Caraher & Dean (2016) assessed the influence of socio demographic, awareness and psychological factors on cooking and food skills. Data was collected from 1049 adults with age group 20-60 years from Ireland. Finding shows that male, younger respondent and respondents with no or low educational qualification score low in both cooking skill and food skill abilities. More cooking skill and food skill does not lead to healthier dietary choices directly. Cooking skill indirectly influence on individual food selection choices i.e. it lower saturated fat intake. There are multiple factors that influence the selection of food and diet quality such as "budget", "resources", "household structure" and "food availability", "taste preferences", "food attitudes" and "identity", "health motivations", "nutritional knowledge" and "habitual behavior".

Binkley (2005) examined the influence of demographic, economic and nutritional factors in selecting food items. Nutrition and diet data from "Continuing Survey of Food Intake by Individuals" and "associated Diet and Health Knowledge Survey" was considered in this study. Finding shows that restaurants usually provide meals with low nutritional value as compare to home meal and restaurant food are linked with obesity issues. It was observed that consumers who prefer healthy and nutritional food are less like to eat outside specially fast food. Income, time value, age and gender play important part in selecting food inside and outside house. "Ageing of population", "rising incomes" and "continue decrease of household size" leads to increase in demand for outside food and demand of fast food will grow. Recent trend of fruits and salads items in restaurants also in demand list of nutrient focused consumers.

Gonzalez, Curtis, Washburn and Shirsat (2019) explored the factors that influence travelers food choices when visit destinations with various alternative available such as local food and other that are not available at home. Data was collected from 330 tourists and evaluate the influence on dependent factor i.e. consumption of local cuisine on the basis of independent variables such as "culture and religion", "socio-demographic factors", "motivational factors", "food trait personality" and "exposure effect" or "past experience". Finding shows that "Culture", "motivational factors" and "food-related personality traits" were again and again noteworthy predictors of consumption of local food. Finding of the study provide help to government, organization related to tourisms, producers and service provider of local food, product and services in understanding the factors that influence tourist's decision in local food consumptions at destinations.

Mak, Lumbers, Eves & Chang (2012) identified the prominent factors that influence food consumption among tourists. Previous studies are analyzed on tourism and hospitality and provide insight from sociological and food consumption research, 5 psychological and socio cultural factors that influence food consumption among tourists are identified i.e. "cultural or religious influences", "socio-demographic factors", "food-related personality traits", "exposure effect or past experience", and "motivational factors". Finding of the study suggest that "motivational factors" can be classified into 5 main factors i.e. "symbolic", "obligatory", "contrast", "extension" and "pleasure". Finding of the study has open many new opportunities for research in consumption of food in tourism. Tourists belong to different religious and cultural background and socio demographic features and with different food

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related behavior traits and past experience and exposure may have different types of motivations for consumption of food in tourism.

Sohn and Yuan (2011) explored "psychographic" and "demographic" profiles of tourists fascinated in gastronomic tourism. Data was collected from 116 respondents who have attended "First Lubbock Wine Festival". Questions were asked to respondents related to their "demographic profiles" and "behavioral features" such as information related to food or wine related activities and factors that motivates them to make those decisions on food or wine related travelling. Finding shows that culinary tourists usually spend on activities that are related to food while travelling and they are more cautious and conservative in selection of food. It was suggested that managers and marketers should recognize culinary tourists and satisfy their need of food differently. According to culinary tourists, managers and marketers should make marketing strategies to cater these type of tourists. Hence, managers should understand the preferences, types of visitors, need or wants, if they want to draw attention of particular culinary tourists.

Leh, Mokhtar and Rambeli (2020) examined the extent of socio demographic factors influence on tourists visit or revisit to tourism spot Perak at the time of hot spring. Age, education, income and group size were selected as socio demographic variables for study. Data was collected from 241 domestic visitors from "Trong medical pool", "Lubuk Timah hot springs" and "Sungai Klah Hot Springs Recreational Park". Finding shows that income of tourist play important part in visit or revisit to these tourists' spots as compare to other factors. Affordability by tourists and low cost have made possible to revisit and number of tourists increase in that area. Tourists able to afford cost visit again and again. Government and relevant organizations can used the study findings to take right and proper actions to enhance activities and improve tourism spots.

CONCLUSION

Tourism acts as a medium for people to get away from their daily routines and patterns and experience new things. For some tourists, food is a main part of experience and it plays an important role for tourists all over the world. Food is considered as support factor but it plays important part in traveler's satisfaction at the end of trip. Food can be related to memories with overall experience.

Demographic factors influence the tourist's choice in selection of food during travelling. Every tourist cannot be served with same type of food. Tourists visiting to destination differ on various basis like "age", "location", "gender", "education", "income", "health', "marital status" etc. Their food habits also vary accordingly. Children prefer fast food or food with fat as they need more energy, old age people consider healthy food due to their health conditions, tourists/ consumers who are health conscious prefer food full of nutrition.

Trip experience without food cannot be completed. Food plays an important part to compete the overall experience and satisfaction level among tourists. Destinations with wonderful sightseeing and other expensive and amazing facilities can lose its popularity if food available is not according to the desire of the tourist. Tourism industry mostly works on the basis of word of mouth and references. If any tourist feel ignored and did not received

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satisfactory experience then he will share his bitter experience with others and advice them not to visit that destination. Sometime food encourages tourists to visit some destinations again and again.

"Tourist food consumption" is an important form for tourist consumption and is always neglected in tourism and hospitality literature. This negligence was due to traditional concept prevailing in tourism that food is just a "supporting resource" and just supplements a destination. It is also view that eating during travelling is supporting experience i.e. just a extension of daily routine of tourists.

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Role of Ethics and CSR in Hotel and Tourism Industry

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Abstract

The main purpose behind building up hotels was to provide accommodation, food, beverage, recreation and entertainment to the travelers during their visit to various places. The idea was to provide them normal surroundings, safety and security along with transportation and safeguarding their property were also required. The travelers expect the hotel to be clean, safe, and secure and comfortable, furnished and hygienic with conditions and food at a reasonable price. The staff is expected to be courteous, friendly and respectful. But unethical practices in the hotel have gained attention from quite some time now. The unethical practices not only tarnish the already setup goodwill and image of the hotel chain but also raises questions on their conduct of carrying out various processes. There is need to understand the importance of practicing ethics. Apart from the ethics, it becomes important for the hotels to make a difference in the society by working for it. There is a great pressure of the government and customers on the organizations to focus on the environment. This has forced the hospitality industry to implement new plans, strategies and environment friendly policies. Not just the hotels but restaurant chains are also expected to contribute towards the environment. The CSR can be economical, social and environmental, the purpose of this paper is to understand the role and importance of ethics and CSR in hospitality and tourism industry. Various journals, articles and research paper have been reviewed to collect the data.

Keywords: Ethics, Hospitality, Standard Operating Procedures.

Introduction

Ethics has happened to be the biggest issue faced by the industry. It is common argument by scholar about the unethical practices being followed. Employees and managers face ethical dilemma due to their daily confrontations with the customers. In the previous research it is proved that positive ethical culture will increase the job satisfaction of the managers and the employees, it will enhance the customers experience and will ultimately result profitable for the organization. There has been a limited work done about research in the hospitality industry. Corporate Social Responsibility (CSR) also comes under as one of the ethical duties of the hotel towards the society. It has become appealing not only to big corporate companies but it has found its way to small and medium sized organizations. This has allowed them to work in more efficient and stable way. This has now become a new area for co petition. Though government has now made it mandatory for the corporates to dedicate some amount of their income towards CSR, but now it has been used as a marketing tool by the hotels to build image of chains.

Objectives of the Study

- To study the importance of Ethics in the hospitality industry.
- To study the importance of Corporate Social Responsibility in Hospitality industry.
- To Study CSR practices by two leading hotel chains.

Literature Review

(Churchill,1982; Elangoet et al,2010), in their researches stated that efficient and ethical economic society can be established with ethical practices. Since there are very few human social systems that are working perfectly. This "imperfect" system can be minimized along with maintaining effectiveness, efficiency and creativity if ethics are practiced.

Researchers have been quite interested in the CSR from quite some time. (Windsor 2001), in his studies identified what future holds for corporate social responsibility and the relationship between society and business in a long run.

A balance between operations and business ethics will aid organizations to align their moral obligations with the stakeholder's strategy and business as a whole (Lewis 2002). The employee's viewpoint about these practices is also important.

(Nigel Surbutts 2003), paper examined the way CSR is being practiced by small and medium sized firms. It was found that there is a structured approach that manages the profit maximization and corporate reputation by these small and medium companies through CSR. As compared to large organizations small and medium firms have very limited resources. But these SMEs can still manage CSR by minimizing their risks, utilizing their resources as well and by gathering information.

(Moon 2004), explored in his studies the driving forces for CSR in society and business. He further explored the role of government in corporate social responsibility.

(Vaaland, Heide 2005), by using case study method explained that CSR can be managed through reducing gap between the stakeholders in a long run.

When ethical program is incorporated in the companies it tends to create an environment that builds trust in the company and externally as well which would ultimately result in profitability and growth (Koonmee et al 2010).

Due to competition within the organization and in the external business environment, firms often comprise on their ethics and morality in fulfilling their objectives (Ferrell and Ferrell 2011; Carlson et al 2011).

(Bibhu Parshad 2012), in his whole article stated the main areas where companies are doing CSR are ground water, child labor, food, employment and education.

(Mallen 2012), in his studies stated that there is a change in trends of CSR in past few years. Business and society both have been affected by this change. The changes have occurred in

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the across the globe. The strategies developed by organization are such that CSR is reflected in their services and products. There is an increase in the interference of outside agencies in the organizational goals.

An article of economic times in 2012 quoted APJ Abdul Kalam in relation with CSR. He advised to make it mandatory for the companies to make certain amount of their profit to use for CSR after which a bill was also proposed.

Legal Provisions of CSR

Ministry of Corporate Affairs in its section 135 and schedule VII of the companies Act got implemented from 1April 2019. A threshold limit for applying CSR in the company is given in Section 135. The application of these provisions of CSR are not limited to just Indian Companies but also to the project offices of foreign organizations in India. The regulation states the following:

- Each qualifying organization will spend at least 2% of its average net profit for preceding three years.
- Each qualifying company will form a committee consisting of three or more Board of Directors.
- The activities to be carried out by the company must be stated by the board.
- The amount for expenditure is recommended by the Board to keep a check on the CSR activities.

Various CSR initiatives by the Hotel Chains:

East India Hotels

As an initiative under the corporate social responsibility the Oberoi group has started SAKSHAM to support SOS children's villages in India. Under this program the EIH and EIH associates will support 21 family homes consisting of 210 children and their 21 SOS mothers across nine locations in India. This project will support higher education of 61 youth across the same locations. It will enable parentless children by ensuring quality education, health and nutrition, holistic development, up keep of the family and extra-circular activities. Over a period of time this will enable supported children to settle in their respective lives via careers and become contributing members of the society.

Indian Hotel Company Limited

IHCL follows the Tata's group principle of improving the quality life of the communities. They are focused on the legacy of 'Giving Back to the Society'. It also focuses on building livelihoods for our target communities and geographies, supporting, heritage and tourist spots and caring for the environment.

- Tata Affirmative Action Programme, a number of young men and women have been absorbed by Taj Hotels.
- Many small-scale enterprises and social impact organization have been developed and given an opportunity to become a part of the Taj value chain.

- Over the last decade, in collaboration with Government Industrial Training Institutes and NGOs such as Don Bosco and Pratham, they have impacted over 15,000 youth.
- IHCL recruit an average of 15-20% trained candidates.
- Taj no only preserve the heritage properties but also do partnership with artisans to showcase their craft in their properties to promote the local craft.

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The Impact of google reviews on Hotel room sales:
A case study of Hotels in Chandigarh

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ABSTRACT

The era of travel booking over the counter after following long ques and hotel bookings over telephone is not very unfamiliar to us, there was a time people used to avoid travelling just due to the hazzle of arranging everything. But today with the help of technology you could get an array of tourism plans like a well-set menu in you drawing room just through the swipe of your mobile phone. Information technology has empowered you just to plan and book your vacation in minutes sitting at your comfort.

Being totally unknown to a place booking vacations just by the picture advertised by the hotel is also not recommendable, that is when Technology came up with check ins and reviews. A method by which visitors could actually write down their experience to recommend the hotel of their choice to others or warn about the hotels to other prospective customers.

Nearly 93% of all searches are re-directed by search engine out of which google holds 95.9% in India. This research study has been conducted to identify the impact of google reviews by customers and how it impacts the room sales, the participants of the study are 45 front desk staffs from 13 hotels and 118 guests from these hotels. The study revealed that 78% of the guest who visited the hotel chose the hotel after reading the google reviews of other customers. Also 76% confirmed that they are going to update their review about the hotel on google review as well.

Today online reviews have become the predominant source of prospective clients that owners once assumed. If not handled professionally you might loose a major stake of your business to your competitors

Keywords: *Hospitality Industry, Multilingualism, Hospitality Education*

INTRODUCTION

The hotel industry in India has been under remarkable improvements in the use of technological advancement and developments to improve business operations. With the introduction to smart phones, affordable internet services and application even consumers are depending on technology in order to access services. The consumers of today are more dependent on mobile gadgets to shortlist hotels, online reservations and booking from their convenient destination. With most people travelling and tourism industry booming these apps have been most sought after in the mobile applications.

There have been very few studies on the use of smart phones to access hotels services in the past, however studies like this is bound to helps and increase the knowledge and awareness of the potential benefits the hotels would be able to benefit from these applications. Continual research on this topic is essential to analyse the information to hoteliers who could use the information to maximize the utilization of such apps. Hotel owners are very much aware of the fact what their customers expectation is, which would create an easy way to access the services and make reservations. Today most hoteliers are using the knowledge they have about the expectation of their customer as a major instrument to develop innovative ways to make the online accessibility as easy and fast as possible for their customers. Whether it is business or leisure, domestic or international, Indian hoteliers are experience an ascending growth in the old as well as new consumers. With the current drift in the trend most hotel owners have realized that the keeping up with high number of hotels owners realized that high number of reservations can be highly risky especially for the available staff.

In view of the current trends with internet facility most hotels in Chandigarh have accustomed and used to the timely and fast response to the demands of reservations from guest through these applications, A good number of hotels and resorts in and around of all categories have been members of these applications and offering guests facility to book and reserve rooms through these facility. In addition to regular customer even new customed have accessibility to reserving rooms through these applications using smartphones.

Similar to the flip sides of a coin there are negatives also to the same. Today it very easy to share your opinions and view to any potential customers around the world using technology. This study has been conducted to identify the impact of google reviews by customers and how it impacts the room sales, the participants of the study are 45 front desk staffs from 13 hotels and 118 guests from these hotels. The study revealed that 78% of the guest who visited the hotel chose the hotel after reading the google reviews of other customers. Also 76% confirmed that they are going to update their review about the hotel on google review as well.

The reason for selecting google review itself is due to the high volume of searches through google conducted and the visits of people for the reviews and dependency as well as the trustworthiness of people in the reviews provided by Google.

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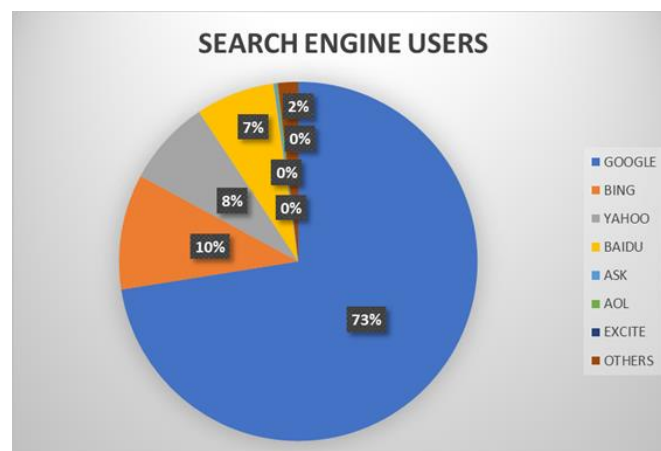
Chart.1 shows the usage of google has been recorded the highest with maximum clients depending on Google to make internet searches. The study also found that being one of the most widely used search engines people depended on google reviews as there were high volume of usage as well posting done on the same.

The study has been conducted in two stages one focusing on the importance of online reviews from the perception of Hotel and Second from the perception of guest. We studied how seriously hotels as well as guest took online reviews in their decision of purchase as well as how importantly hotels took the reviews of the guest in these websites.

The importance of online reviews has far more importance that some hotels has take it into consideration. The study revealed that hotels need to focus on the reviews despite of its nature as good or bad to outrun its competitors in the long run of this cut throat competition. Most top hotels have dedicated teams of software specialist to work on their Search Engine Optimization (SEO) that would rate your hotel at highest, that is when a person searches for hotels in Chandigarh, SEO's ensure that your name comes in the top list of websites provided by google.

The study showed that people have started taking the reviews of others seriously and it has a high impact over their purchase decision. The hotels on the other side agreed that they started focusing on these reviews and started taking these reviews seriously.

OBJECTIVE

The objective of the study was to identify and study the perception of both guest and the hotels on the impact of online reviews. From guest perception study was conducted on how seriously guest took the reviews of other customers about a hotel and how it impacted their purchase decision. On hotels it was done about their awareness on the impact of google reviews on room sales

Stage 1: Impact of Google Review on Room Sales

- Awareness of Google Review
- Response to Guest reviews
- Addressing to Complaints

Stage 2: Impact of Google Review on purchase decision of a customer

- Booking a hotel that has no reviews
- The impact of other people's experiences over your decision
- Reviewing websites while planning holidays
- Reading other people's reviews
- Review writing

REVIEW OF LITERATURE

Since millennium started, the impact of technology specially internet has revolutionized human living. With the invention of smart phones and internet access to them the convenience and reach of web is today with everyone, that day is not far when Wi-fi would

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be classified as basic need of Maslow's need hierarchy. With the introduction of smart phones and applications the hotel Industry have great gains in the development of fast and easy rooms reservations in the past few years. In the field of Mobile commerce where there is ferocious competition among hotels, every hotel even international chain like Hyatt, IHG, Hometel etc has developed their mobile application in vast user-friendly manner. Hotels today invest a lot of money and time in developing new and upgraded applications where the customers can access to the facility offered by them through their smartphones with a swipe. Not only luxurious chain hotels every small hotel owner have joined with applications such as Oyo, Fabhotels, Trivago etc.

With Emergence of Jio network in India it has made internet accessibility to every common man with a smartphone, social media networks, message services all made communication and interaction between people easy. Today people communicate with each other using the internet to share their reviews, opinion and experience about any service or product (N Buhalia and Las in 2008. DellCross Chang and Awd 2007) UGC is a term coined to information exchanged between people through net User Generated Content. Or also called E-WOM which is associated to positive or negative comments made by a prospective, current or former customer about a product or services provide by an organization via internet (Heninggs Tharvau et al 2004) these E-WOMS not only impact the purchase decision made by other customers by capturing the reviews, recommendations and the experience exchanged by users. These also impact on overall effect of product purchase and wish for product purchasing among people revealed a study by Seirra Cantalops and Salvi Mani 2014.

Even though there are a mass volume of online reviews available in the net it is necessary for every organization to perform an indepth review and analysis of the contents, as this has proven successful in dealing with the volume, variance and valence. A detailed study has revealed the impacts of positive and negative and neutral comments ion businesses. However, drawing a streamlined relation to the reviews and actual performance has been always challenging to most organizations due to the difficulty in matching the same. The study by Kim Lee and Brymar in 2016 provided mixed results in the area of study conducted by them, invariantly we can argue that there would be a vast differentiated reviews into customer preferences as shown in the valence of online review as they can provide more detailed view of the relationship between reviews and performance. The major chunk of researchers of today has largely ignored the potential interaction effects among hotel attitudes and their impact on the performance of their business a study by Xie Chang Lee and Zhao Cathy in 2014 revealed.

To limit the distance between actual review and the performance the study has been conducted on dual levels both from the perspective of the guests as well as from the point of view of the hotel operators. The study cannot assure that it was successful in bringing the gap entirely nullified but however can guarantee the similarity in decisions made by the Hotels and the impact of their decisions on the guest choice of opting hotels. The Study also revealed that now a days most hotel guest take time to upload their reviews in google where negative or positive as part of their satisfaction in either supporting the hotel or warning other prospective clients from the service. It also showed that people not only reads the negative comments but also explore the positive comments uploaded.

RESEARCH METHODOLOGY

A cross sectional descriptive study of randomly selected hotels was conducted to analyse the impact of google reviews on hotel sales in Chandigarh area. A total of 28 hotels were shortlisted for the study but permission was obtained from only 13 hotels, others feared the effects and impacts of the research. The study was conducted in 2 Phases, Phase 1 was conducted with interviews and discussions with Hotel Staffs during low guest periods of the day. And the second phase was conducted with in staying guests who were willing to provide their feedback, of 178 guest approached 118 guest participated in the study with full support.

Table.1 Hotels staff

Number of Hotels	Average Staff	Total Number
13	5	65

Table. 2 Guests

Number of Hotels	Average Guests	Total Number
13	9	118

Before the starting of the survey, observational visits were made to the study the hotels to understand the type of guests and staffs comprising the parts of this study as well as to achieve the support and cooperation of the Hotels. The study was conducted by executing Interviews supported by questionnaires, Observations supported by observation checklists as well as interactions with the staff and guests through personal as well as telephonic conversation. We conducted the survey which included to the basic socio-demographic details, awareness about the awareness of Google review and the impact of reviews on sales and future purchase decision of the guest. A total of 13 Hotels were selected from the location representing 100% of the Study Area.

Data Collection

The data was collected in two different ways: direct observation and interview. For the direct observation, a checklist with close-ended questions was used to guide the points to be observed. An interview was conducted in-person, guided by a close-ended questionnaire. The direct observation was used primarily at the location of the Hotel and guided by a checklist. The interview was mostly used to uncover the views, knowledge and interest over google review of both staff and guests. The data was collected to present an overall picture of the Impact of google review on hotel Sales.

Table. 3 Basic Demographics of Hotel Staff

Parameters	Frequency (n)	Percentage
Age (n=65)		
>20 Years	1	2%
20 TO 35 Years	28	43%
36 TO 45 Years	21	32%
46 TO 55 Years	9	14%
<55	6	9%
Gender (n=65)		
Male	53	82%
Female	12	18%
Internet Literacy (n=65)		
Social Networking Sites	63	97%
Emails	58	89%
Google Reviews	57	88%
Never Used Internet	2	3%

Table.3 showed the overall general information about the demographic of the staff selected from the 13 hotels it shows maximum staff 43% (n=28) belonged to the age group of 20 to 35 years old, 32% (n=21) belonged to the age group of 36 to 45 and 14% (n=9) between the age of 46 to 55 and 9% (n=6) belonged to age group of above 55 years old and only 2% (n=1) belonged to age group of below 20years.

As far as male to female domination is concerned a majority of 82% (n=53) was male staff and 18% (n=12) was female staff.

It was important for us to analyse the knowledge of internet as our study was primarily based on the internet-based reviews, the study revealed that 97% (n=63) used social networking sites, 89% (n=58) used internet facilities and frequently used email communication. 88% (n=57) was using google review or uploading reviews for the product or service they availed and trusted the reviews. Only 3% (n=2) replied they never used internet.

Table. 4 Basic Demographic of Guests interviewed

Parameters	Frequency (n)	Percentage
Age (n=65)		
>20 Years	0	0%
20 TO 35 Years	22	34%
36 TO 45 Years	31	48%
46 TO 55 Years	10	15%

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<55	2	3%
Gender (n=65)		
Male	37	57%
Female	28	43%
Internet Literacy (n=65)		
Social Networking Sites	64	98%
Emails	61	94%
Google Reviews	61	94%
Never Used Internet	0	0%

Table. 4 showed the demographic details of guest interviewed the chart shows that majority of the guest 48% (n=31) belonged to the age group of 36 to 45, 34% (n=22) guest belonged to the age group of 20 to 35 years old, 15% (n=10) belonged to the age group of 46 to 55 years old and only 3% (n=2) belonged to the age group above 55 years old.

In comparison to the staff we were able to get a more gender balanced review from the guest interviewed, as 57% (n=37) were males and 43% (n= 28) were females. The internet literacy was very high in the guests with no one responding to the question never used internet. And with a 98%, 94% using social networking sites, email and google review respectively.

Stage -1

This stage was studying the impact of google reviews on the hotel sales form the perception of the staff working the study was conducted with the questions in the questionnaire was evaluated with a Likert scale rating of 3 points 1= Agree, 2= Moderately Agree, and 3 = Disagree.

Chart. 2 Awareness of Google Review

As the chart shows majority of the people that us 91% (n=59) agreed that they are aware of the google reviews and how it is uploaded in the internet and how accessible it is to the general public who uses internet, 4% (n= 3) agreed they only know little about the Google review and 5% (n=3) agreed that they don't have any idea about google review.

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Chart. 3 Responses to Guest Review
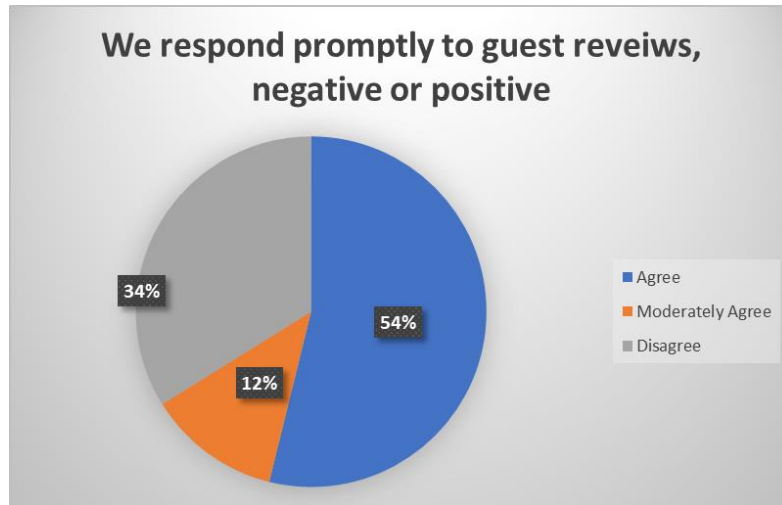
This chart shows the reaction of hotel staff to the guest comments and reviews on google, 54% (n=35) agreed that they respond promptly to the guest reviews on google and take it seriously and showed interest that these reviews impacted the room sales. 12% (n=8) agreed they would respond to some of the reviews if they are negative only. To our surprise 34% (n=22) agreed they mostly ignored guest responses despite the knowledge that they knew it impacted the hotel sales.

Chart. 4 Addressing to Complaints
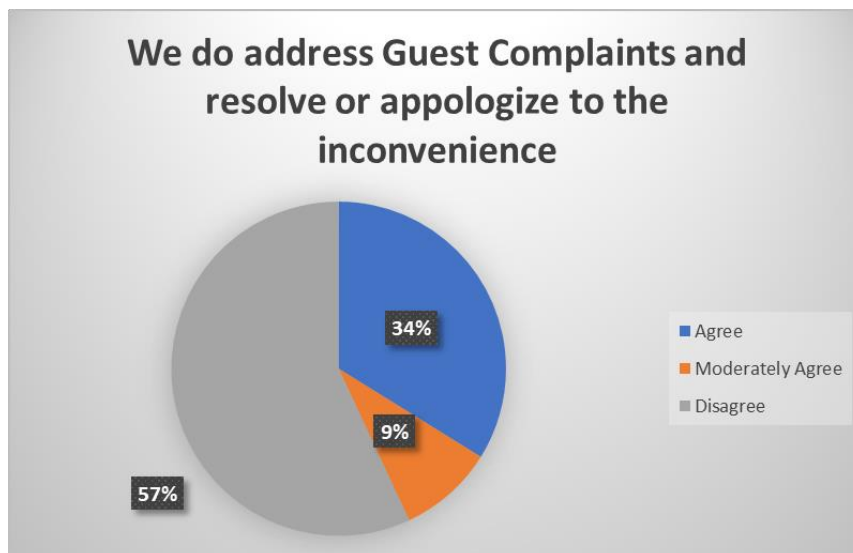
This was another revelation that was made during the study, 57% (n=37) agreed that they never address complaints on google reviews online and find a solution. Only 34%(n=22) agreed that they would address the complaints in the online platform showing how serious are to guest complaints to other review readers and they agreed that their promptness in replying would positively impact their prospective clients.

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Stage – 2

Stage 2 was mainly focusing on the guest and their perception to google review, this study was basically conducted so that the hotel owners and management would understand the importance and how powerful google reviews are to their prospective clients the study was based on five simple questions and supporting answers and discussions

Chart. 5 Choosing a Hotel with no Google Review

Would you book a hotel with no Google or other reviews

3% 5% 92%

Agree
Moderately Agree
Disagree

Majority of the guest interviewed that is 92% (n=60) agreed they would never book a hotel without any reviews, either google or trip advisor or some sort of reviews 5% (n=3) agreed that online reviews rarely affected their booking. 3% (n=2) agreed that it hardly matter, of which one guest was regular and loyal customer of the hotel.

Chart. 6 Impact of Other peoples review on Decision making

94% (n=59) agreed that the reviews and experience of previous guest played a very important role in their decision of staying in the hotel. It also showed that their purchase decision varied on negative to positive review.

Negative reviews and experience of other people would impact my decision to stay in the hotel

1% 5% 94%

Agree
Moderately Agree
Disagree

Chart. 7 Reviewing Websites while planning for Holidays
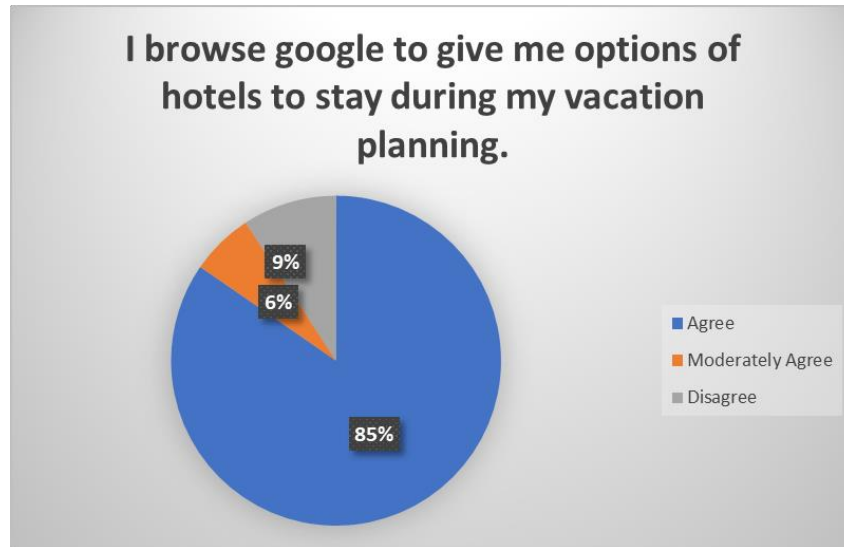
The chart .7 shows the impact of google over general public's vacation planning. 85% (n=55) agreed that they would search google to give them best options to stay during the vacations, 6% (n=4) moderately agreed and 9% (n=6) disagreed that they depend on travel agents and travel websites more than google.

Chart. 8 Reading Hotel Responses

In chart. 8, 76%(n=49) of the guest agreed that they take the response of hotels promptly to the customer review whether it is negative or positive shows a positive sign of the hotels priority to guest importance, they also said that they would choose a hotel that has boldly faced the review and found a satisfactory solution for the guest.
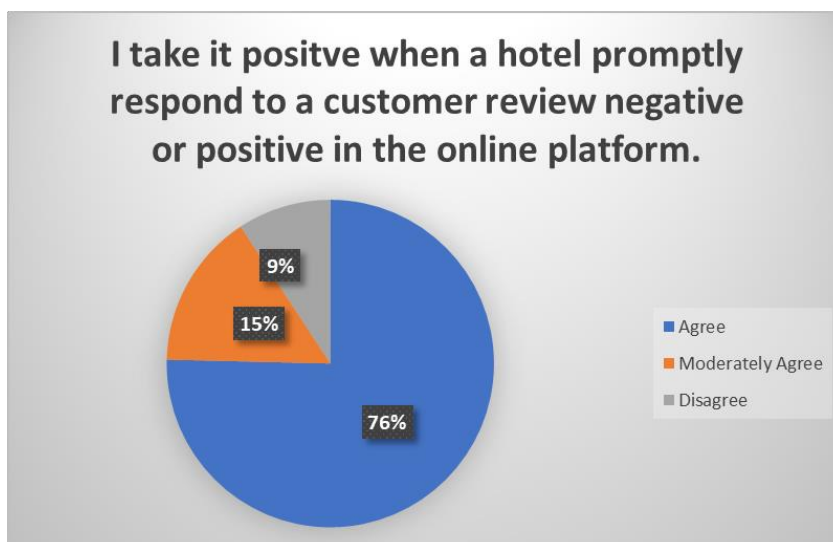
Chart. 9, Review Writing

This is one of the major cross roads in our study, 74% (n= 48) agreed that they would definitely write a review about the hotel they stay for prospective guest to know the experience. 20% (n=13) showed interest in uploading review if it is negative only. 6% (n=4) disagreed on uploading any type of review.

CONCLUSION

The Study showed a very broad and transparent truth that the impact of majority of the clients depends on reviews on public platforms. Google with a major share of search engines, and people dependence on searches is a game changer in purchase decision of the prospective guests who plan to stay with you. The study also revealed that the guest does not fully depend on the negative reviews by previous patrons, but they definitely look in to the response of the hotel on the negative review registered and their action or promise of action to the patron to refer the matter professionally. The Study also showed that most guests today despite of websites and travel arrangers still prefer to search the hotel reviews through Google reviews.

The limitation of the study is the number of hotels considered to represent the hotels of Chandigarh as well as the limitation of geography as the reviews on hotels on certain geographical locations depends also on the type of clientele.

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"IMPORTANCE OF INDUSTRIAL TRAINING AS A PART OF UNDERGRADUATE HOSPITALITY CURRICULUM - STAKEHOLDERS' PERCEPTION"

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Abstract

Hospitality industry is one of the largest industries in the world where the requirement for manpower is ever rising. Industrial Training is an integral part of the curriculum. Industrial training is the "bridge" between classroom and workplace. Most experts opine that the learning of a student is incomplete without hands-on training experience in the industry, which is very "rough and tough". It cannot be attained through classroom lectures and laboratory experiments. A realistic, hardcore workplace experience makes a student "industry ready". The universities and colleges try to provide the students with the best of the experience so that they are mentally ready to face any challenge. The priceless experience gathered during the training helps in building the perception of the students about the industry.

This paper aims to find the perception of the experts about the importance of industrial training for the undergraduate hospitality students. 101 experts from different hospitality institutions and luxury hotels in West Bengal participated in the survey. The respondents were randomly chosen from the field. Social media platforms were used to collect the data. Basic statistical techniques were used to analyse the data. The study revealed that the hotel managers and the faculty members perceived that industrial training helps in overall improvement of a student. Few difference in opinion were recorded regarding the period of training and the diligence shown by the hotels for imparting the training.

Key words: Hospitality curriculum, industrial training, internship, stakeholders' perception

1. Introduction

"Practice makes perfect. After a long time of practicing, our work will become natural, skilful, swift, and steady." – Bruce Lee

Training is an integral part of any learning. Through training a person gains experience and develop his /her skills and ultimately excel in the art. Industrial training is an integral part undergraduate hospitality curriculum in India as well as the entire world. It is a bridge between the classroom and workplace (Collins 2002). Students find the internship as an easy

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platform for gaining knowledge about the industry (Mealah et.al. 2012) and a mean for getting job (Cannon & Arnold, 1998) while effectively develop certain soft skills like communication, teamwork, time management and problem solving skills (Allen 1991; Marshall & Mill 1993). A trained professional is always welcomed by the any industry. Hospitality industry is no exception. A realistic, hardcore workplace experience makes a student "industry ready". The universities and colleges try to provide the students with the best of the experience so that they are mentally ready to face any challenge. The priceless experience gathered during the training helps in building the perception of the students about the industry. Many studies suggested that industrial training is a win-win situation for both the students and the employers.

This study aims to analyze the perception of the experts from the hospitality education and the industry and gives an overall view on the importance of industrial training for the undergraduate hospitality students.

2. Review of Literature

Mealah et.al. (2012) elucidated that the Malaysian accounting graduates advocated for the need of industrial training for enhancement of their employability skills. Their study also found out that certain soft skills of the students like communication skills, leadership and team work skills, and self-management skills were highly influenced and enhanced during their training. The study also explored the link between the soft skills enlisted in the course outcome and the development occurred during the training. As expressed by the trainees, the learning outcomes matched with the undergraduate course outcome.

Collins (2002) in his study mentioned that the internship program is a "trial before buying" program for the employers. The employers expressed that the students take less time to adjust in their new roles once they have already seen the industry beforehand. The researcher advocated that the placement officers should encourage the students to take up the training opportunities for their self development purpose. The study, conducted in a hospitality institute in Turkey also revealed that most of the students opined industrial training as a combination of academic knowledge and practical experience. Most of the respondents complained that they were not given enough training and also complained about the rude behaviour of the mentors.

Mat (2011) in his paper "The Effectiveness of Industrial Training on UKM Engineering Students" aimed to study the perception of the students on three parameters namely, knowledge, skill and attitude. 91% of respondents agreed that the training was useful in providing added value to the career opportunities. 88% students agreed on the beneficial aspects of improvement in their qualifications while 92% of the respondents agreed on the usefulness in providing assistance for future careers. The students expressed that they were able to improve their communication skills and use their learned knowledge in the actual work situation during the training.

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Ayob (2013) in his paper, studied whether the companies in which the students are getting trained, have been successfully providing significant engineering office experience. His study states that "around 20% of the UK's productivity gap with France and Germany is attributed to the lack of UK's workers' skills". So, there is

an increasing recognition of enhancement of student's employability in many countries around the world. His study pointed out the positive and negative aspects of training. Many positive aspects, such as good organisation, all rounded experience, and access to the latest technology in engineering were found in the study while negative aspect like incapability of the company to meet the expected outcomes for the course, ill-treatment of students were also documented. The benefits of industrial training for students are unquestionable as several studies conducted in various field produced positive outcomes (Callanan & Benzing, 2004; Cook, Parker, & Pettijohn, 2004; Mihail, 2006) about the training.

Rodzalan's (2012) paper proposes two types of independent variables. a. individual characteristic and b. organization characteristics, that may influence in the growth of generic skills. "The individual characteristics included student's demographic and motivation factors while the organizational characteristics consisted the demographic of supervisor and organization, and job scope and work environment". The researchers emphasized on the generic skills like communication skill, teamwork skill, critical thinking and problem solving and moral and professional ethics. The study proposed several models to find out the loopholes in the system and expressed the need to cover them up.

Garrick et.al. (2003) in their paper argued that the monopoly of the universities have finished in the area of knowledge production and the workplaces have entered the arena to provide "valid knowledge". On-the-job learning is about turning experience into learning. They also stated that "classroom based training, although still useful, is no longer enough to deal with the new demands for learning at work".

Jain S. (2015) called for a systematic evaluation of training programs. While identifying the cost effectiveness of training programs in the insurance sector in India, the researcher stated that the training programs in public insurance sector have been more cost-effective as compared to private insurance sector.

Hassan et.al. (2012) sated that some employers in Malaysia agreed that the technical graduates have good technical skills, but not motivation, interpersonal, critical thinking, problem solving and entrepreneurship skills. Nearly half the graduates were without a job due to the lacuna in employability skills. Employers considered soft skills such as human relations skills, communication skills, ethical behaviour skills and cognitive skills are while reviewing job applications. The researchers advocated the importance of industrial training in shaping the future career of the engineering students.

Bathla et.al. (2019) expressed that there are still scope for improvement in the liaising between the industry and the hospitality institutions to organize industrial trainings. The researchers advocated the increase in training duration for better training.

Sahinidis and Bouris (2007) investigated the "relationship between perceived employee training effectiveness and job satisfaction, motivation and commitment". The researchers explained that there was a very strong relationship between the training effectiveness perceived by the employees with their commitment, job satisfaction and motivation.

Chandhok (2014) in his study stated that adapting a uniform practice for conduction of industrial training in the hotel management curriculum would be favorable to all the stakeholders. He also pointed out that the hotel management studies are not uniform throughout the country. He reported that the faculty members and and students complained that the trainees are treated improperly during their training in the five star hotels.

3. Research Methodology

3.1. Objectives

To find out the importance of industrial training, for the students pursuing undergraduate hospitality courses.

To compare the knowledge level of the undergraduate hospitality students before and after industrial training.

To report the treatment received by the undergraduate hospitality students during industrial training.

To reveal the right time and duration for industrial training.

3.2. Research Design

The researcher involved the style of comparative research using quantitative as well as qualitative data. The respondents were working in the hospitality institutions and star category hotels. The researcher involved the faculty members from top ten hospitality institutions in Eastern India. Executives from star category hotels, who are well aware of the industrial training process, participated in the survey.

3.3. Survey Instrument

A two part questionnaire was developed by the researcher for data collection. The first part of the questionnaire was related to the demographic background of the respondents. The second part was related to various aspects on the industrial training undergone by the undergraduate hospitality students. The respondents were asked to rate their perceptions on a 5 point Likert Scale. Experts have also shared their valuable comments and suggestions about the industrial training.

3.4 Data Collection

Purposive random sampling method was used for this study. The hospitality educators and hotel executives from West Bengal were involved in the survey. A research instrument was designed to record the feedback. Social media platforms were used to distribute the questionnaire. 101 valid questionnaires were received through the online platforms. Among the valid respondents, 86 were male and 15 were female. The data used in this study was collected between July and August 2020 in West Bengal.

4. Data Analysis and Interpretation

The analysis has been divided into two sections.

Section A dealt with the demographic status of the respondents.

Section B dealt with the importance of industrial training and the various components involved in the study.

Section A: Demographic breakdown of the respondents

Chart 1: Gender ratio of the respondents
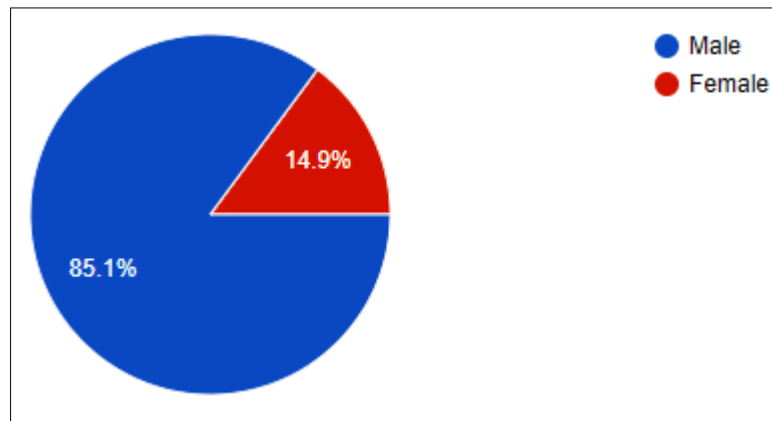
Source: Primary data

101 valid feedbacks were received from the respondents working in the hospitality institutions and star category hotels in West Bengal. Out of the 101 respondents 86 (85%) were male while 15 (15%) were female. All the respondents were involved the industrial training processes of hospitality students

Chart 2: Experience ratio of the respondents
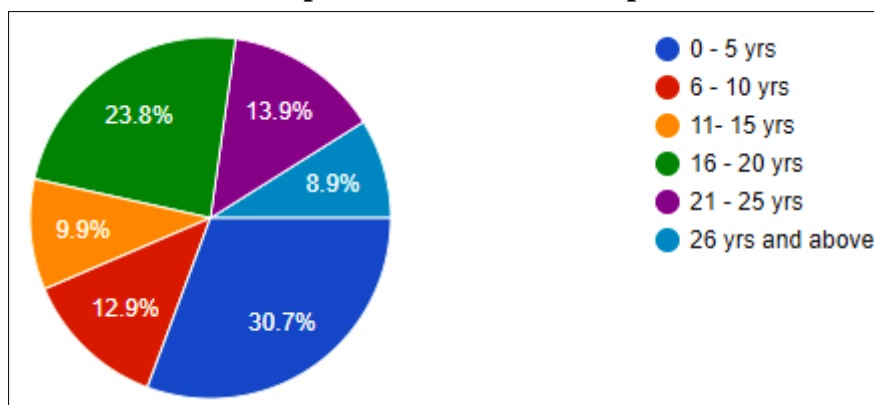
Source: Primary data

Out of 101 respondents, 31 respondents were having less than 5 years of experience. 13 respondents were having experience between 6- 10 years, 9 respondents were between 11 – 15 years of experience. 24 respondents were experienced between 16 – 20 years, 12

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respondents had experience between 21 – 25 years while 9 respondents possessed more than 26 years of experience.

Chart 3: Background ratio of the respondents
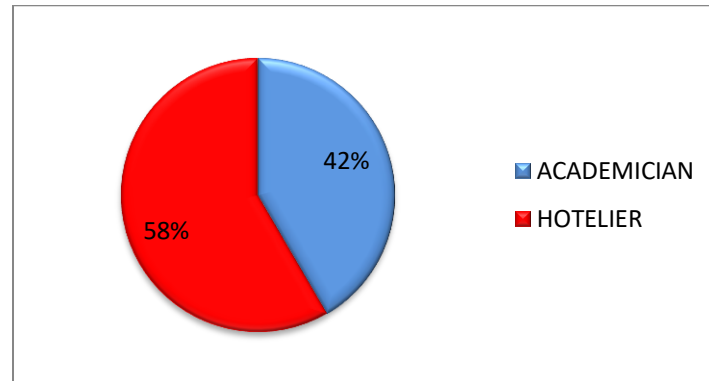
Source: Primary data

Out of 101 respondents, 59 respondents were working in the hotel industry in executive positions while 42 respondents from the academic institutions of West Bengal participated in the survey.

Section B:

A structured questionnaire was designed to find out the perception of the hospitality academicians and the hotel executives about the importance of industrial training.

Chart 4: Importance of Industrial Training
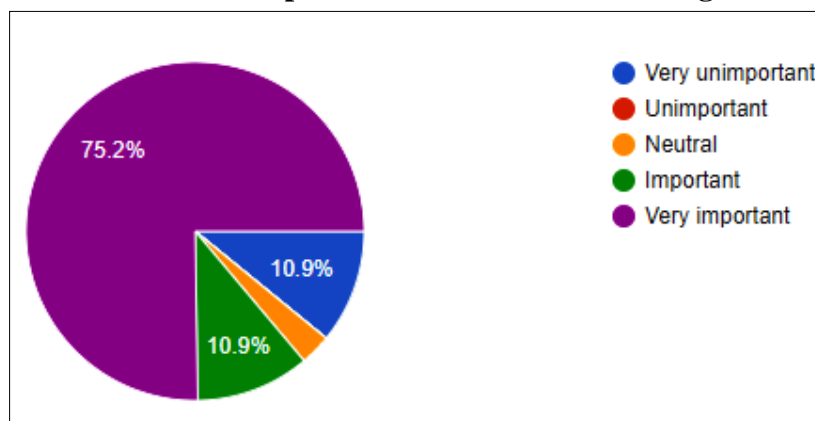
Source: Primary data

76 respondents expressed that industrial training is "very important", 11 respondents stated that it is "important". 3 respondents remained "neutral", while none stated industrial training to be "unimportant" and 10 respondents termed industrial training to be "very unimportant".

Chart 4: Importance of weekend trainings to form an idea on Industrial Training
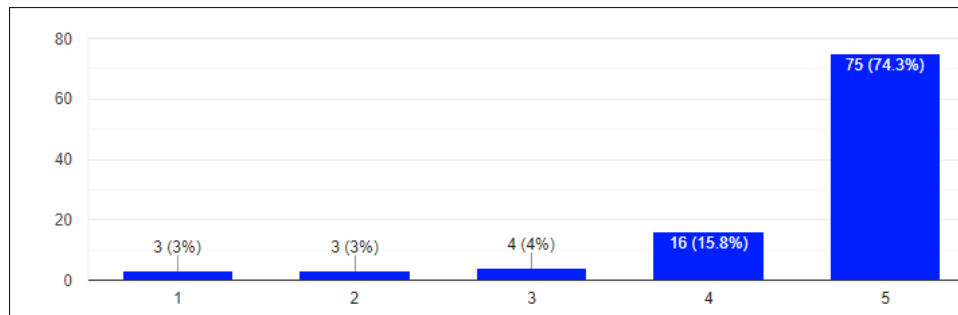
Source: Primary data

The respondents were asked to rate the importance of weekend / semester end training as a preamble of industrial training with a rating of 1 to 5, where 1 was highly disagree and 5 was highly agree. 90.1% of respondents agreed that weekend / semester training help the students to form an idea about industrial training.

Chart 5: Importance of equal exposure for a student in all major operating departments during Industrial Training to choose career path
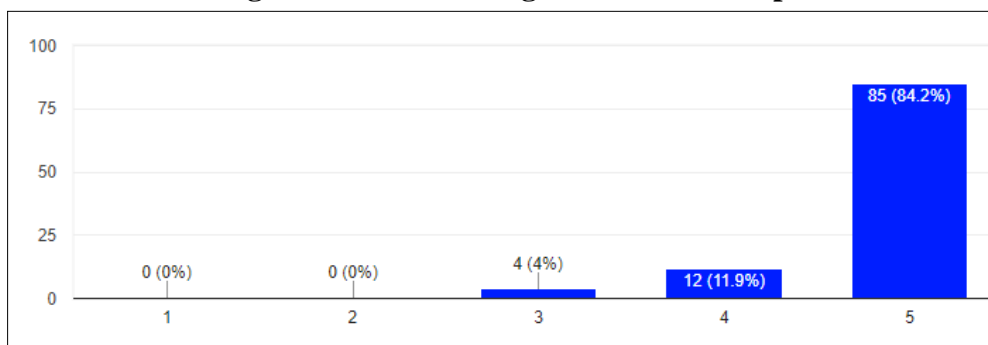
Source: Primary data

The respondents were asked to rate the importance of equal exposure for the students in all the major operating departments with a rating of 1 to 5, where 1 was highly disagree and 5 was highly agree. 96.1% of the respondents felt that equal exposure during industrial training was necessary for a student to select his / her career path.

Chart 6: Exposure gained by a student in all major operating departments during Industrial Training
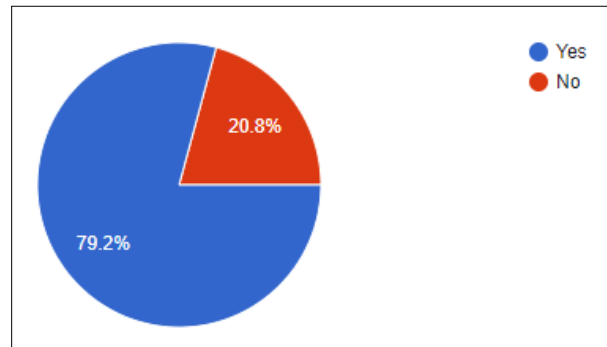
Source: Primary data

80 among the 101 respondents informed that the hospitality students gain exposure in all the major operating departments while 21 respondents felt that the students are deprived of gaining equal exposure in all major departments of a hotel during their training.

Chart 7: Comparative study of theory knowledge of a student before and after undergoing industrial training
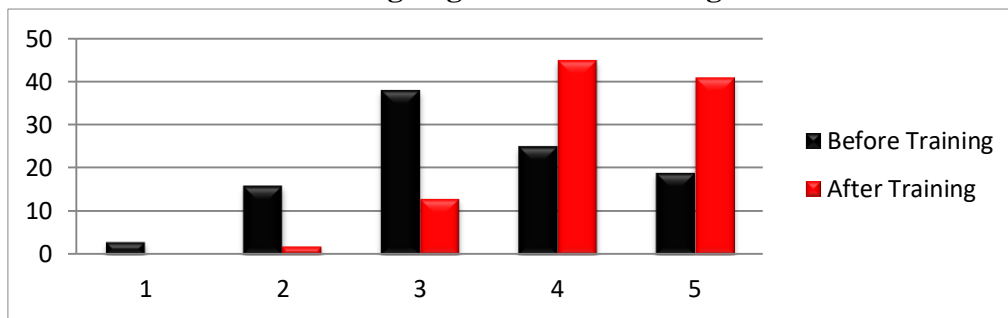
Source: Primary data

The respondents were asked to rate the level of theory knowledge of a student before undergoing industrial training. The ratings were 1 (very poor), 2 (poor), 3 (good), 4 (very good) and 5 (excellent). The comparative study reveals the difference in the theory knowledge gained by the students during industrial training. The rating of "very poor" (1) theory knowledge has completely vanished after industrial training. A significant fall has been noticed in "poor" "(2) and "good" (3). Most of the responded rated the theory knowledge of the students as "very good" (4) and "excellent" (5) as compared to "before training" responses.

Chart 8: Comparative study of practical knowledge of a student before and after undergoing industrial training
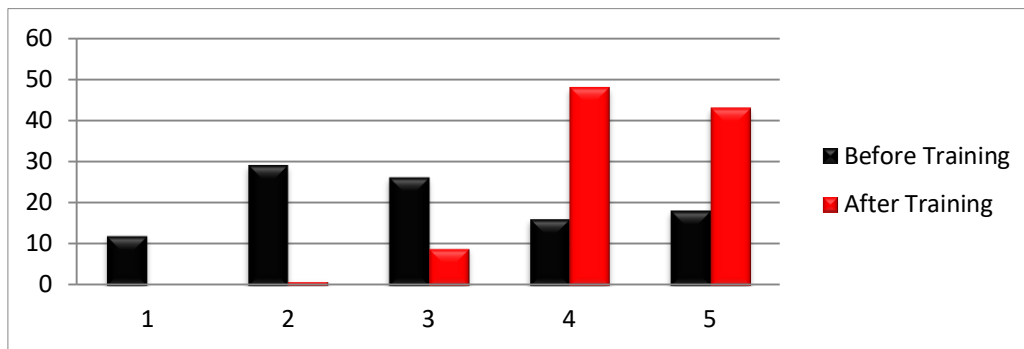
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Source: Primary data

The respondents were asked to rate the level of theory knowledge of a student after undergoing industrial training. The ratings were 1 (very poor), 2 (poor), 3 (good), 4 (very good) and 5 (excellent). The comparative study reveals the difference in the practical knowledge gained by the students during industrial training. The rating of 1(very poor) in practical knowledge has completely vanished after industrial training like the ratings of theory knowledge. Most of the responded rated the practical knowledge of the students as "very good" (4) and "excellent" (5) as compared to "before training" responses.

Chart 9: Working atmosphere for a student during industrial training
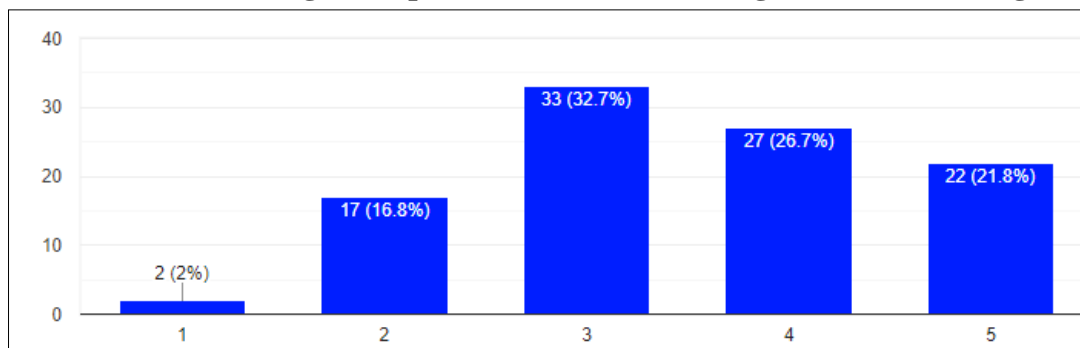
Source: Primary data

The respondents were asked to rate the working atmosphere at the hotels for the students undergoing industrial training. The ratings were 1 (very poor), 2 (poor), 3 (good), 4 (very good) and 5 (excellent). Most of the respondents marked the working atmosphere for the students during industrial training as "good" (3). The research reveals that there is a huge scope of improvement in this area.

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Chart 10: Working hours for a student during industrial training
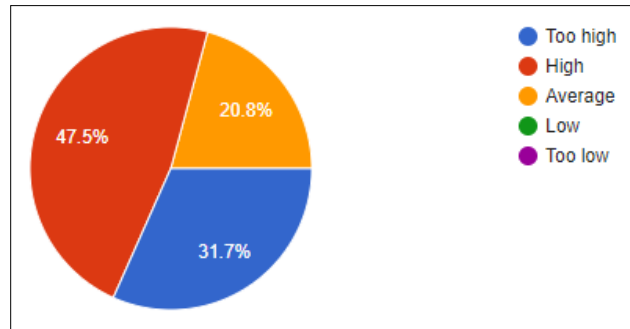
Source: Primary data

The respondents were asked to rate the working hours at the hotels for the students undergoing industrial training. The ratings were 1 (very poor), 2 (poor), 3 (good), 4 (very good) and 5 (excellent). Most of the respondents marked the working hours for the students during industrial training as high and too high.

Chart 11: Right duration of industrial training
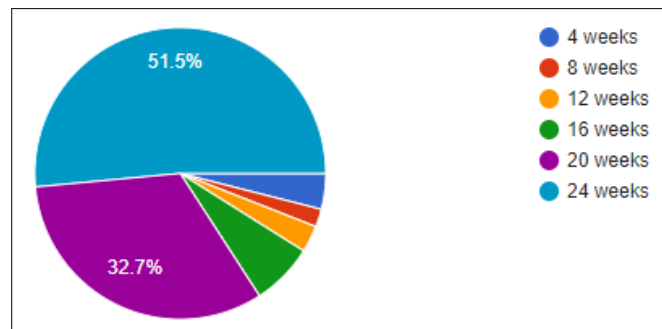
Source: Primary data

The respondents were asked to mark the right duration of industrial training. Most of the respondents (*n=52*) perceived that the industrial training for the undergraduate hospitality curriculum should have a period of 24 weeks of industrial training. 33 respondents felt that 20 weeks of industrial training is good enough.

Experts Speak

Academicians insisted on more structured training schedule, with less duty hours for the industrial trainees. The faculty members also complained about the ill treatment with students during training. They advised the hotels to treat students like future assets. Need for close monitoring of training was also pointed out.

Hotel executives complained on the quality of students and their practical knowledge. They also complained that the optimum output from a student is never achieved in the beginning months of the training due to lack of practical knowledge. The executives advised the institutions to emphasize more on practical trainings. The experts also insisted on regular industry-academia meetings to update and upgrade the curriculum.

4. Conclusion and limitations

The study revealed that, as perceived by the hospitality experts, the importance of industrial training is very high. The industrial training needs to be an integral component of the undergraduate hospitality curriculum. Working in hotels for short span during semester breaks and weekends help the students in generating idea about industrial training. Those cumulative ideas help the students to perform well during their industrial training. Most of the respondents felt the necessity of training in all the major departments and perceived that the students were allowed to do so. As perceived, a huge development was noticed in the theory and practical knowledge of the students during the industrial training. The complain regarding the working hours and ill treatment with hospitality students remain. There is a huge scope of improvement for the hotels in this area. A well structured training program and proper manpower planning may solve the problem. The research was only focussing on the perceptual outcome of the hospitality academicians and hotel executives in West Bengal. Including students in the list would have given a better result. Extensive research may be conducted in future to understand the perception of the students, faculty members and hotel executives of the entire country. An in-depth study with more parameters may be compiled in future to conduct an improved study.

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Remuneration Management in the Hotel Industry

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ABSTRACT:

Managing employee remunerations is the most important task of staff management. Wage survey, salary plan and job evaluation are three important ways of managing employee remunerationsto recognize the value of each work, to ensure income stability and to contribute to the growth of the staff of the organization. The purpose of the study is to understand the various factors influencing the wage and salary structure of hotels and the various non- monetary benefits offered by the various categories of hotels. The study also aims to evaluate the percentage of employee/labour turnover in various hotels. Considering the importance of remuneration management, the industry standard and the ways in which hotels are used to pay salaries and wage management, meaningful and in-depth study was done with the sample of some hotels, which represents the universe of different class of hotels, that includes five star, four star, three star, two star, heritage and unapproved hotel from Rajasthan (Jaipur). The study is characterized by explanation, analysis and diagnosis, and is an essential element of social sciences and describes the organizational culture. This exploration study is based on primary and secondary data. The findings suggest that proper mix of financial and non-financial strategies are used by the hotels to motivate their employees however there also exists employee turnover ratio in the industry ranging 15 to 50 percent depending upon the category of hotels. The study is beneficial to the management in evaluating their turnovers and to develop suitable motivation strategies for their organization in order to ensure higher profits in long run.

Key words: Wage, Salary, Human Resource& Motivation.

1. INTRODUCTION

Selecting right reward for the right employee has always been a major concern by for the human resource department of the hotels. The most difficult task of the Human Resources Manager is to determine the amount of cash compensation. It is not only complex but also important, and it is important for organizations and employees. "Each human resource manager is responsible for creating equal wage inequalities and on equal terms on the other hand." Conflicting interests between employers' and employees surround the Human Resources Manager at present. Successful implementation of corporate payroll management is essential.Salary and payroll management is defined as "the procedure for improving and implementing policies and procedures for employees' salaries". These include job evaluation, research and analysis on wages, or related organizational issues, formulation and maintenance of salary structures, rules for managing wages, remuneration, benefits, profit

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sharing, wage adjustments, regulatory and supervision checks wages and other relevant items. "Wage management" refers to the development and implementation of employee compensation policies and practices. It includes the formulation of pay structures, salary research, wages, benefits sharing, salary adjustment and other related aspects of wages. "Wages and salaries manage a wide range of influences on the external forces that influence the outcome of the internal decision-making process within the organization. A consistent salary and wage policy contributes to the organization's effectiveness in four main areas. Firstly, the appropriate wage policy can be to engage qualified applicants into the organization, others to be equal, and a high-level pay organization a large number of qualified applicants, and then those who are competing for it. Second, it helps keep the skilled workers in the organization. Retaining skilled workers depends on many factors. Salary and payroll policies help to maintain a just internal salary structure and provide an attractive benefit. Third, it is a duty to encourage employees to make their best efforts. Finally, compensation for most employers will cost substantially because reducing the cost of compensation may affect the efficiency of the organization. The wage policy plays an important role in determining and determining employer and employee relationships. It is important for employees to receive appropriate incentives and compensation, besides the workplace, because there is no dispute about the satisfaction of a workforce that is a valuable asset to that entity.The right wage policy is important from the perspective of social reform and trade unions. The organization attracts social reforms and trade unions if they do not want to offer their employees the competitiveness and equity. Sometimes it creates direct inter-conflicts that lead to confusion, strike and lock, and cannot be obtained from any organization working in a volatile and competitive environment under any circumstances. Similar circumstances may lead to government involvement. One of the most important issues of wages and salaries is its economy. Thus, an economic entity is required to develop a balanced salary and salary package and recommend it to be the most appropriate and effective arrangement.

2. LITERATURE REVIEW:

Many researchers have been conducted studies on problem of high staff turnover in the hotel industry, which clearly indicates the dissatisfaction of employees with the working environment of hospitality industry.

Past research studies have stated that employee turnover has a negative impact on the organization's overall performance i.e. in effective and efficient achievement of organizational goals and objectives. (Dalton & W, 1979). However in relation two sides of a same coin every aspect has two folds. It was also found that organizations get benefits due to innovative thinking and due to fresh blood, which increases employees' motivational level that carry to a new organizational job (Abelson & B, 1984).

Job satisfaction is a key to the success of any organization as it is rightly said if you satisfy your employees they will be happy with the organization work environment and will give 100 percent of dedication towards achieving organizational goals and improving the worth of company in the market. (Koeske, Kirk, Koeske, and Rauktis, 1994).

Organizations often use financial benefits to prevent employee dissatisfaction and to motivate employees; however it does not work on long run (Mossbarger and Eddington, 2003). In

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addition, financial rewards are significant not only in terms of its value but also accounts for high means of recognizing an individual's status and improving self-esteem. (Armstrong,1996). Therefore, organizations can best utilize financial rewards in supporting organizational human resource strategy.

Employees also seek for other forms of return apart for basic salary in exchange for their contribution made for the organization (Johnson and Welsh, 1999).

Retaining well qualified staff of education field is becoming difficult day by day because of high staff turnover, determining the difference between importance and experiences of hospitality graduates is become more important so educators and industry professionals should make an attempt to reduce the gap, Walsh & Taylor (2007)

Employees' negative internship experiences resulted in development of a less favorable perception of hospitality and tourism. Even when the students are having quite realistic expectations before and during their studies, still their turnover rate is high when they join industry, Roney and Öztin (2007)

In relation to the financial benefits, non-financial rewards are also provided by a firm to motivate employees and to ensure higher productivity standards in work. (Chiang and Birtch, 2008).

Employees have concern over included respondent's relationship with their managers, promotion opportunities, career decisions, and the salary packages and conditions offered by hotel industry. The most highlighting result of the study is that more than 50% of respondents are examining their careers outside the industry in regard with those having work experience in the industry, 43.6% says that do not wish to be a part of tourism and hospitality industry after graduation, with 96.3% of these respondents having working experience in the industry as the main reason for this decision, Scott Richardson, 2009

Organizational effectiveness is crucial for the success of any economy. In early theories, organizational effectiveness has been measured with the maximization of the profits and with employee good morale. For achieving sustainable and enhanced organization performance, an organization needs to first look for employees in terms of their satisfaction, which should be done both ways monetary and no-monetary. A well mix of both strategies will automatically ensure long run growth and expansion of business. This ensures high employee retention, increased financial performance and enhanced customers' satisfaction (Muhammad, Naseer, Sheraz, &Mahfooz, 2012).

Also, it was seen that there was a significant difference in disposition of students after industrial training and first year students before undergoing training program me. Students who had completed their training had a more negative perspective towards the hotel industry, Datta et al (2013)

Deficient training system, unsatisfactory working conditions, and low salaries are the main factors responsible for higher employee turnover in an organization. It can be understood from the study that the working conditions of the hospitality industry are the prime factors that lead to high dissatisfaction and staff turnover, AlBattat(2014)

3. OBJECTIVES:

- To identify the various factors influencing the wage and salary structure of hotels.
- To analyze the pattern of increment policies adopted by various hotels.
- To understand the non- monetary benefits offered by the various categories of hotels.

4. RESEARCH METHODOLOGY

4.1 Population and Sampling Procedure

- **Research Design**: Descriptive research has been applied for the research to describe data and characteristics about the target population being explored.
- **Sampling Design**: Simple Random Sampling technique is used for selecting items from the sample.
- **Sampling Size**: 65 employees were selected from various categories of hotels in Jaipur, Rajasthan
- **Sampling Method**: Convenience method of sampling is used to collect the data from the respondents.
- **Data Collection**: The data is collected from both primary and secondary sources.
- Primary data is collected through questionnaire survey and interview from respondents.
- Secondary data is collected from books, magazines, and websites etc.
- **Statistical Tools**:
  Mean analysis
  Graphs, tables, figures and bar diagrams

4.2 Instrumentation:

Questionnaire is broadly divided in to 5 sections:

- Section 1 gathered background information of the participants i.e. (name of the respondent, age, gender,occupation, experience details, place of work)
- Section 2 enabled us to know information about the present salary and wage structure adopted by various hotels of different categories along with the various factors contributing for the same.
- Section 3 dealt with two short answer questions to include anything which might have been skipped by the researcher in the questionnaire above and also to get a personalised view of the respondent in relation to their working environment.

5 SCOPE AND LIMITATIONS OF STUDY

- The study is dependent on having access to people & organizations at times with some reason access was denied or limited in some way.
- The time available to investigate a research problem and to measure change or stability over time further added to the limitations of the survey.
- The incomplete filling of questionnaire did not lead to concrete result.
- Had money not been a constraint, the research could have been made more comprehensive.

6 FINDINGS:

6.1 Demographics:

(Age, Educational Qualifications, Department of Work)

Age group	%
18-25	57.3
25-30	27.9
30-35	11.5
above 35	3.3

GENDER	%
male	66.4
female	33.6
others	0

EDUCATION	%
Diploma	4.9
Graduate	86.9
Post graduatio	14.8
Others	1.6

JOB TITLE	NOS OF RESPONSES	%
ASSOCIATE	18	29.50%
SUPERVISOR	11	18%
EXECUTIVE	8	13.10%
ASST.MANAG	10	16.40%
MANAGER	15	24.60%

HOUSEKEEPING	19.5
FRONT OFFICE	31.3
FOOD PRODUCTION	8.5
FOOD AND BEVERAGE	12
SALES AND MARKETING	13.1
H.R	11.1
OTHERS	4.5

6.2 Table 1: Factors Determining Wage And Salary Structure

Factors determining Wage & Salary	5star	4 star	3 star	Heritage	Unapproved	Mean
Organizational ability to pay	35	100	80	71	60	69.2
Supply and Demand of labour	50	_	50	14	40	38.8
Job Requirement	16	100	60	42	_	42.8
Cost of living Index	14	50	20	57	_	28.2
Prevailing Wage Rate	81	50	70	82	100	76.6
Trade Union Bargaining Power	16	50	10	_	_	15.2
Psychological and Social factors	16		_	_	_	3.2

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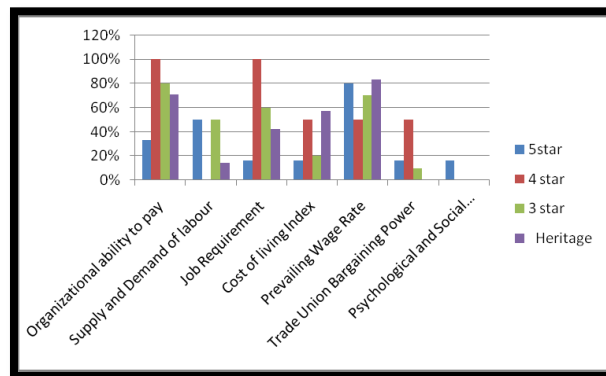
The above analysis highlights that the selected hotels units prefers to use more than one of the identified bases for calculating wages and salary structure. The most prevalent factors are existing wage rate & organization ability to pay that is 80% and 72% respectively by all the categories of hotels because hotels representative says that competition expects the competitors to follow the same wage level existing to avoid practice of monopoly in the market. It enables the trade union to enjoy the equal pay for equal work for their workers. But during the research it was found that in certain cities prevailing wage rates in the geographical area are very low whereas organizational ability to pay to their employee are more. This has led to frustration in the employees, which has resulted in maximum % of labour turnover in hotels. Supply and Demand of labour, Job Requirement, cost of living index is next important factor in determining wage and salary structure.

6.3 Increment Policy

It is an expectation that the employee's experience curves will increase in years when the trend is increasing as employees see higher wages and that the organization does not recognize the long-term value of the experience. In this regard, attempts to clarify the length of the salaries and wages of the selected hotel units. The results are shown in the table below.

Table2: Duration of Increment
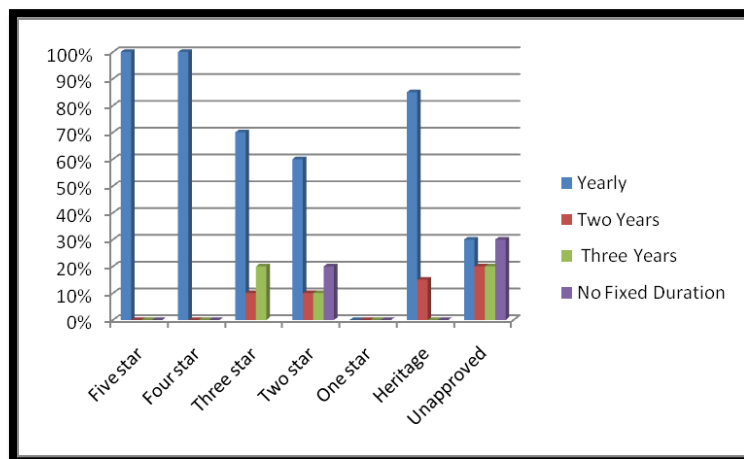
S.no	Category of Hotel	Yearly	Two Years	Three Years	No Fixed Duration
1.	5 star	100	---	---	---
2.	4 star	100	---	---	---
3.	3 star	70	10	20	
4.	2 star	60	10	10	20
5.	1 star	---	---	---	---

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| 6. | Heritage | 85 | 15 | --- | --- |
| 7. | Unapproved | 30 | 20 | 20 | 30 |

The above analysis shows that more than 60% of the hotels units of all star categories are adopting yearly increment policy. It serves as a motivational tool given to employees to ensure job satisfaction. One year is preferred by most of the hotel units as it enables them to maintain accuracy in their financial records also gives stability to employees work tenure as thereby are sure of getting some incentives at regular interval of time. Defining no fixed time brings lack of trust and confidence from employees' side towards organization and thereby leads to reduced organizational performance.

6.4 Non-Salary Benefits Offered To Employees

Non-Salary Benefits are the tools utilized by the Management to attracting and retain their employees on long run. It is an essential task for any organization to do in order to ensure efficiency in performance and to achieve effective results. Employee maintenance is a costly affair. An organization cannot afford to lose their employees after investing in them in terms of recruitment and regular training imparted to them for enhancing their performance and therefore it becomes important for the management to retain their employees with themselves and to reduce absenteeism and turnover levels. The provision of Non- Monetary benefits assists in maintaining the human resource of an organization. It greatly contributes towards increased employees 'job satisfaction, magnified performance & effective and efficient achievement of organizational goals and objectives. .

The non-salary benefits are essential component of wage and salary management. Example are Insurance, pension, Provident Fund, HRA, Bonus, gratuity, Medical Reimbursement, Loan facilities, Free Education for children, Vacation with Pay (LTC), Subsidized duty meals, Sports facilities, Library, recreational facilities, Housing Facilities etc. Non-salary incentives to the employees include the following in a selected hotel unit:

Table 4: Non-Salary Benefit Offered

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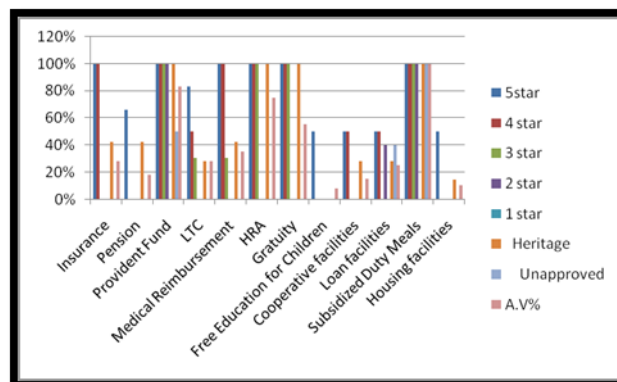
Non-Salary Benefits	5star	4 star	3 star	Heritage	Unapproved	A.V%
Insurance	100	100	---	42	---	48.4
Pension	66	---	---	42	---	74.4
Provident Fund	100	100	100	100	50	90
LTC	83	50	30	28	---	38.2
Medical Reimbursement	100	100	30	42	---	54.4
HRA	100	100	100	100	---	80
Gratuity	100	100	100	100	---	80
Free Education for Children	50	---	---		---	10
Cooperative facilities	50	50	---	28	---	25.6
Loan facilities	50	50	---	28	40	33.6
Duty Meals	100	100	100	100	100	100
Housing facilities	50	---	---	14	---	12.8

The data shows non salary benefits such as Provident Fund, HRA and duty meals are widely used by all categories of hotel units. However most of all the measures are only used by the five star hotel units. This discrepancy is mainly due to the size of business the hotel operates and concentrates to the parameters of ensuring job satisfaction and enjoying the benefits o improved productivity and employees performance. All these measures are adopted not only to attract and retain human resource but also to ensure an individual holistic development which eventually contributes to the organizational overall development.

7. SUGGESTION AND RECOMMENDATION:

- The role of human resource in any organization is of extreme importance in ensuring efficient and efective achievement of organizational goals and objectives. Many strategies have been implemented to enhance employees' satisfaction towards his job and work environment:
- Effective reward system in the workplace: reasonable and a transparent reward system should be installed in the organziation. Every employee should be ensure reagrding its proper understanding and usage. All the activities (performances) of the employee should be put under reward system as it helps in improving the morale of the

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employee to great extent. Awarding of the rewards should be done immediately afer the desired work is achived with no delay.

- Competitive salary and packages should be offered in a fair relation to their workload.
- Career development and advancement plans shuld be inculcated in the strategies to ensure the growth of employees because the organization growth is associated with its emplyee growth.
- Promotions and timely increment also plays an important role in ensuring job satisfaction among employees.
- Increasingly, organizations should not just emphasized on financial alone, but also have to cover non financial aspect as well to boost frontline employees' job satisfaction. Therefore, establishing a well balance reward systems between financial and non financial rewards to employees is one of the strategic approach where organizations not only able to satisfy

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Virtually Same?

A Comparison of Students' Perception towards Effectiveness of E-learning and Face to Face amid Covid-19

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Abstract

The role of Information Technology is multi-faceted. It has a significant influence on multiple aspects of our lives today which can neither be refuted not its increasing popularity and use in the education sector be denied. The COVID-19 pandemic has affected educational system worldwide and India is no exception. During this pandemic, the face to face learning method was no longer appropriate and the situation led to forced immersion of learners into e-learning during this period of Covid-19 Lockdown. However, the education sector quickly adopted and successfully implemented e-learning in order to continue teaching and learning practices. In spite of its multiple advantages there are quite a few limitations of e-learning such as social isolation, lack of student-teacher interaction and connectivity issues etc. The present study investigated the student's perception of effectiveness of e-learning and face to face amid Covid-19. The respondents consisted of a total of 167 students of hotel management colleges across Kolkata and Durgapur. Stratified random sampling was used for selecting the respondents. Data was analysed using SPSS version 16.0. Overall, students did not perceive online and face-to-face classes to be equivalent. However, there were areas which can be addressed in order to get the most during this pandemic

KEYWORDS: E-learning, Hotel Management, Students Perceptions, E-learning experience

1.0 Introduction

The term "e-learning" is defined by (Fee, 2005) as "any learning that involves using internet or intranet." (Cheng, 2006) a year later brought in a more generalized definition by specifying that it is "anything delivered, enabled, or mediated by technology for learning". E-learning has grown over the years just like technology and has indeed brought the education accessible to all learners.

Ituma, 2011) opined that advances in e-learning has facilitated and encouraged students to take on more responsibility for their own acquisition of knowledge. In a traditional, teacher-centered model of teaching, the teacher transfers knowledge to students, but with little contribution from those students (Harden,2000) (Prosser et al., 2005). (Balluerka et al., 2008)

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pointed that with the shift to less traditional classes, the focus has shifted on student-centered learning as the teacher is more involved in facilitating or managing the students' learning.

(Smith, 2000) opined that in case of e-learning, there is more self-directed learning assumed to occur and thus there is a potential to produce more in-depth discussions leading to enhanced quality of learning (Alexander, 2001). (Strayer, 2012) pointed that flipped classroom is a good example that can justify the above statement, whereby the students engage in active learning (in online discussions) and the role of the teacher is to provide support and platform.

However, there are factors that negate for which students might prefer more traditional, face to face interactions. Although social connectedness can be derived online (Grieve et al., 2013), most students feel that face-to-face interaction are important and crucial for building a sense of community (Conole et al., 2008). Further, from the practical aspect, students need to exercise more self-motivation to complete activities online, as compared to in-class, where that role of motivator is taken on by the teacher (Upton, 2006). Thus, it is important and significant to ascertain students' perceptions of both face-to-face and e-learning experiences, rather than just one or the other.

Universities and colleges are offering more learning flexibility due to the changing student lifestyles and technology. E-learning has undergone rapid expansion due to the support and technological advances (Imel, 2002). E-learning has become an integral part of the student experience for a substantial proportion of university students globally (Ituma, 2011) (Otter et al., 2013) (Tucker et al., 2013). The current study intended to compare students' experience and performance in both online and traditional face-to-face learning experiences.

1.1 Objectives of the Study

a) To find out the demographic features of the respondents

b) To find out the state of mind of students amid Covid19

c) To conduct a SWOT analysis for e-learning

d) To find out the preference, effectiveness and satisfaction of e-learning among students amid Covid19

2.0 Review of Literature

A lot of researches have been conducted that have measured the perceptions of students on learning, effectiveness and satisfaction through face to face and through e-learning mode (Garrison, 2005) (Arbaugh et al., 2007) (Jiang et al., 2000) (Picciano, 2002) (Shea et al., 2004) (Swan, 2001).

Benefits of Face-to-Face Education via Traditional Classroom Instruction:

- (Xu et al., 2016) opined that face to face teaching is a well-established instructional medium and has numerous benefits in which teaching style and structure have been refined over several decades.
- (Salcedo, 2010) pointed that face to face instruction is dynamic and provides real time face to face instructions and sparks innovative questions. It also allows for immediate teacher response and more flexible content delivery. However, he further added that through e-learning there is a restriction on the number of questions the student can ask and there is a limit on the response time.
- (Kemp et al., 2014) mentioned that though e-leaning will advance and develop, enhancing classroom dynamics, thus bringing students face-to face with their peers/instructors. However, for now, face-to-face instruction provides dynamic learning attributes not found in e-learning.
- (Roval et al., 2004) opined that some students are technophobes and they may see e-learning negatively. They are more comfortable in classrooms, sitting and taking notes and going for a round of discussions pre and post-class.
- E-learning is dependent on the access to unhindered internet connection. Technical problems will result in the student's inability to communicate, difficulty to submit assignments or access study materials. This will have a demotivating effect on the student resulting in frustration and demotivation.
- The next reason could be that face to face learning involves campus education. For references, libraries act as an important media and important auxiliary tool to maximise classroom performance.

(Kemp et al., 2014) opined that classroom setting provides more motivation, encouragement, and direction for the students and the student can be counselled by the instructor or fellow students if he/she wants to quit. Teachers through face to face interactions would be able to adjust and restructure the teaching style of the class to improve student retention.

3.0 Research Methodology

This study involved students from the Hotel Management colleges of Kolkata and Durgapur. The total number of students involved for the study were 167. Questionnaires were distributed through google form and data was collected for further analysis through the use of MS Excel and SPSS Version 16.0. The questionnaires consisted of two parts, Part A consisted of demographic variables and Part B consisted of 11 questions. The respondent was asked to mention their level of agreement with the statements on a Five-Point Likert Scale. Both descriptive and inferential statistics were used for the study.

4.0 Data Analysis and Interpretation

The data collected are analysed, presented and discussed according to the research objectives. In this chapter, the results of 167 sets of questionnaires have been analysed. The data has been obtained from respondents who are students of colleges spread across Kolkata and Durgapur.

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Table 4.1: Demographic Features (Students)

Variables (students)	Frequency	Percentage (%)
Gender		
Male	**125**	**75**
Female	**42**	**25**
Program		
3 Years	**121**	**72**
4 Years	**46**	**28**
Location of Institute		
Kolkata	**138**	**82**
Durgapur	**29**	**18**
Study Year		
First Year	**34**	**20**
Second Year	**38**	**23**
Third Year	**49**	**29**
Fourth Year	**46**	**28**

Table 4.1 presents the demographic features of the sample. The percentage of female is a-third to male students. 82% of the students selected were from Kolkata and 18% were from Durgapur. The students who were pursuing 3 years' program comprised 72% of the respondents. However, 28% of the respondents were from 4years BHMCT courses spread over Kolkata and Durgapur.

Figure 4.1: State of mind of Students amid Covid-19

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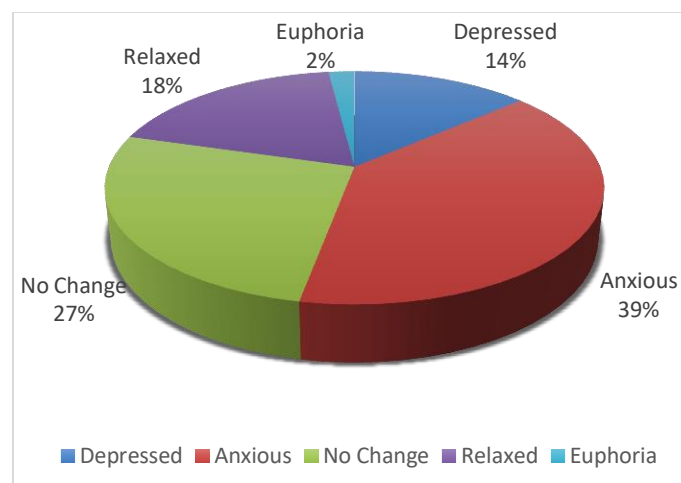
Figure 4.1, points out the state of mind of the students amid Covid19. 39% of the students are anxious, 18% are relaxed, 27% feel no change, while 14% were depressed with the Covid19 situation.

Table 4.2: SWOT Analysis- E-learning

Strength	Weaknesses
• Time Flexibility • Location Flexibility • Caters to wide audience	• Technical Issues • Lack of Physical attention • Time Management
Opportunities	**Challenges**
• Scope for Innovation and digital development • Strengthen Skills • Innovative pedagogical approach	• Quality of Education • Digital Illiteracy • Technology Cost • Unequal distribution of ICT infrastructure

Table 4.2, gives an impression of the SWOT analysis of e-learning. Strengths included flexibility in time and location. Weaknesses were technical issues, lack of physical attention and time management. Opportunities of e-learning were scope for innovation and digital development. While the challenges were digital illiteracy, cost of technology and unequal distribution of ICT infrastructure.

In practice, the reliability of a test score must be estimated from the data of a study. According to (Field, 2009) (Furr et al., 2008) (Warrens, 2015) the measure most commonly used to estimate reliability. (Osburn, 2000) opined that alpha is a so-called internal consistency reliability measure, which means that its calculation only requires a single administration of a test. The present study showed alpha value of 0.954, which suggest a high internal consistency as shown in table 4.3.

Table4.3: Reliability Statistics

Cronbach's Alpha	N of Items
.954	15

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Table 4.4: Means of Preference, Effectiveness and Satisfaction Domains (E-learning)

	Domains	Mean	Group Average
1	*Preference Domain*		
	Clarification sessions is more suitable delivered in e-learning	3.24	**3.41**
	Assessment is more suitable delivered in e-learning	3.58	
2	*Effectiveness Domain*		
	I do not experience any problems during e-learning	2.76	
	I do not experience stress during e-learning	4.43	
	I have more time to prepare learning materials before group discussion with e-learning	4.66	**4.08**
	I have more time to review all of the learning materials after class with e-learning	4.48	
3	*Learning Satisfaction Domain*		
	E-learning give similar learning satisfaction than face to face learning	2.34	
	E-learning gives motivation for self-directed learning	4.23	
	Communication with lecturers and fellow students is easier with e-learning	2.67	**3.04**
	I like e-learning learning than classroom learning/face to face	2.33	
	I study more efficiently with e-learning	3.66	

Students perceived that they do not experience stress during e-learning. They also feel that they have more time to prepare learning materials before group discussion with e-learning. However, students experience a lot of difficulty in connecting through different platforms during e-learning. Students feel that clarification during e-learning sessions is a bit difficult and very less time is devoted for each student. Problems occur when the clarifications require a pen and paper for explanation from the teacher/instructors end and this seems difficult.

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Figure 4.2: Means values of Preference, Effectiveness and Learning Satisfaction with E-Learning
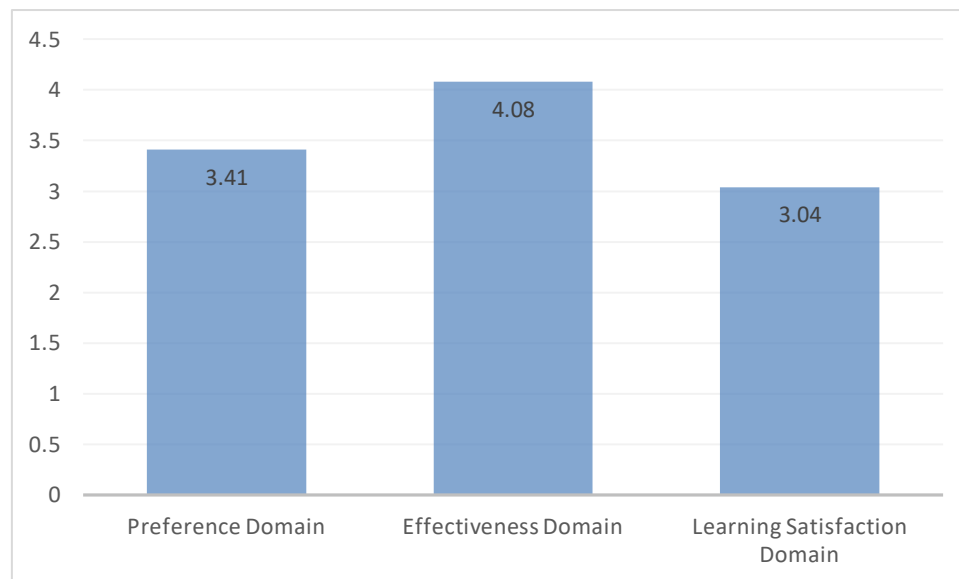
Figure 4.2 depicts the mean values of student's perception on E-learning on the 3 domains. The value for Preference Domain is (3.41), Effectiveness Domain (4.08) and Learning Satisfaction Domain (3.04).

5.0 Results and Conclusion

- Some of the colleges/institutes were using demo versions/free services of e-learning platforms, where there were limitations on a lot of learning services, including uploading of contents and sharing files. However, most of the colleges were using sophisticated platforms like Google Classroom and Microsoft Teams.
- Around 34% of the respondents were from remote areas and network connection was pointed to be a major problem. The connection was so bad that they could not connect for most of the sessions.
- Students also pointed that brainstorming session were only possible through classroom mode.
- Also, the response time for getting an answer to a query or problem was immediate in face to face setting and this further brought in new ideas and comments from the fellow peers.
- The results also revealed that the majority of the difficulties were due to external factors such as, unstable internet connection and limited internet quota which further escalated the financial burden. Internal factors that the students were facing were adaptability to the new learning method and time management.
- However, students felt there was a greater flexibility and convenience to complete online activities.

- Students also felt that it was easier and faster to type in answers in the chat box, when asked by the lecturer/teacher
- Students felt more engaged and satisfied with face to face learning
- Students felt that meaningful discussion could only be achieved through face to face setting

Suggestions for further research include focusing on whether or not certain types of courses, especially technical courses that involve more practical aspects like hotel management are more appropriate for online instruction.

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An exploratory study on Cultural heritage tourism in India

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ABSTRACT

Purpose & Background: Culture and tourism have always been interrelated to each other. It plays an important role and having a vast impact on tourism development. The destination, attractions, sights itself displays culture in it. Creative experiences such as folk dances, ancient potteries, cookery also used nowadays to attract the tourists to a particular destination. Cultural tourism is now seen as a socially desirable filter that attracts many good tourists.

Objective: The objective of this research is to determine the role of cultural heritage tourism in India. This aims to provide an insight into the tourist segments and structure of cultural tourism as well. It also highlights the different types of cultural heritage tourism in India.

Methodology: This is an exploratory research which helps to study the growth of cultural heritage tourism in India. Qualitative research method is used for this study. A Survey would be done with the help of a structured questionnaire consisting of 10 close-ended questions.

Conclusion: This paper aims to study the market of tourism by offering services tailored cultural characteristics. Cultural heritage tourism is a very complex segment of the tourism industry not only in terms of demand but supply also. Apparently, culture plays an important role in determining the expectation of services to be needed by the customer. It will also identify the most important aspects of tourism that affects the cultural elements of a destination.

Keywords: Culture, tourism, experience, destination, segments

INTRODUCTION

India is a fast growing tourism market expanding in all forms of tourism. It is a having a long history of unique Indian culture, heritage, traditions, values and beliefs. To gain better understanding and insights on this particular form of tourism we need to understand the mentality of Indian tourists. The purpose of this research paper is to examine all the factors present in regions, communities, in order to do an exploratory study on cultural heritage tourism in India. It is important to know the recurring pattern of critical factors present in successful cultural heritage operations. With a better understanding of tourism business environment and multicultural diversity of international tourists, we get a better understanding of the tourist interested in the culture of India. Cultural variations in value orientations and behavior of people are having direct impact on holiday experiences of tourists. What is the difference between cultural tourists from other tourists is their motivation for travelling. The cultural tourist generally travels for pleasure to explore the culture of a particular destination. It seems to be a great experience. In addition to this, there

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are various practices of heritage are handed down from one generation to the next generation. These invisible or visible practices such as culture, songs, values, traditions are equally important while talking about Cultural heritage tourism. A diverse country like India is symbolized by its culture and heritage. The main reason Indians like to travel overseas is to experience Western civilization culture same way as exploring a particular destination in India. The challenge faced here is to create a unique and special experience for a particular destination in front of tourist. This is because generally people attract nowadays to a particular thing which impact on their mind strongly. The management of cultural and heritage resources are always the big challenge. The government and agencies were doing various efforts in this regard. They should inculcate values in the minds of the people of India related to Indian culture and promote the destinations of the country. However, not only government people should also take a step forward as this is their culture, traditions, values and beliefs.

OBJECTIVES

1. To identify the factors determining the success of cultural heritage tourism
2. To identify the major challenges for the development of cultural heritage tourism
3. To explore about the popularity of cultural tourism in India

LITERATURE REVIEW

(Hall & Zeppel, 1990a:87): They stated the relationship between cultural and heritage tourism as It is an experiential tourism stimulated by performing festivals and arts. Heritage tourism in the form of visiting historic sites, monuments, landscapes also part of experiential tourism as feeling or encountering part of the history of a place.

(McKercher and Cros, 2002, p.3-5): Since the ancient era, people are travelling for various reasons across the country. They are visiting historic sites, landmarks, monuments, attending festivals and events, visiting museums. These all type of activities is part of the overall tourist experience. In past few years, growing interest in culture has caused a rapid growth in cultural tourism. For the purpose of this paper, Cultural tourism can be defined as "travel associated with experiencing the performing and visual arts, landscapes, heritage buildings, lifestyles, values, traditions and beliefs."

(Jamieson, 1998, p.65-67): According to the American Chapter of the International Council on Monuments & Sites (ICOMOS), "As the name suggests cultural tourism means many things to many people. The World Tourism Organization defines cultural tourism as "people moving from one place to another for cultural motivations for cultural motivations, it can be anything like study tours, art and cultural tours, attending festivals of a particular region, events, study, nature, etc.

(Kreag, 2011): According to him the increased interest of tourism into the culture and traditions of the society also increase the demand for cultural education as well as the government and agencies will be pressured to take a step forward in this regard by conservation of ancient sites, monuments or artifacts. Nowadays visitors or travelers wants to know the culture of a particular place and it has been expanding recently. Consequently this

is in consistence with the trends and traits those attract or draw the attention of the visitors to a tourist site and effect of tourism on these sites.

(**Tourism, India-2010, p.25-28**): "India, one of the world's most visited countries draws the attention of many tourists all the year round." From ancient religious sites to monuments, shimmering rivers to white sandy beaches, rich flora and fauna, desert, India is having everything to attract the tourist to a particular destination. One of the economic sectors in India; Tourism having the higher growth rate ensures the development of infrastructure of various destinations. A person who plans their trip always having the desire to explore its various expects. All the 7 union territories and 28 states of India are having its distinct charm.

(**McKercher, 2002, p.3-5**): He identified that for the cultural tourist, visiting a destination to learn about a particular culture is very important. They see travelling as an efficient way to learn about another's culture. Comparative to other segments they research more on a particular destination. While on their trips, they try to learn new things and deeply immersed into a particular culture. According to him, cultural tourist can be identified from other segments based on the depth he/she engaging in a particular culture.

Cultural landscapes are created with traditions and culture. Each cultural heritage represents some or the other thing, presenting inherent values to tourists directly or indirectly. Furthermore, when these landscapes changed those precious values, it's difficult to interpreted by the tourist and hence reduce the tourist's ability to understand the cultural heritage especially for them who are unfamiliar. It becomes worse when monuments are transformed according to modern technology. These transitions exploit our identity and may have the possibility to create 'identity confusion' and Local peoples especially are unaware of cultural heritage values.

RESEARCH METHODOLOGY

Research design

The study adopted an exploratory design to conduct a study on cultural tourism in India. The primary data has been collected through a structured questionnaire and secondary data through journals, magazines, and newspapers.

Quantitative approach of data collection was adopted in this study. The Primary data is collected through structured questionnaire and the Secondary data has been collected through various sources i.e., journals, magazines, and internet.

Target population

The target population of the study included 150 people from various regions across the country. An exploratory study was conducted all over India as this country made up of cultural values, traditions & beliefs.

Sampling size

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To conduct the survey, simple random and convenience method of sampling was used as everyone is having the chance of getting selected. The questionnaire has been sent to people of various regions across the country.

Data collection procedure

A Structured questionnaire is used. The questionnaire consist of ten closed-ended questions with predetermined set of responses helps to create better analysis.

DATA ANALYSIS & INTERPRETATION

The collected data has been analyzed in a systematic manner with a Likert's scale. Each question handled effectively in a sequencing manner. The data has been collected by people across the country. The analysis and interpretation of data has been done with the help of graphs & pie charts. Following were the results of the questions requested.
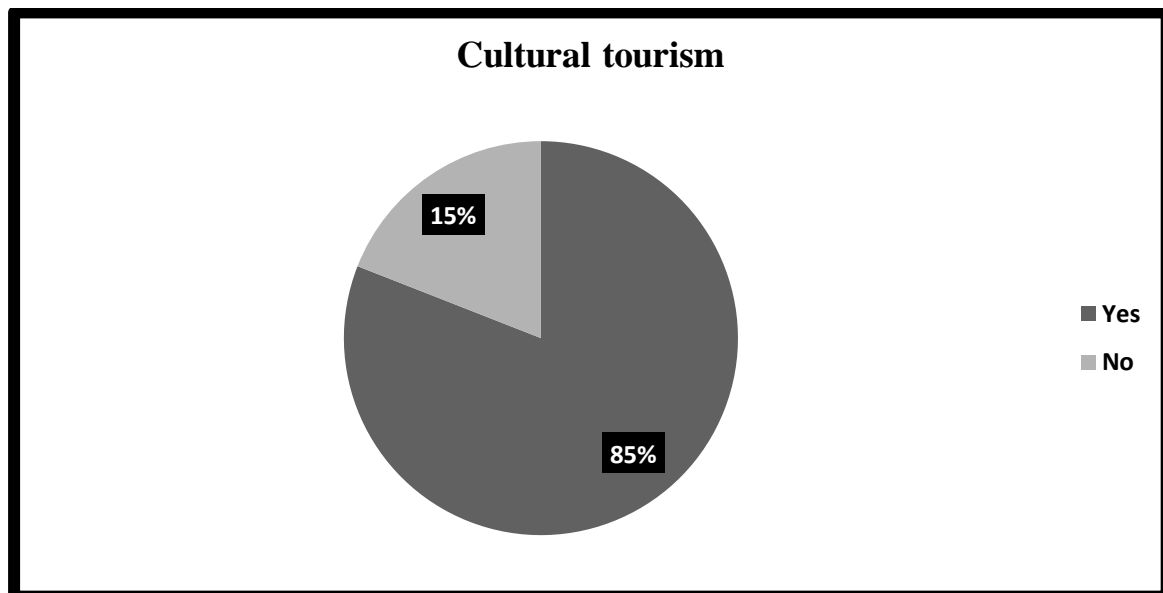
Figure 1

The first question asked the respondents about whether they heard about cultural heritage tourism. Out of 150 respondents, 15% i.e., around 22 people did not heard about the term cultural tourism. But the majority of the respondents that are 85% i.e., around 128 heard about cultural tourism.

Spending time on Vacation

- Once
- Twice
- Thrice
- Four times or more
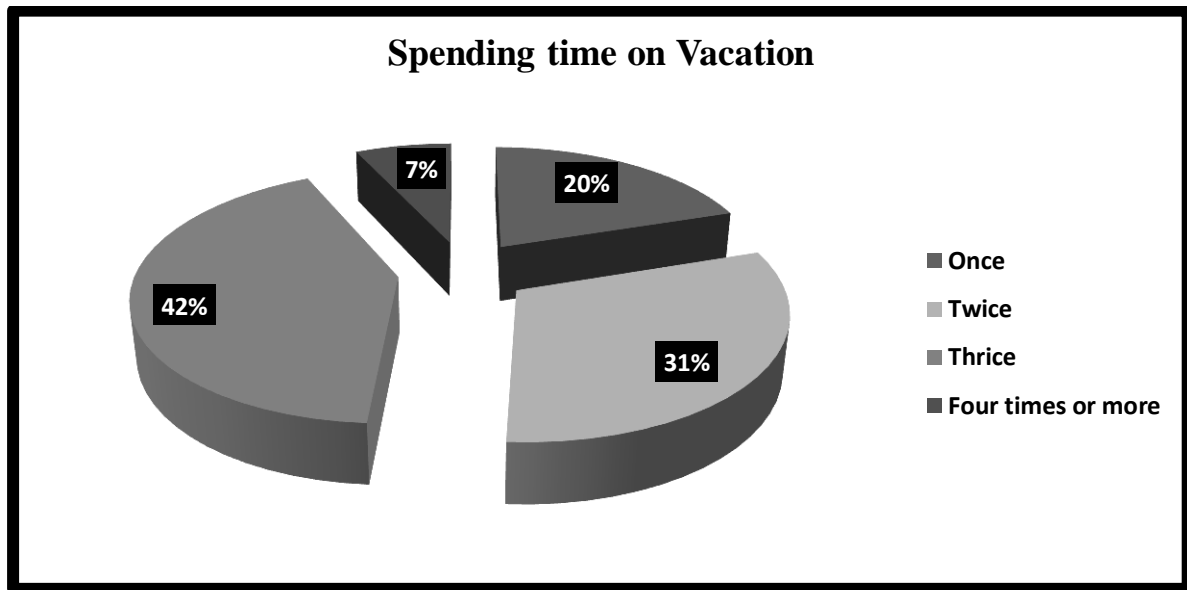
Figure 2

In the next question, the respondents were asked how many times a year they usually go for a vacation? Out of 150 respondents, 20% i.e. 30 respondents went once in a year for a vacation, another 31% i.e., 47 respondents went twice in a year for a vacation, 7% i.e., 10 of the respondents responded for the option that they usually went after four years or more for a vacation and the majority of the respondents i.e., 42% means 63 individual responded for the option that they usually went after every three year on a vacation.

Visited a destination to explore the Culture
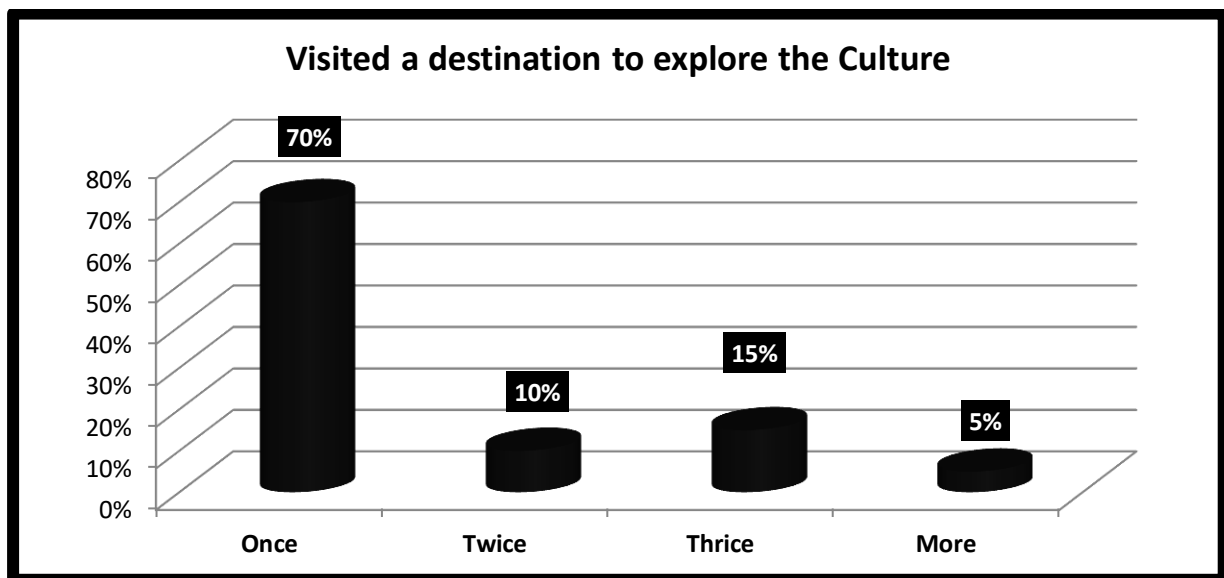
Figure 3

The next question asked the respondents about how many times they visited a destination to explore the culture of that particular destination? Majority of 105 respondents said they visited once to a destination to explore the culture of that particular destination, 23 responded

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that they visited thrice to explore the culture of that particular destination, 15 responded that they visited twice to different destinations to explore its culture and another 8 responded that they visited four times or more to explore the culture of that particular place.
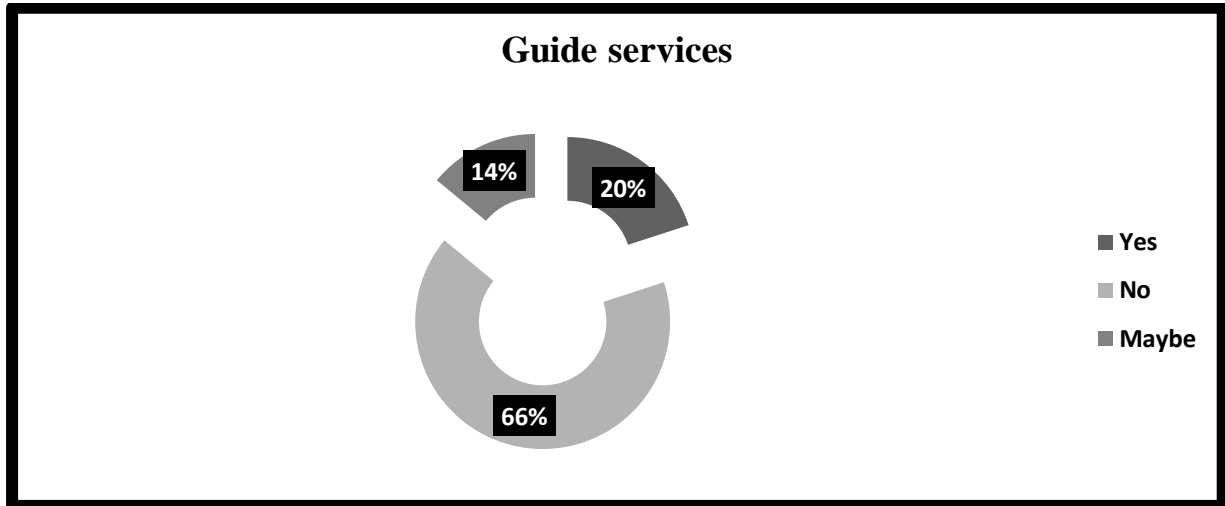
Figure 4

Another question asked the respondents that whether they prefer guide services or not while visiting a particular destination? 30 responded yes, that they prefer guide services while visiting a particular destination. Majority of responses i.e., 99 do not prefer guide service, while other 21 have vague idea.
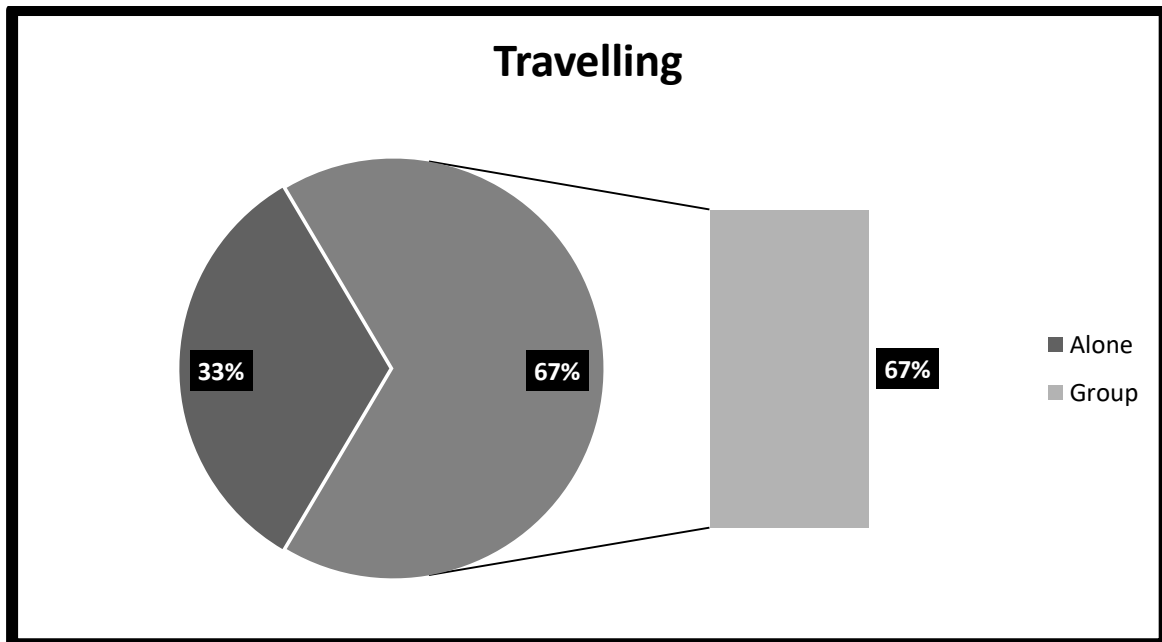
Figure 5

In this question, respondents were asked about that while travelling they prefer to go alone or in group? Majority of the respondents i.e., 67% means 101 likes to travel with their families while 33% i.e., 49 prefer to go alone.
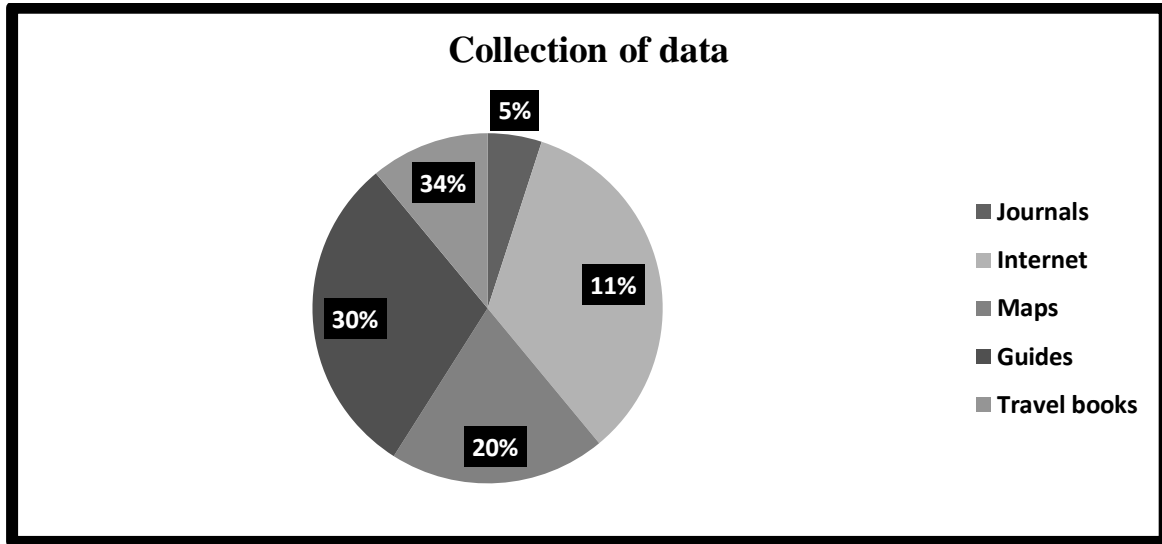
Figure 6

This question asked the respondents that how do they collect data of a destination for their tour planning? 7 respondents prefer journal as a good source to collect data, majority of the respondents i.e., 51 preferred Internet an effective means to collect data regarding a particular destination for their tour planning, 30 respondents preferred maps, while other 45 preferred taking the help from guides and 17 thinks travel books as their preferred mode for collecting data while planning their tour.
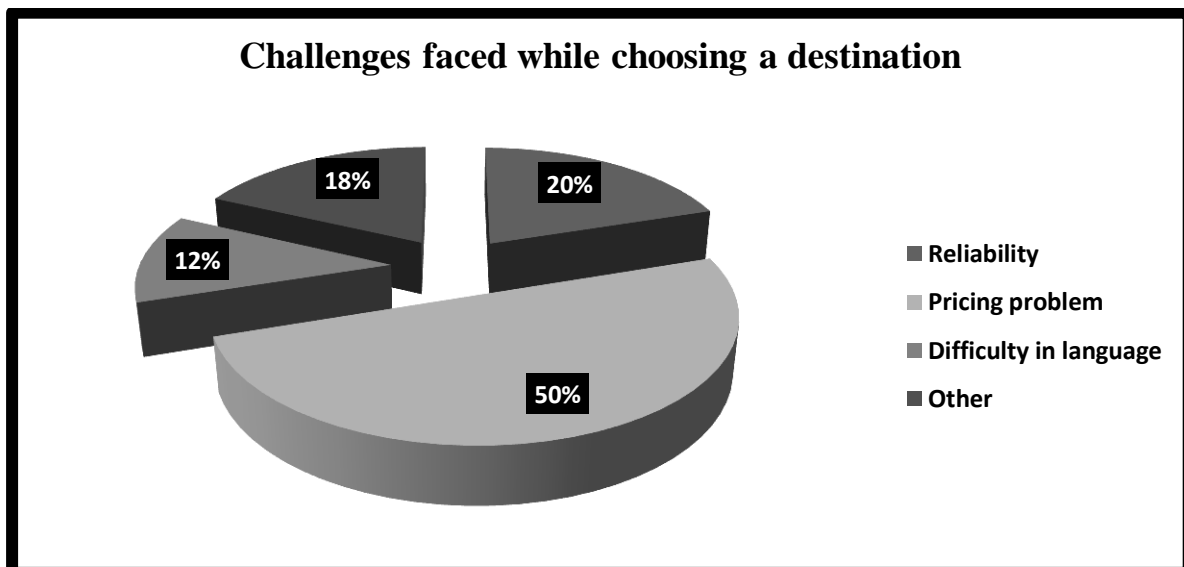
Figure 7

In this question, respondents were asked about the challenges they faced while choosing a destination? Majority of the respondents i.e., 50% means 75 think that pricing is the main concern while planning for holidays, 20% think that reliability is the major challenge they face while choosing a destination, 12% i.e., 18 respondents finds language problem as the major challenge and other 18% have vague idea.

Importance of cultural criteria
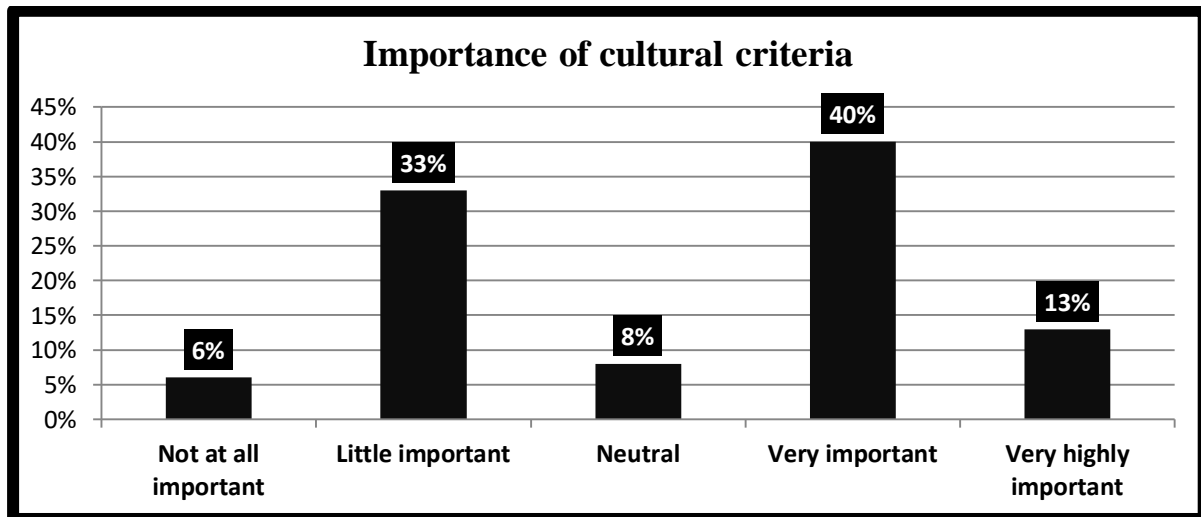
Figure 8

This question asked the respondents that how important is the cultural criteria for them while choosing a particular destination? Five point Likert scale was used to record the responses. Following were the responses recorded:

a. 9 respondents opt for 1, Not at all important
b. 50 respondents opt for 2, Little important
c. 12 respondents opt for 3, neutral
d. 60 respondents opt for 4, very important
e. 19 respondents opt for 5, very highly important

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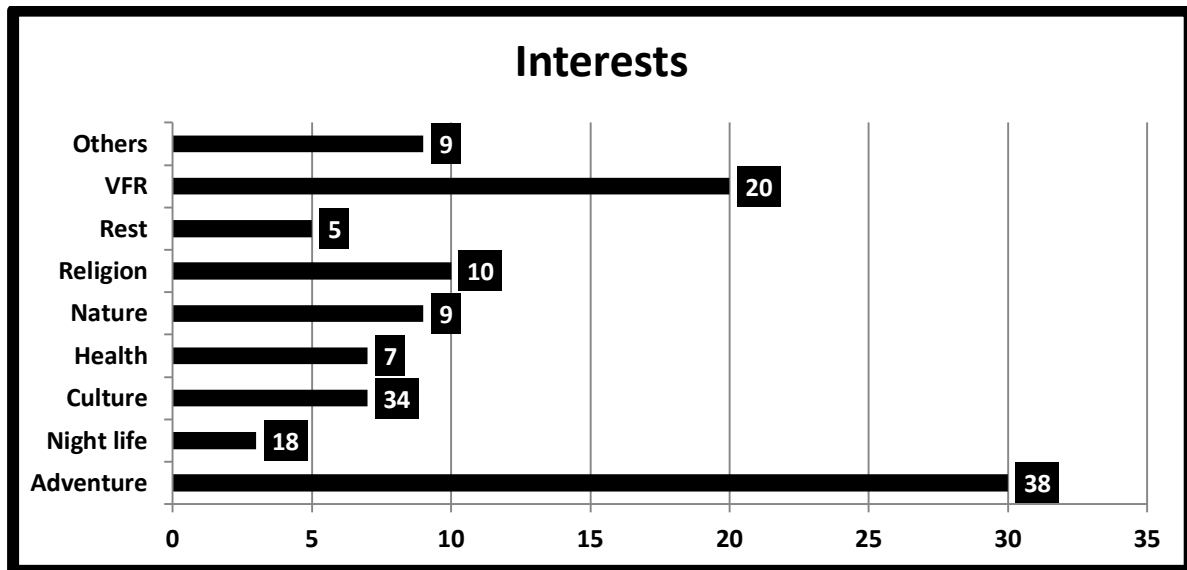
Figure 9

The question asked the respondents about their interest while choosing a destination? Majority of the respondents i.e., 38 like to travel the places full of adventures, 34 respondents opt the places to know their culture means the place having great cultural heritage, 20 respondents chosen the places nearer to their friends & relatives so they will not face any problem related to accommodation & food, 18 respondents opt for nightlife, 10 respondents chosen religious destination, 9 respondents chosen destinations having greenery, 5 respondents want to spend their time on the places away from the monotonous life of city, 7 respondents opt for health option and 9 respondents are having different opinions.
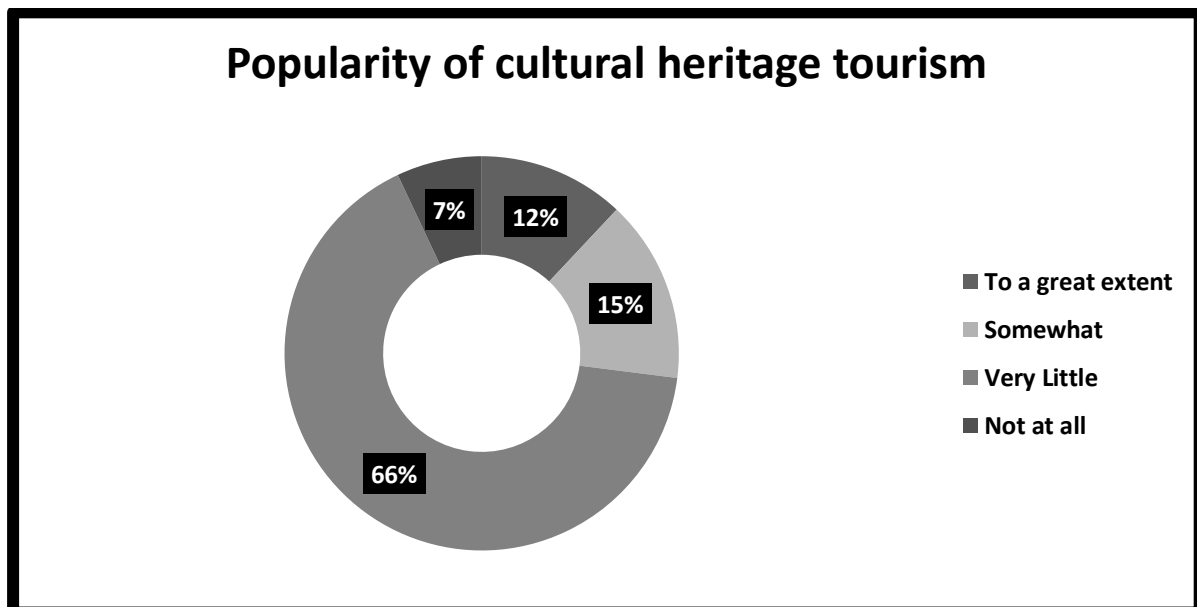
Figure 10

The respondents were asked about the popularity of Cultural heritage tourism in India? Four point Likert scale was used to record the responses. Following were the responses recorded:

a. 18 respondents opt for 1, To a great extent
b. 23 respondents opt for 2, Somewhat
c. 99 respondents opt for 3, Very little
d. 10 respondents opt for 4, Not at all

LIMITATIONS OF THE STUDY

The limitation of this research is:

- Lack of information on this particular topic, only a small amount of data is available for reference.
- Generally, people were not open on discussing their preferences.
- Problem of Accessibility

CONCLUSION

Cultural heritage tourism is a broad topic which involves many factors such as heritage resources, tourism, and economics. From this paper, we came to know various factors lead to the success of cultural tourism and also identify the challenges during the development of cultural tourism in India. As we already identified that Indian tourism market offering services tailored to India cultural characteristics. So, the focus should be on delivering quality services and adopting the mentality of Indian tourists. However, culture plays an effective role in determining the customer expectation regarding delivering of services. Cultural tourism is a growing phenomenon that destinations were trying to develop like other form of tourism. This includes attending events, visiting of World Heritage sites, or other activities. Our main concern should be here how to attract tourist either providing them best hospitality services or some other methods. The collective needs of the tourist should be identified. In some sense, more fundamental level should be observed like stop the mixing of different cultural groups or changing the ancient culture like transforming according to modern technology.

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Travel Behaviour after the Pandemic: The Case of Punjab, India

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Abstract:

Aim: The aim of this study is to identify the probable travel behaviour of the residence of the state of Punjab, India after the pandemic.

Methodology: This study is a quantitative study and it was conducted in the state of Punjab, India. To meet the aim of the study questionnaire survey method has been used. A questionnaire has been used as the survey tool that is divided into two parts. The respondents for the survey have selected through using the non-probability method and the respondents were invited through social media. Total 326 residence of the state of Punjab participated in the survey and the respondents' participation percentage is 37.60.

Findings: The study found that 44.79% of respondents used to go for a trip 1-3 times in a year before pandemic but in the post-pandemic situation and 63.19% of travellers will travel less than before. 47.55% of travellers will go for a trip within India while 43.25% of respondents intend to travel less than 1 month after the travel is allowed and 20.85% will travel for sightseeing purposes.

Conclusion: The tourism industry is suffering the most due to this pandemic. This study is a prediction of travel behaviour after the pandemic. The study shows that tourism will take less time to recover as the majority of the traveller indented to travel within a very short time after the pandemic.

Keywords: COVID-19, Travel behaviour, Post pandemic, Punjab

Introduction: COVID-19 was first identified in China in the province of Wuhan and later on it was started spreading all over the world. COVID-19 outbreak was declared as a 'Public Health Emergency of International Concern' by World Health Organization on 30th January 2020 and on 11th of March it was declared as a pandemic (WHO, 2020). The COVID-19 pandemic has had an unparalleled impact on the dynamism of people around the world. By the end of the month of March 2020, with the provision of preventing and controlling the spread of virus, more than hundred countries had been imposed some sort of movement restrictions (Abdullah, et al., 2020) with the duration of full or partial mandatory quarantines (which is usually known as lockdowns) to non-binding activity restriction applications such as stay-at-home , closure of several forms of enterprises, termination of events, etc. (Parady, et al., 2020) and these restrictions has a direct effect with the lifestyle of the people , social contact and financial condition specifically all the outside activities including travelling has been affected (Abdullah, et al., 2020) and tourism is one of the major affected sectors in terms of employment and generating revenue (Rio-Chanona, et al., 2020) (Marques Santos, et

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al., 2020), Tourism is considered as one of the extensive industry and its contribution in different sectors are respectively 10 percent of the world GDP, 7 percent of international trade, 30 percent of the service operation and one in 10 jobs has a very strong connection with tourism (Chebli & Said, 2020). Though tourism takes a special and important part in many countries as a major part of economic development but it is too sensitive and vulnerable sectors to external and internal crises (Sönmez, et al., 1999). Many tourist destinations have faced different crisis such as man-made (terrorist attack), health crisis crises (MERS-CoV, SARS...etc.), natural calamities (tsunami, volcanic eruption, hurricane, etc.) over the last decade, and the past outbreaks of SARS were spread in many countries around the world and many studies were conducted on that where health crisis got very special attention because of having a direct impact in tourism and hospitality industry (Kaushal & Srivastava, 2021) and Tourism is characterized as a complicated psychological procedure and the influences of SARS are also primarily psychological in nature (Wen, et al., 2005). Like past crises now the entire world is going through an unparalleled crisis and crisis is not territorial, but it is common and global in nature, without being spared any tourist destination. UNWTO predicted that due to that pandemic 20-30% of international arrival has been drooped which results in the loss of $300 to $400 billion in global tourism revenue (Chebli & Said, 2020). WTTC (World Travel and Tourism Council) has estimated that the crisis in the tourism industry due to COVID-19 will be 5 times larger than the global financial crisis 2008 (Marques Santos, et al., 2020).

The first COVID-19 case in India was identified on 30th January 2020 in south Kerala and he was a student who came back from Wuhan (THEHINDU, 2020). From the middle of January to the end of February, thermal screening was set up in the airports for international passengers, and partial restrictions were imposed on outbound traveling such as cancelation of Visa. The first case of COVID-19 was identified in Punjab on 9th March 2020 (Mint, 2020). The citizens' were asked to observe 'Janata Curfew' (People's curfew) by the government of India on 22nd March and that was followed by the countrywide lockdown including travel restriction, educational institutions, the closing of business and other activities excluding the emergencies (Dandapat, et al., 2020).

China was the first country who imposed and opened lockdown and china is at the forefront of stratagems to recuperate the tourism industry (Wen, et al., 2020). Enger, et al., (2020) predicted that Chinese tourists will choose the destination near to the area of their residence cause that will make them feel safe and the outbound tour will be avoided by them due to the shortage of international flight. A study was conducted on the travel intentions of US citizens by US Travel Association and MMGY Travel Intelligence where they found 57% of the respondents wants to go on a domestic trip and the young citizen are intended to go for a trip immediately after the pandemic (Intelligence, 2020). The prime motives for traveling are business meeting, road trips, and luxury gateways and some special types of the trip also get attention by the citizen such as camping, couch surfing, recreational vehicles and other safe summer vacations (Elliott, 2020). Besides, there is an uptick in anxiety, stress, and/or uncertainty following each crisis (Bodosca, et al., 2014), as travelers are vulnerable to crises. The mixture of correlations of internal variables (motivation, behaviors, beliefs, etc.) and external variables is tourist behavior (economic environment, security, socio-cultural environment, etc.) (Andrades, et al., 2015). The perception of stimuli that are measured as per

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personal expectations and internal characteristics that derives from tourism behavior, moreover, beliefs and behaviors are modulated by external factors (Chebli & Said, 2020). The travelers adopt new habits To face the insight of an external danger, which has been seen in many instances: more cancellations of tours (Huang & Min, 2002), more car trips (Fall & Massey, 2005) for avoiding extreme interaction with people and facilitating outdoor activity (Wen, et al., 2005) , more last-minute reservations and more hygiene issues (Hystad & Keller, 2005), more concern to ecotourism (Higgins-Desbiolles, 2020) , choosing a nearby destination (Ivanova, et al., 2020). Therefore a question arises: once travel returns, what will the latest travel patterns look like? In other words, what are the possible new habits in tourism that could emerge? Fresh tourist fears, apprehensions, and desires arise, as experienced in other situations, following a crisis. To help tourism marketers define the basis of a resilience plan to adapt ideally to the situation, it is also especially required to forecast the direction of change in tourist behavior (Chebli & Said, 2020).

Numerous studies have been published in the different region of the world recently on post-pandemic traveling such as in Bulgaria (Ivanova, et al., 2020) , Greece (Kourgiantakis, et al., 2020) , and Indonesia (Wachyuni & Kusumaningrum, 2020) where it has been noticed that the epidemic seems to have created anxiety and indecision in several facets in the daily life of the consumers' but still people show a very positive attitude towards traveling and they hardly show any additional concern (Wachyuni & Kusumaningrum, 2020) (Ivanova, et al., 2020). Hygiene standards and the healthcare system have established themselves as one of the most important factors in the demand of traveling and healthcare safety and hygiene standards got more attention rather than the availability of Covid-19 vaccine (Choufany, 2020). The prime motive of conducting this study is to identify the probable travel behaviour of the residence of the state of Punjab, India after the pandemic.

Methodology: This study is a quantitative study and the questionnaire survey method has been used to conduct this study.

An online questionnaire based on Google Forms was developed to use as the survey instrument and as the suggestion of (Luo & Zhong, 2015) the questionnaire was circulated through different Social Media to receive the responses from the different geographical area. That questionnaire was developed through reviewing some existing literature of (Chebli & Said, 2020), (Ivanova, et al., 2020), (Sigala, 2020), (Wachyuni & Kusumaningrum, 2020) & (Wen, et al., 2020) and that contains mainly two sections; the first section focused on the demographic profile of the respondents' which include age, gender, and the level of education of the respondents' and in the second part, various questions were asked to the respondents like their travel history of before COVID-19, post-pandemic travelling intention, main motives to travel, the first destination to travel and the probable traveling lifestyle of the respondents'. The respondents were asked to give their opinion on all of these questions through the checkbox method.

A survey was conducted between 15th July 2020 to 31st of July, 2020 and the respondents' for the survey were selected using the non-probability method and questionnaire was sent to 867 people who are the residence of the state of Punjab from where 326 respondents

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participated in that survey so the respondents participated percentage is 37.60%. The prime motive of this survey is to collect the primary data to discuss and analyse the post-pandemic tourist behaviour of the respondents and the collected data was pasted in Excel spreadsheets and word documents for analysis purposes.

Data analysis: Table-1 presents the demographic profile of the respondents where they shared information about their age, gender, area of residence, and level of education. Only those respondents have participated in this survey who are not less than 18 years old as there are so many restrictions on traveling alone for a person who is below 18 years old. **Table 1** shows that the age group of 18-24 years old have the highest number of respondents in this survey with 167 respondents and 51.23% of the total respondents, age group 25-34 years old have the second-highest number of respondents which is 27.30% of the total respondents, respondents of the age group of 35-44, 45-54 and above 55 are respectively 14.72%, 4.30% and 2.45% of the total number. There were a total of 326 respondents and out of the 219 were men which is 67.18% of the total number and female were 32.82% with 107 in number, majority of the respondents belong to the education level till university which is 89.26% of the total population and 2 respondents were found with no formal education rest of all are belong to the education level primary, 10th, and 12th.

Table 1: Demographic Profile of the Respondents

Age group of the respondents	Number	Percent
18-24	167	51.23%
25-34	89	27.30%
35-44	48	14.72%
45-55	14	4.30%
55+	08	2.45%
Total	**326**	**100%**

Gender of the respondents	Number	Percent
Male	219	67.18%
Female	107	32.82%
Total	**326**	**100%**

Respondents' Level of Education	Number	Percent
No formal education	02	0.61%
Primary	05	1.53%
10th	07	2.15%
12th	21	6.45%
University	291	89.26%
Total	**326**	**100%**

Table 2 represents the Pre- COVID-19 travel frequency of the respondents which means how often they used to go for a tour in a year before COVID-19 has started and it was found that 18 respondents did not go for any trip which is 5.52% of the total respondents and 40 respondents went for the trip more than 6 times in a year which 12.27% but 44.79% of the total respondents went for a trip for 1-3 times in a year which is 146 in number and 122 respondents said that they go for a trip 4-5 times in a year and that is 37.42% of the total number.

Table 2: Travel frequency of the respondents in a year before COVID-19

Travel frequency of the respondents in a year before COVID-19	Number	Percent
0	18	5.52%
1-3	146	44.79%
4-5	122	37.42%
6+	40	12.27%
Total	**326**	**100%**

Table 3 shows the post-COVID-19 travelling lifestyle of the respondents, where the respondents were asked about their travelling lifestyle after COVID-19 whether they will travel more or less in comparison to the pre-pandemic situation. The majority of the respondents said that their travel frequency will be less than before, the number of respondents was recorded 206 which is 63.19% of the total respondents and 26 respondents will travel more than before which is 7.98% of the total number on the other hand 94 respondents said that their travel frequency will remain same as before which is 28.83% of the entire respondents.

Table 3: Travelling lifestyle after COVID-19

Will travel more than before		Will travel the same as before		Will travel less than before	
Number	Percent	Number	Percent	Number	Percent
26	7.98%	94	28.83%	206	63.19%

Table 4 represents the data of the post-pandemic traveling lifestyle, pre-pandemic travel frequency, and gender on the basis of the age group of the respondents.

In post-pandemic 206 respondents will travel less than before where 112 respondents belong to the age group of 18-24, 56 belong to the age group of 25-34, 21 belong to the age group of 35-44, 10 belong to the age group of 45-54 and 7 belong to the age group of above 55 years old. 26 respondents will travel more than before where 10 respondents belong to the age group of 18-24, 8 belong to the age group of 25-34, 7 belong to the age group of 35-44, 1 belongs to the age group of 45-54 and there were no respondents found who belongs to the age group of above 55. 94 respondents said that there will be no change in their travelling lifestyle where 45 respondents were found who belong to the age group of 18-24, 25 belong

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to the age group of 25-34, 20 belong to the age group of 35-44, 3 belong to the age group of 45-54 and 1 belongs to the age group of above 55.

18 respondents were found with 0 travel frequency where 4 respondents belong to the age group of 18-24, 1 belong to the age group of 25-34, 5 belong to 35-44, 2 belong to of 45-54 and 6 belong to the age group of above 55. 146 respondents went for a trip 1-3 times in a year where 73 respondents belong to the age group of 18-24, 42 belong to 25-34, 22 belong to 35-44, 7 belong to 45-54 and 2 belong to the age group of above 55. 122 respondents went for a trip 4-5 times where 74 respondents belong to the age group of 18-24, 33 belong to 25-34, 13 belong to 35-44, 2 belong to 45-54 and no respondents were found who belong to the age group of above 55. 40 respondents were found went for the trip more than 6 times in the pre-pandemic situation where 16 respondents belong to the age group of 18-24, 13 belong to 25-34, 8 belong to 35-44, 3 belong to 45-54 and there were no respondents who belong to the age group of above 55.

Out of 219 male respondents, 95 respondents were from the age group of 18-24, 73 respondents were from the age group of 25-34, 34 respondents were from 35-44, 10 respondents were from 45-54, and 7 respondents were from the age group of above 55 years old and from 107 female respondents 72 respondents were from the age group of 18-24, 16 respondents were from 25-34, 14 respondents were from 35-44, 4 respondents were from 45-54, and 1 respondent was from the age group of above 55 years old.

Table 4: Travelling lifestyle, gender, and Travel frequency before covid-19 based on age group

Travelling lifestyle after the pandemic			Travel frequency in a year before covid-19				Gender	
Age Group	Will be less than before	Will be the same as before	Will be more than before	0	1-3	4-5	6+	Male	Female
18-24	112	45	10	04	73	74	16	95	72
25-34	56	25	08	01	42	33	13	73	16
35-44	21	20	07	05	22	13	08	34	14
45-54	10	03	01	02	07	02	03	10	04
55+	07	01	00	06	02	00	00	07	01
Total	**206**	**94**	**26**	**18**	**146**	**122**	**40**	**219**	**107**

Table 5 represents the data about the respondent's intention to travel after the pandemic where 2 respondents (1 from the age group 18-24 and 1 from above 55) said that they do not have any intention to travel which is 0.61% of the total respondents. 141 respondents (76 from the age group 18-24, 44 from 25-34, 16 from 35-44, 3 from 45-54, and 2 respondents from above 55 years old) intended to travel less than 1 month after the travelling is allowed.

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91 respondents (37 from the age group 18-24, 26 from 25-34, 22 from 35-44, 3 from 45-54, and 3 respondents from above 55 years old) intended to travel within 1-3 months after the travelling is allowed which 29.91% of the total respondents. 56 respondents (32 from the age group 18-24, 10 from 25-34, 6 respondents from the age group 35-44 and 45-54 respectively, and 2 respondents were found from above 55 years old) intended to travel within 4-6 months after the travelling is allowed which is 17.18% of the entire respondents. 28 respondents (17 from the age group 18-24, 7 from the age group 25-34, 3 respondents from the age group 35-44, 1 from 45-54, and no respondents were found from above 55 years old) intended to travel within 7-12 months after the travelling is allowed which is 8.59% of the entire respondents. 8 respondents (4 from the age group 18-24, 2 from the age group 25-34, 1 respondent from the age group 35-44 and 45-54 respectively and no respondents were found from above 55 years old) intended to travel More than 12 months after the travelling is allowed which is 2.45% of the whole respondents.

Table 5: Intention to travel after COVID-19

Age Group	Do not intend to travel	Less than 1 month after travelling is allowed	1-3 months after the travelling is allowed	4-6 months after the travelling is allowed	7-12 months after the travelling is allowed	More than 12 months after the travelling is allowed
18-24	01	76	37	32	17	04
25-34	00	44	26	10	07	02
35-44	00	16	22	06	03	01
45-54	00	03	03	06	01	01
55+	01	02	03	02	00	00
Total	**02**	**141**	**91**	**56**	**28**	**08**
Percentage	**0.61%**	**43.25%**	**29.91%**	**17.18%**	**8.59%**	**2.45%**

Table 6 represents the first destination that the respondents want to go for travelling after COVID-19 and it was found that 12.57% of the total respondents want to go for a trip within Punjab which is 41 in number that belongs to the different age group (23 respondents from 18-24 years old, 9 respondents from 25-34 years old, 5 respondents from 35-44 years old, 2 respondents from 45-54 years old, and 2 respondents from the age group above 55 years old), 43 respondents from the age group of (11 respondents from 18-24 years old, 19 respondents from 25-34 years old, 7 respondents from 35-44 years old, 4 respondents from 45-54 years old, and 2 respondents from the age group above 55 years old) want to travel abroad which is 13.19% of the total respondents. 87 respondents which are 26.69% have not decided yet about their post-pandemic first travelling destination but the majority of people want to go for a trip in the place within India but not in Punjab and the amount is 155 respondents which are 47.55% of the total respondents belong to the age group of (102 respondents from 18-24

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years old, 31 respondents from 25-34 years old, 18 respondents from 35-44 years old, 3 respondents from 45-54 years old, and 1 respondent from the age group above 55 years old).

Table 6: The first destination of travelling after COVID-19

Destination	Number	Percent	Age Group				
			18-24	25-34	35-44	45-54	55+
Punjab	41	12.57%	23	09	05	02	02
Within India	155	47.55%	102	31	18	03	01
Abroad	43	13.19%	11	19	07	04	02
Not Decided Yet	87	26.69%	31	30	18	05	03
Total	**326**	**100%**	**167**	**89**	**48**	**14**	**08**

Table 7 shows the data about the motivation that can make respondents travel again after the pandemic. The data shows that 12.58% of respondents will travel for business purpose which is 41 in number from the age group of (2 respondents from 18-24 years old, 17 respondents from 25-34 years old, 18 respondents from 35-44 years old, 3 respondents from 45-54 years old, and 1 respondent from the age group above 55 years old), 26 respondents from the age group of(17 respondents from 18-24 years old, 8 respondents from 25-34 years old, 1 respondent from 35-44 years old but there is no respondents found from the above age group) will travel for education purpose which is 7.98% of the total respondents. For relaxation purpose, 19.63% of respondents will travel and the number is 52 from the age group (28 respondents from 18-24 years old, 14 respondents from 25-34 years old, 7 respondents from 35-44 years old, 2 respondents from 45-54 years old, but there were no respondents found from the age group above 55 years old). For meeting family and friends 64 respondents will travel (34 respondents from 18-24 years old, 16 respondents from 25-34 years old, 4 respondents from 35-44 years old, 4 respondents from 45-54 years old, and 6 respondents from the age group above 55 years old) which is 19.63% of the total respondents. 20.85% respondents 68 in number (49 respondents from 18-24 years old, 12 respondents from 25-34 years old, 6 respondents from 35-44 years old, 1 respondent from 45-54 years old, but there were no respondents found from the age group above 55 years old) will be travelling for sightseeing purpose only. 76 respondents which are 20.58% of the total number will be travelling for other purposes apart from the above-mentioned purposes.

Table 7: Prime motivation for travelling after COVID-19

Motives for Travelling	Number	Percent	Age Group				
			18-24	25-34	35-44	45-54	55+
Business	41	12.58%	02	17	18	03	01
Education	26	7.98%	17	08	01	00	00
Relaxation	51	15.64%	28	14	07	02	00
Meeting family and friends	64	19.63%	34	16	04	04	06

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Sightseeing	68	20.85%	49	12	06	01	00
Others	76	23.31%	37	22	12	04	01
Total	**326**	**100%**	**167**	**89**	**48**	**14**	**08**

Findings of the study: The study shows that COVID-19 has an impact on the travel behaviour of the residence of Punjab and examine impacts have been discussed below;

Post Pandemic travelling lifestyle: The predicted post-pandemic travel lifestyle of the respondent's show that 63.19% of the total respondents will travel less than the pre-pandemic situation. The massive difference between the respondents who want to travel less and the respondents who want to keep their travelling lifestyle same as before almost every age group except the age group of 35-44 where that group contains the almost same number of respondents who want to decrease and who want to keep same travelling lifestyle.

Post Pandemic travel intention: The majority of the respondents intended to travel less than 1 month after the travelling is allowed which is 43.25%, the majority of the respondents belong to the age group of 18-24 and 25-34 intended to travel in less than 1 month after the travelling is allowed and the majority of the respondents from the age group of 35-44 and above 55 intended to travel 1-3 months after the travelling is allowed but the majority of the respondents belong to the age group 45-55 intended to travel 4-6 months after the travelling is allowed which shows the level of consciousness of that particular age group people.

Post Pandemic travel destination: The majority of the respondents want to go for a trip within India about those destinations should be outside of the state of Punjab which is 47.55% of the total participated population. From the age group of 18-24 and 25-34 will choose the destination within India for making their trip in post-pandemic while the respondents from the age group of 45-54 and above 55 years old have not decided about their travelling destination yet and the age group of 35-44 is having the same participant who want to go for a trip within India and who have not decided about their travelling destination.

Post Pandemic travel motivation: Most of the people will travel for other purposes (ex. Medical, shopping, spirituality, religious, gastronomical, etc.) apart from the above-mentioned purposes which are 23.31% of the total respondents and from the above-mentioned motivation most of the people will be travelling for sightseeing purpose which is 20.85%.The majority people From the age group of 18-24 will travel for sightseeing purposes and from the 25-34, 45-54 and above 55 years of age group people will travel for meeting with their family and friends while the people of 35-44 age group will travel for business purposes.

Conclusion: Tourism is one of the largest emerging industries of the world which is expanding its wing every day. Over the past decades, many tourist destinations have gone through many crises and natural disasters which changed the behavior of the tourist. Since last year the entire world is going through a pandemic named Covid-19 which has affected and made changes to the regular flow of the tourism industry and changes in travelling behavior is one of them. A clear impact on the behavior of choosing the destination, travel lifestyle, intention to travel, and motivation in the post-pandemic situation have been noticed

due to the pandemic. The majority of the people in Punjab want to decrease their travelling frequency in comparison to the previous year which shows the consciousness of the people. Though the tourism industry has not recovered yet but once the pandemic will be over the tourism industry of India will recover again in a very short time as most of the people want to go within less than one month and the majority of the people choose their travelling destination within India which will help all the sectors related to tourism and hospitality such as tour operator, hotel, transportation to bloom again.

Limitations of the study: There are some limitations of that study because first of all this study has been conducted based on the intention of the participated people but their actual behavior might be different because intention and actual behavior are not the same, there is a difference between intentions and actual behavior (McKercher & Wong, 2004). That is why in the future it is important to conduct research to examine the intention and the actual behavior of the residence of Punjab in their travel behavior. Secondly, This study examines travel behavior of the residence of Punjab which is travelling lifestyle, the intention of travelling, motivation for travelling, and destination choice in the post-pandemic situation but travel behavior is a broad concept which includes choosing travel type, choosing the mode of transportation, be informed about the healthcare and hygiene standard of the host destination, etc. which have not been discovered in this study there is a scope for the researcher to conduct future on that.

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THE INFLUENCE OF SOCIAL MEDIA ON CULINARY TOURISM IN AHMEDABAD, GUJARAT

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Abstract : Culinary tourism or food tourism is not just related to tasty and delicious food, but it's a whole wide world of exploring different cuisines, be it national or international, it is the art of exploring different places for unique, well-known or rather all kinds of dishes and drinking experiences. Culinary tourism is different from agricultural tourism. It is a subset or can be linked to cultural tourism, while Agri-tourism can be linked to rural tourism.

Today culinary tourism has become a familiar sector in many countries. Even in India, there are so many states where thousands of restaurants and cafes are building their interiors and themes so as to attract customers indicating to food tourism and various cuisines for marketing as well as digital media purposes. Even if we look forward to just Gujarat state, there are so many cafes growing with unique theme, style as well as cuisines to define a new era of growing culinary tourism needs.

Social media is growing leaps and bounds in today's digital era. Facebook, Twitter, Instagram, Snapchat etc. platforms are playing an important role in up-bringing various topics, events, situations and even intricate details in front of the world with the help of few clicks. Thus, at par it can be believed that the growing highlights on culinary tourism is the direct or indirect result of social media and the influencers like food bloggers, video bloggers, creative branding strategies and many more.

The research "The Influence of Social Media on Culinary Tourism in Ahmedabad" is based on the idea of discovering the factors which influences a growth of food tourism in

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Ahmedabad. The present study is based on the collection of data through a definite qualitative research and a self-structured questionnaire. The study is intended to take place by the distribution of questionnaires in selected respondents in the state of Ahmedabad. The outcome suggests that there is a positive correlation between culinary tourism and social media in Ahmedabad.

Key words : *Culinary Tourism, Food Tourism, Social Media, Ahmedabad.*

INTRODUCTION

Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences. By combining travel with these edible experiences, culinary tourism offers both locals and tourists alike an authentic taste, unique to each destination. Eating is a soulful experience for many tourists, which explains why tourists are always in a pursuit of good eateries. This trend has taken a twist in the present day with the increase in usage of social media applications which help locate good restaurants. Locals and tourists have developed a taste for using social media applications to search for prominent eateries in a locality and also rate their gastronomic experiences.

Culinary tourism or food tourism or gastronomy tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.

Food Tourism:

We've stated before that our definition of this phrase automatically includes beverages because "food and beverage tourism" is cumbersome to say. Also, it is implied that if people are eating, they are probably drinking as well. For some, "food" sounds too common. Perhaps, but the meaning is clear and it is easy to understand. Also, "food tourism" avoids the slightly elitist reputation of the two phrases that follow. We use "food travel" and "food tourism" interchangeably, depending on how the term sounds in a particular situation, although we are sure that there are a few professionals and probably even more academics who will be happy to point out the minute differences between the two phrases.

Culinary Tourism:

We began with this phrase when our industry was young, but we realized after 10 years, that native English speakers found the phrase a bit pretentious. That came as s surprise, as this was never our intent. Still, the elitist perception remains. "Culinary" echoes time spent in professional culinary training to become a chef. While it may not be the best phrase, it does already include "beverages" without further explanation. And in certain circumstances,

such as discussing "culinary culture," to our ears, this phrase simply sounds better than "food culture", although again, the terms are interchangeable.

Gastronomy Tourism:

We find this phrase used mostly in Europe, and mostly among speakers of romance languages. For them, "food travel" sounds very basic and banal - almost like cavemen hunting for food. "Gastronomy" is the term used to explain an area's culinary culture, and for them, it follows that "gastronomy tourism" makes the most sense. To native English speakers, the phrase does sound a bit "elitist," but in context, we understand why this term is used. In these markets, it is perfectly acceptable to us to use the term "gastronomy tourism".

Influence of social media on culinary tourism

The promotion of tourism also requires proper usage of the marketing mix. The major part of tourism promotion is word of mouth communication or viral marketing. This is because, tourism is one service which leaves very little tangible evidence of consumption. The intangibility of the value addition leads to a difficulty in assessing the quality of the service.

Although tourism marketing has a lot of advertisements, it can be seen that the conversion rate of advertisements created by the marketers is comparatively less than the conversion rates of viral reviews that are created by tourists themselves. This takes its root from persuasive studies that it is more effective to market a certain commodity based on real time common acceptance rather than simulated visual sugar coating. Therefore, unlike other industries, restaurants get a better conversion rates with user generated content rather than advertisements. This creates the need for restaurants to allocate their advertising costs to improving quality and creating the ambience. This is to ensure that the customer's experience will be a unique and delightful experience, enough to inspire them to write reviews or tag pictures. Few studies show that almost 33% of the traffic at any restaurant or café comes by viral marketing or social media marketing.

Thus, the culinary tourism industry takes its pull from social media marketing as it is the best and latest trend as it provides a platform for sharing user generated reviews that help tourists discover and relive the memories shared by like-minded people.

A café or restaurant or even a food stall with eye appealing visualization of any dish can have a high chance to go viral on social media by local food bloggers and that encourage new audience to visit that place and take pictures and post them on their social media accounts. That is a free marketing for that restaurant or café of for that food stall. Let's take an example of lapino'z pizza. That place went viral on social media because of offering BOGO (Buy One Get One) on every Wednesday and Friday as well as introducing inch pizzas. Also,

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outlets were well managed and the representation of pizzas was also amazing. Those things helped them a lot to go viral on social media and made it one of the fastest growing pizza outlet chain in Gujarat. Well, it is not only about food but it is also about presentation of that food and vibes of that place as well.

Particularly in Ahmadabad, there are a lot of food festivals and events which have been held in past. One of them is Hungrito food fest. These events have helped a lot to get new customers to their original outlets. Before the exposure of social media and a hype towards culinary tourism, Ahmedabad was not much known for its food and restaurants, but in today's date there are 1000's of cafes as well as restaurants coming up with big and creative ideas and different cuisines which are not even tasted or seen before. These cafes/ restaurants are opening with a perspective of bringing out the foodiness of the people and to make their cravings submerged in peace. This particular fact has helped the cafés to come up with the invitation to the food bloggers, critics to promote their outlet and best food served in-house, to create the buzz and awareness around the nook and corner.

Food is something which is every person's need of the hour. As the social media is increasing the widespread of different cuisines all over the world, food is now transforming into a luxurious feeling and an onlook for quality and definite taste experience. If we take the example of Ahmedabad city itself, in the previous tenure of exploring cafés and restaurants, the people were unaware about the concepts they put forward or we can say most of the people were unaware about different and unique cafes opening up. But today, with a promotional acceptance done by the social media influencers, food bloggers, critics etc, people residing in Ahmedabad are now aware about numerous café's opening up, which has a unique sense of concept and menu's which were never seen before in the city. Apparently, the city known for its festivals and authentic Gujarati cuisine is now known as the city where one can explore and unleash different and unique ideas of cafes and food style.

To further knack the paragraph with a fact, a cursory search of the #food and #foodporn tags on social media reveals millions of shots of meals, beverages, ingredients and food makers. It's no secret that people now-a-days are getting obsessed with food photography, due to the prominence of foodie culture in mainstream media. Because there is a growing interest in the culinary tourism sector, many people are travelling further to try new cuisines and unique flavor blends. They are loving and yearning to try new flavors, snapping photo of the meals and the markets they visit complimented with reviews they write for the cafes/restaurants they dine at. The Culinary tourism in context to social media is becoming its own genre, inspiring tourists and people to seek their own gastronomic adventures.

LITERATURE REVIEW

Soho and Yildrim (2020): This paper is all about the culinary tourism in Himachal Pradesh. The himachali cuisine and its branding through attracting young men and women tour guides into joining the same profession. The state is famous for its local cuisine, apple orchads, tea gardens, fruit marts etc. Thus, the efforts are laid in hyping the culinary tourism in Himachal Pradesh through organizing various culinary fairs, tours and events. Mohanty et al (2020): In today's time destination marketing is playing a vital role in upbringing the level of gastronomical activities. This paper represents a worthy yet concrete relationship between food, culture & tourism as well as enhancement of destination development & Marketing. Singh & Najar (2020): Culture plays an important role in any aspect of life, be it ethnic values, customs, tradition or food. Now-a-days culture is playing a vital role in increasing the food tourism around the globe. Tourists travel and enjoy different and unique cuisines served be it local or international. This empirical research presents the general trivia of food, culture and tourism and how it is affecting the tourism of India. It also addresses the role of regional food in promoting the cultural tourism of a particular destination. Raina et al (2020); Punjab: a city full of life, love and good and scrumptious food is being highlighted in this paper. The research is lead in the city of Amritsar, Punjab. The study shows the significance of the food culture and satisfaction achieved by the food quality and flavor at Amritsar, Punjab. Pal (2020); This paper is a modest attempt to explore the hidden facts about Indian food and its complex role in tourism and see how it can result in tourist satisfaction and elevate the quality of tourist demand towards enhancing the needs of the tourists. This study aims to analyze the factors responsible to create food as a major attraction for tourism growth. Gupta et al (2019). This study is based on the point to find out the perception and preference of street-food amongst the foreign tourists visiting India. It discusses in detail about the reasons for selection of street food and vendors of food trucks in accordance to the destination attraction. It might help the shareholders in the street-food vending business across the India to devise strategies to showcase a better India on a global culinary and gastronomy platform. Batra & Sharma (2019): Every third foreign tourist visiting India also travels to Rajasthan as it is part of the golden triangle for tourists visiting India. This paper examines the novel strategy of intensification the input-output link bet tourist and food industry to promote growth in a distressed tourism economy. Hajare & Hajare (2016): The experience of Konkan is incomplete without tasting of food. Thus, culinary or cuisine and food festivals and Paryatan Mahostav are the sources to promote tourism industry in Konkan region. Culinary tourism, Gastronomic tourism or Food tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel and tourism. Berry (2014): A high percentage of travelers, consider dining and food as relevant activities during their travel. Local food holds much potential to enhance sustainability in tourism, contribute to the authenticity of the destination, strengthen the local economy, and provide for the environment friendly infrastructure. Destination marketing campaigns around the world show that there is

a strong connection between tourism and food. Duttagupta (2013): Eating is a physiological need which requires fulfillment whether at home or during travel. The consumption of food in travel is unique because it occurs in a foreign environment. The traveler may consider food to be a mere necessity enabling the pursuit of other travel activities such as visiting historical monuments, museums, natural sites, and shopping. Tomas Lopez (2012); Spain is a dream destination for everyone to visit at least once in their lifetime. This paper points the 2 vital keys of travel which is food and exploration particularly in Cordoba. Different and unique dishes of Cordoba were compiled to understand if the province was culinary tourism worthy. The result of the analysis suggests that there is a high level of scope for Cordoba to become the hotspot for exploring the best culinary experiences in Spain. Mattew J Stone (2018): This exploratory study investigates food tourism from a broader context to determine if food tourism activities may impact attitudes and future behaviors. Data from a nine-country survey indicate that food activities likely impact trip satisfaction and influence intention to return and likelihood to recommend a destination. Food experiences are connected with memory, and these food experiences and souvenirs may influence destination image and lead to future purchases. Ikma Citra Ranteallo (2016), Through social media, the promotion of culinary tourism has influenced many people to consume food and drinks in variety of ways than they might have otherwise, and has drawn them to different tourist destinations to experience culinary attractions. Two of the most popular words in tourism social media jargon that have arisen with this phenomenon are #foodgasm and #foodporn. This research used content analysis to outline how tourists are using the two hash tags, all of which have implications on culinary tourism promotion and destination marketing. Norman & William.C (2013): This article presents the results of an exploratory study in the online image-sharing community Flickr. The purpose of this study was to profile the users who are fond of online food photography as well as to explore the role of online food photography in their traveling planning process. On the basis of the results, implications for culinary tourism promotion and destination marketing were discussed. D.P. Sudhagar (2018): The aim of the present exploratory research is to critically analyze the reviews provided by the viewers about the movie Ratatouille and its impact on culinary tourism. The movie Ratatouille was an US computer-animated comedy film. The collected reviews were systematically coded. The findings of the study indicate that the movie predominately created positive impression in the viewer's minds. Mattew J Stone (2017): This study identified elements leading to memorable food, drink, or culinary experiences while traveling. More than 1,000 respondents in four countries described their most memorable food or drink travel experience. Qualitative analysis found five general elements leading to memorable food travel experiences: food or drink consumed location/setting, companions, the occasion, and touristic elements (e.g., novelty, authenticity).

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RESEARCH METHODOLOGY

This study proposes the influence of social media on the culinary/food tourism in Ahmedabad. There are 2 approaches in putting forth the study in front of the readers i.e. Qualitative and Quantitative. In this study, the researcher has used Quantitative Method to ascertain if Social media influences the culinary tourism in Ahmedabad. A structured questionnaire was prepared to be distributed to the respondents and get their reviews on the topic. For the purpose of the study, convenience sampling was chosen. The respondents amounted to 150 people residing in Ahmedabad. The questionnaire was broadly divided into 2 categories: [1] The respondent's demographics and [2] their point of view towards the influence of social media on culinary tourism. The options in the questionnaire were kept simple, so that the respondents as well as the readers can understand the gist and the purpose of doing the research. This study is conducted and administered in Ahmedabad city itself.

DATA ANALYSIS

Age
150 responses

- 20-30
- 31-40
- 41-50
- 51 & above

20.7%
75.3%
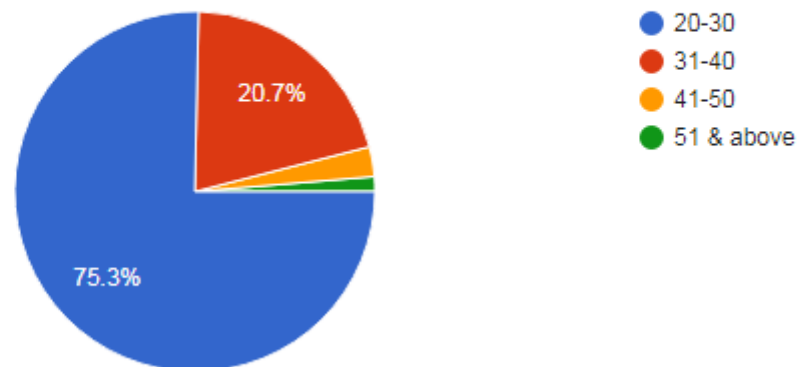
Interpretation: As seen in the above pie chart, 75.3% of the respondents are aged between 20 to 30 years, 20.7% of the respondents are aged between 41 to 50 years, 2.7% of the respondents are aged between 41 to 50 years and 1.3% of the respondents are aged from 51 and above.

Occupation

150 responses

- Student
- Working Professional
- Self-Employed
- Others:
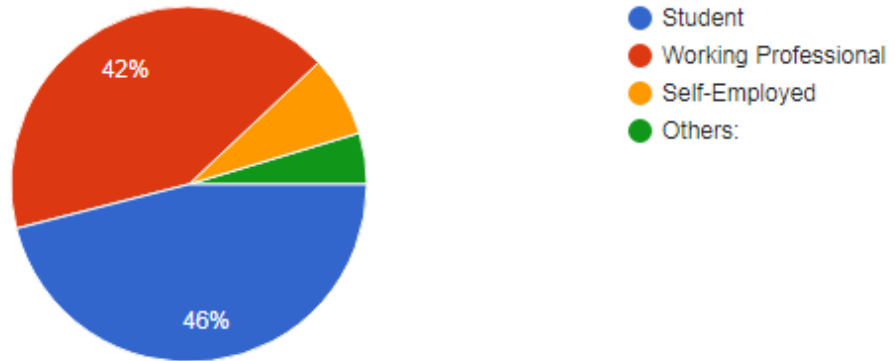
Interpretation: As seen above in the pie chart, 46% of the respondents are students, 42% of respondents are working professionals, 7.3% of respondents are self-employed and 4.7% of respondents are either into Business or Entrepreneurships.

Gender

150 responses

- Female
- Male
- Prefer not to say
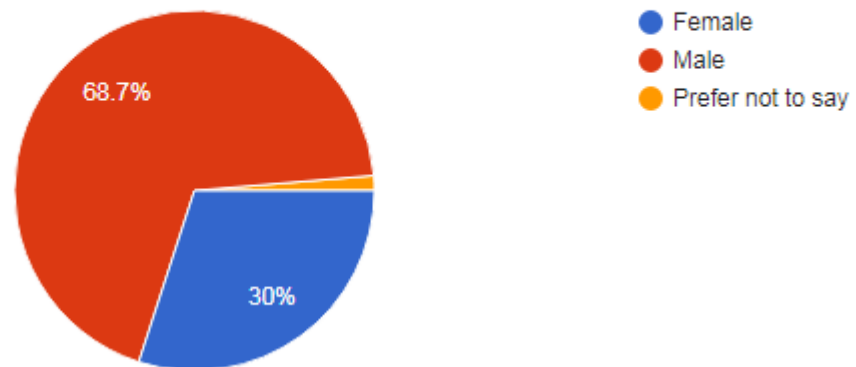
Interpretation: As seen above in the pie chart, 68.7% of the respondents are male, 30% of the respondents are female, and 1.3% of respondents chose not to disclose their gender on the form.

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1) **Which Social Media handle do you use the most?**

Which Social media handle do you use the most?

150 responses

- Facebook
- Instagram
- Snapchat
- Twitter
- What's app
- Whatsapp
- Quora
- Television

62.7%

24.7%
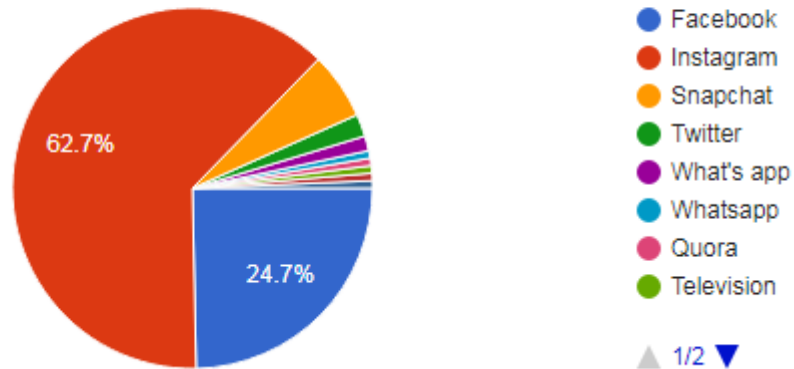
Interpretation: As it is clearly seen above in the pie chart, 62.7% of the respondents use Instagram the most, 24.7% of the respondents use Facebook the most, 6% of the respondents use Snapchat the most, 2% of the respondents Twitter and 4.6% of respondents use social media handles like whatsapp, quora, television the most.

2) **Do you follow food blogs/ articles/ reviews?**

Do you follow food blogs/ articles/reviews?

150 responses

- Yes
- No
- Sometimes

35.3%

58.7%
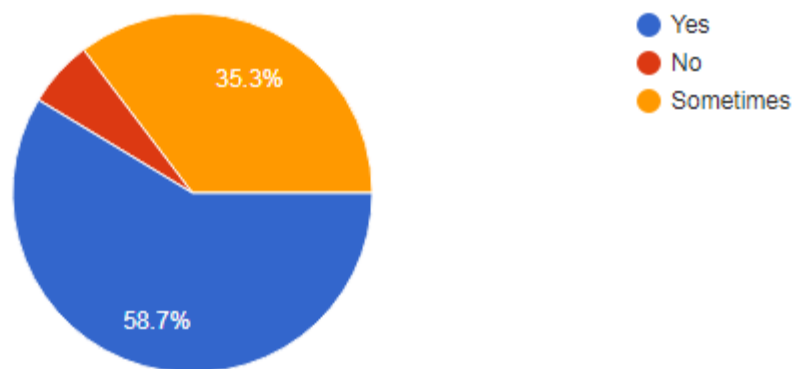
Interpretation: As seen above in the pie chart, 58.7% of the respondents said yes on following food blogs/ articles/ reviews, 35.3% of the respondents chose sometimes as an option of following food blogs/ articles/ reviews and 6% of the respondents said no on following food blogs/ articles and reviews.

3) ***Do you check reviews & critics before going to a restaurant?***

Do you check reviews & critics before going to any restaurant?

150 responses
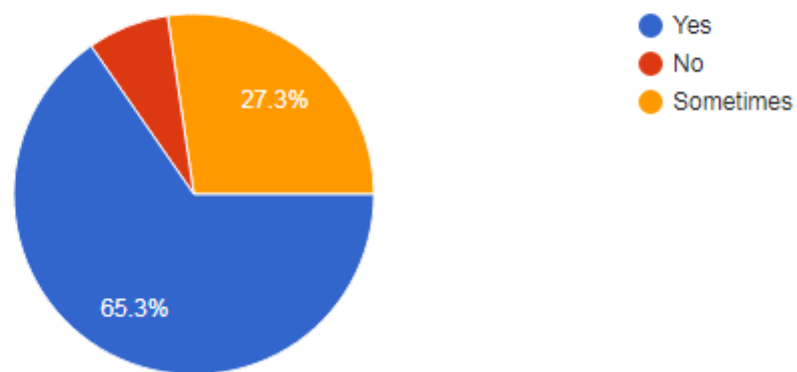
Interpretation: *As seen above in the pie chart, 65.3% of the respondents said yes on checking reviews & critics before going to a restaurant, 27.3% of the respondents chose sometimes as an option of checking reviews & critics before going to a restaurant and 7.3% of the respondents said no on checking reviews & critics before going to a restaurant.*

4) ***How many cafes/restaurants are you aware of in Ahmedabad?***

How many Cafes/ Restaurants are you aware of in Ahmedabad?

150 responses
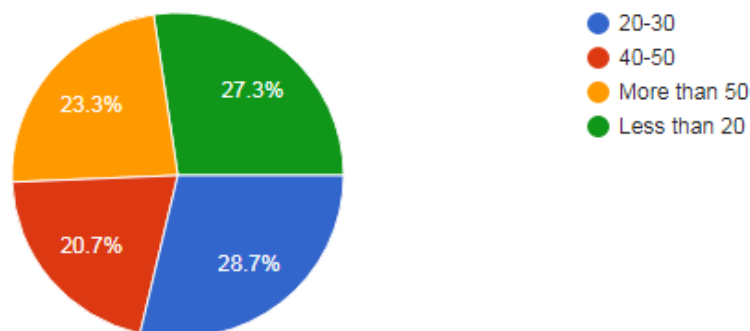
Interpretation: As seen clearly above in the pie chart, 28.7% of the respondents know 20 to 30 cafes/restaurants in Ahmedabad, 20.7% of the respondents know 40 to 50 cafes/restaurants in Ahmedabad, 23.3% of the respondents know more than 50 cafes/restaurants in Ahmedabad and 27.3% of the respondents know less than 20 cafes/restaurants in Ahmedabad.

5) *Which more do you prefer while choosing a restaurant/café?*

Which more do you prefer while choosing a restaurant/cafe?

150 responses

- Reviews on Zomato
- Food Bloggers
- Website Reviews
- Testimonials by Visitors
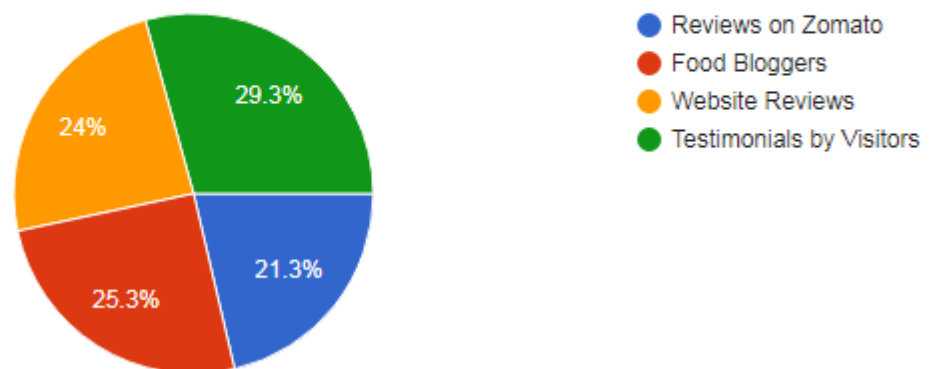
Interpretation: As seen above in the pie chart, 21.3% of the respondents prefer reviews on zomato while choosing a restaurant, 25.3% of the respondents prefer food blogger's reviews while choosing a restaurant, 24% of the respondents prefer website reviews while choosing a restaurant and 29.3% of the respondents prefer testimonials by visitors while choosing a restaurant.

6) *Do you think that social media is helpful in upliftment of culinary/food tourism?*

Do you think that social media is helpful in the upliftment of culinary/food tourism?

150 responses

- Yes
- No
- Maybe
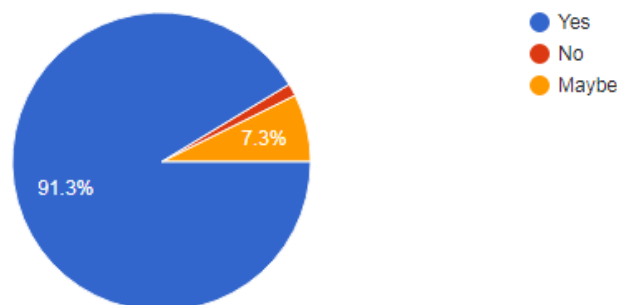
Interpretation: As seen above in the pie chart, 91.3% of the respondents think that social media is helpful in upliftment of culinary/food tourism, 7.3% of the respondents think that maybe social media is helpful in upliftment of culinary/food tourism and 1.3% of the respondents think that social media is not helpful in upliftment of culinary/food tourism.

7) ***Do you think that proper food photography affects your decision of choosing the restaurant?***

Do you think that proper food photography affects your decision of choosing the restaurant?

150 responses
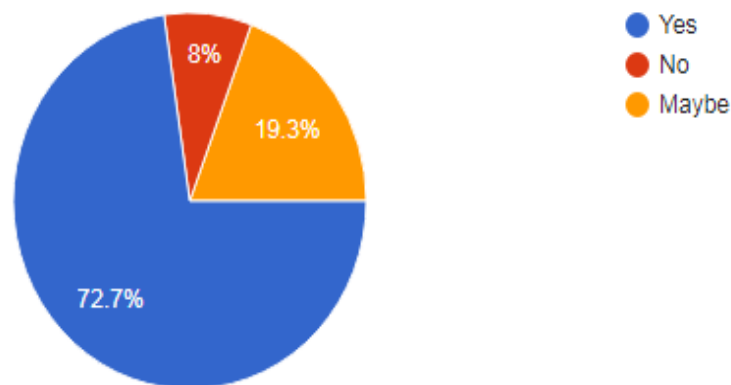
Interpretation: As seen in the above chart, 72.7% of the respondents agreed that a proper food photography does affect their decision of choosing the restaurant, 19.3% of the respondents said that a proper food photography may or may not affect their decision of choosing the restaurant and 8% of the respondents said that a proper food photography do not affect their decision of choosing the restaurant.

8) *Do you think that restaurants & cafes in Ahmedabad are taking efforts to get more cuisines due to social media influence?*

Do you think that restaurants & cafes in Ahmedabad are taking efforts to get more cuisines due to social media influence?

150 responses

- Yes
- No
- Maybe

12%
25.3%
62.7%
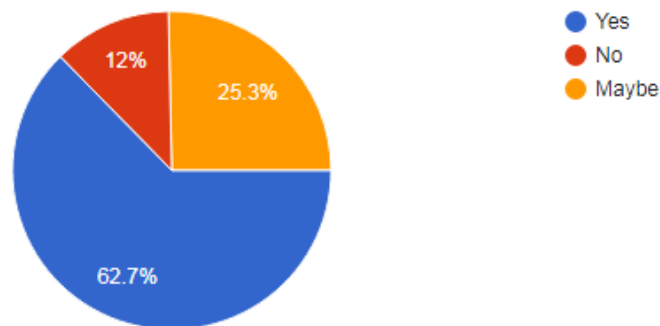
Interpretation: *As seen above in the chart, 62.7% of the respondents agreed that restaurants and cafes in Ahmedabad are taking efforts to get more cuisines due to social media influence, 25.3% of the respondents said that restaurants & cafes in Ahmedabad may or may not be taking efforts to get more cuisines due to social media influence and 12% of the respondents disagreed about restaurants and cafes in Ahmedabad are not taking efforts to get more cuisines due to social media influence.*

9) *Do you think that façade and interiors play an important role in culinary tourism?*

Do you think that facade and interiors play an important role in culinary tourism?

150 responses

- Yes
- No
- Maybe

15.3%
78.7%
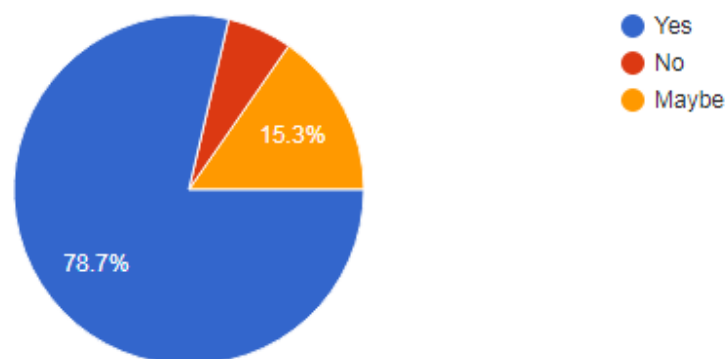
Interpretation: As seen clearly above in the chart, 78.7% of the respondents agreed that façade and interiors do play an important role in culinary tourism, 15.3% of the respondents said that façade and interiors may or may not play an important role in culinary tourism and 6% of the respondents disagreed that façade and interiors do not play an important role in culinary tourism.

10) *Do you follow food bloggers situated in Ahmedabad?*

Do you follow food bloggers situated in Ahmedabad?

150 responses

● Yes
● No

39.3%

60.7%
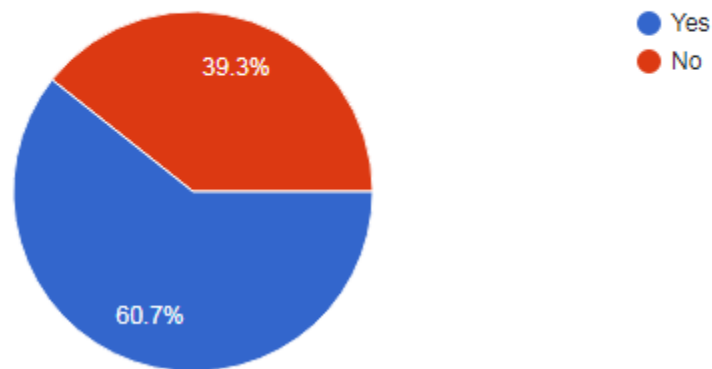
Interpretation: As seen above in the chart, 60.7% of the respondents agreed that they followed food bloggers situated in Ahmedabad and 39.3% of the respondents disagreed that they did not followed food bloggers situated in Ahmedabad.

11) *Do you follow all the comments and suggestions on a restaurant/café given by the critics or food bloggers?*

Do you follow all the comments and suggestions on a restaurant/cafe given by the critics or food bloggers?

150 responses

● Yes
● No
● Maybe

32.7%

30.7%

36.7%

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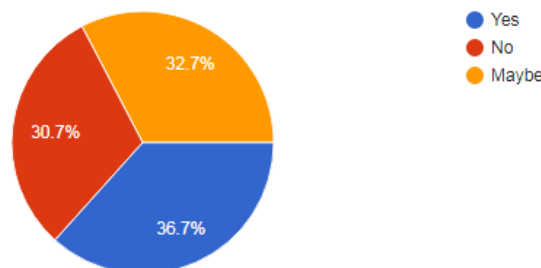
Interpretation: As seen clearly above the pie chart, 36.7% of the respondents agreed that they follow all the comments and suggestions on a restaurant/café given by the critics or food bloggers, 32.7% of the respondents said that they may or may not follow all the comments and suggestions on a restaurant/café given by the critics or food bloggers and 30.7% of the respondents disagreed that they do not follow any of the comments and suggestions on a restaurant/café given by the critics or food bloggers.

12) ***Do you think social media will act as a true medium of influence for strengthening culinary/food tourism in Ahmedabad in near future?***

Do you think social media will act as a true medium of influence for strengthening culinary/food tourism in Ahmedabad in near future?

150 responses
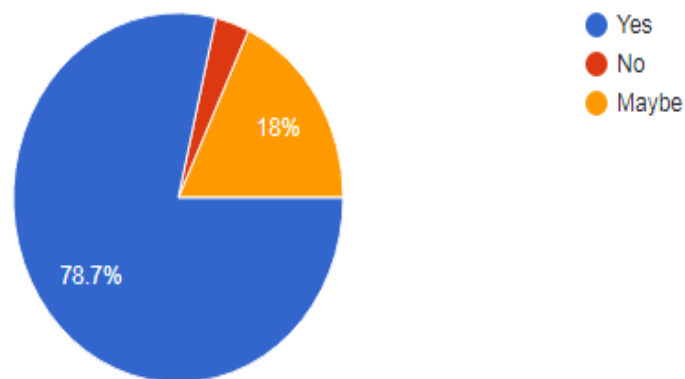
Interpretation: As seen above on the chart, 78.7% of the respondents agreed that social media will act as a true medium of influence for strengthening culinary/food tourism in Ahmedabad in near future, 18% of the respondents say that social media may or may not act as a true medium of influence for strengthening culinary/food tourism in Ahmedabad in near future and 3.3% of respondents disagreed that social media will not act as a true medium of influence for strengthening culinary/food tourism in Ahmedabad in near future.

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13) *I upload my experience of food/visit to social media, share and interact to guide others.*

I upload my experience of food/ visit to social media, share and interact guide others

150 responses
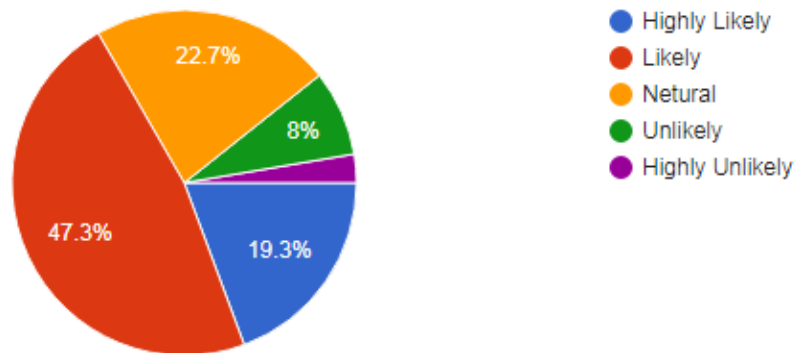
Interpretation: As seen above in the pie chart, 47.3% of the respondents are likely to upload their experiences of food/visit to social media, share and interact to guide others, 22.7% of the respondents are netural that they may or may not upload their experiences of food/visit to social media, share and interact to guide others, 19.3% of the respondents are highly likely to upload their experiences of food/visit to social media, share and interact to guide others, 8% of the respondents are unlikely to upload their experiences of food/visit to social media, share and interact to guide others and 2.7% of the respondents are highly unlikely to upload their experiences of food/visit to social media, share and interact to guide others.

14) *How many times have you used social media to select restaurant/café/hotels?*

How many times have you used social media to select a restaurant/ cafe/ hotels?

150 responses

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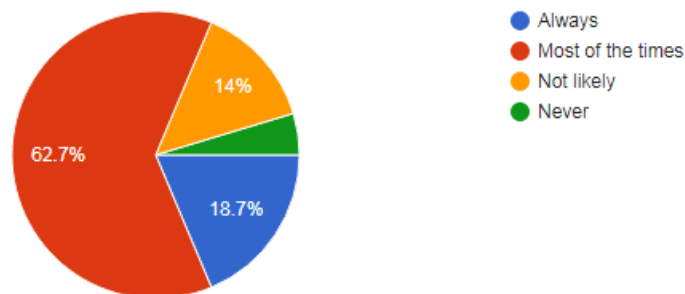
Interpretation: As seen above in the chart, 62.7% of the respondents use social media most of the times to select a restaurant/café/hotels, 18.7% of the respondents always use social media for selecting a restaurant/café/hotels, 14% of the respondents not likely use social media for selecting a restaurant/café/hotels and 4.7% of the respondents never use social media for selecting a restaurant/café/hotels.

15) *Do you think Ahmedabad has a potential to be a culinary destination?*

Do you think Ahmedabad has a potential to be a culinary destination
150 responses
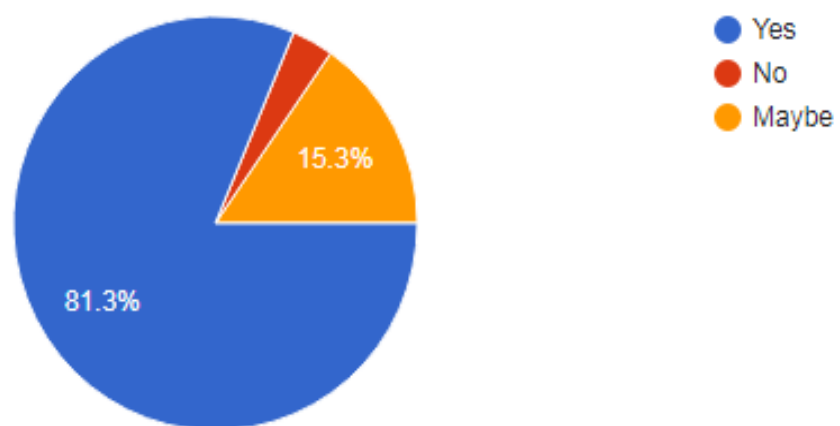
Interpretation: As seen above in the chart, 81.3% of the respondents agreed that Ahmedabad has a potential to be a culinary destination, 15.3% of the respondents think that Ahmedabad may or may not have the potential to be a culinary destination and 3.3% of the respondents disagreed that Ahmedabad does not have the potential to be a culinary destination.

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FINDINGS & CONCLUSION

- As per the analysis, the researcher figured out that culinary tourism is taking a serious step in Ahmedabad where people are excited on exploring different cuisines, different places and unique food flavors day by day.

- It is also observant that the spread out of culinary tourism is more in students who are aged between 20 to 30 years.

- Instagram is the most used social media handle by the people. Apparently, instagram has been the medium to explore so many things happening around the globe. It has a separate explore section for food, which includes food photography, videography, different cuisines all over the world, food bloggers experiencing different cafes as well as restaurants, all in that one section. Other handles like facebook, twitter, YouTube, snapchat etc are also playing an important role in bringing out culinary tourism but Instagram happens to be the prime in the matter.

- Majority of people in Ahmedabad follow food blogs, articles and reviews to choose a restaurant or a café, it can be due to a lot of factors like the ambience shots of the cafes or restaurants, the photograph of the food taken creatively or it being represented scrumptiously or the food blogger or critic being famous in Ahmedabad.

- Due to the growing influence of social media, people are getting aware about different cafes and restaurants opening up in Ahmedabad. As per the responses, majority of people are aware about more than 30 restaurants in Ahmedabad, which is a better than the previous situation of people being unaware about the same.

- People have certain mindset to check different reviews while purchasing something online or offline. Similarly, when it comes to visiting café/restaurants, they have so many sources to get the reviews from, be it zomato, website of the café, food blogger's comments or testimonials by visitors, which makes it easy for them to choose and try new restaurants.

- Not only the reviews, but it was found out that an appropriate food photography, unique ambience and façade of the restaurants are playing an important role in increasing the footfalls of the cafes/restaurants in Ahmedabad.

- Majority of the respondents agreed that social media will be the prime key for the upliftment of culinary tourism in the near future in Ahmedabad and also the city being the great prospect of becoming the hotspot for exploring culinary perspectives by tourists as well as the residents.

- Due to the increasing pace of social media in respect to food blogging and reviewing, cafes and restaurants in Ahmedabad are making huge efforts on coming up with different and unique ideas as well as cuisines to make it social media worthy. They are coming up with different and creative marketing tactics to pull prospective consumers towards their doors and making them aware about their unique story and services.

- At last, the researcher would like to conclude that, Ahmedabad is a growing hub for culinary tourism. Be it uniqueness in concepts or cuisines, or be it normal way of presenting a dish, people have numerous options to explore in Ahmedabad in terms of food tourism. Majority of the credit can be given to the usage of social media handles like instagram, facebook etc, whilst on the other side, credit can be given to the local food bloggers and critics for spreading out the word whenever something new comes up. This has encouraged many people to take up food blogging as their professional career. Ahmedabad is becoming a grub hub and has a great potential of becoming a premium destination for culinary tourism in the near future which can be accredited to the growing influence of Social media.

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A STUDY ON EVALUATING THE CONSUMER BEHAVIOUR TOWRADS ECO-FRIENDLY PRACTICES IN THE HOTELS OF UTTAR PRADESH

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ABSTRACT

Sustainability is not only to restore one's relationship with nature but has been gaining traction as the 21st century consumers prefer eco-friendly accommodation and services during their hotel stay. Likewise, hotel industry is in its nascent stage in Uttar Pradesh thus the present study focuses on the consumer behaviour towards eco-friendly practices in the hotels of Uttar Pradesh. The objectives of the present study are to analyse the consumer behaviour towards eco-friendly practices and examine the factors affecting their behaviour in hotels of Uttar Pradesh. To achieve the above-mentioned objectives, structured questionnaire was developed and distributed using online platform to 350 consumers who stayed at hotels of Uttar Pradesh at least once in a year. The findings of the study pointed out that consumer's pro-environmental behaviour and hotels visible communication on eco-friendly practices positively affects their behaviour. Other factors that affected their behaviour included provision of organic menu and marketing strategies on green practices adopted by the hotel. Secondly, respondents were highly satisfied with the installation of sensor lights in the guestrooms, wall mounted shampoo dispensers in the guest bathroom and linen recycle programme which depicts their behavioural concern towards protecting the environment.

Keywords: *Eco-friendly practices, Consumer behaviour, Eco -friendly, Sustainable, Pro environmental behaviour*

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1. INTRODUCTION

The 21st century hospitality industry has been passionately creative in terms of environmental sustainability and promotes eco-friendly practices as one of the most noticeable hospitality trends of the century. Today's consumer demonstrates *"Pro Environmental Behaviour "*and are updated with the damage produced by anthropogenic activities towards the environment; become more conscious in terms of their behaviour by choosing sustainable experiences over conventional products. Sustainability is not only to restore one's relationship with nature but has been gaining traction as today's customer prefers eco-friendly accommodation and services during their hotel stay. In this competitive market, business sustains with consistent superior customer experience that cultivates guest loyalty, strengthens brand value and help generate better revenues. The hotel industry consumes enormous amount of natural resources

and generates enormous waste. According to UNWTO (2018), tourism and hospitality cannot deny responsibility for climate change, thus it becomes extremely obligatory for hotel industry to reduce this burden to the environment as part of their corporate social responsibility (Chand & Garge, 2017).

Green or eco-friendly hotel refers to a lodging establishment that commits to various ecological practices, provides services and amenities focussing on conserving the environment, saving natural resources and reduction of carbon emissions.(Lee &Cheng, 2018).Green hotels exercise environmental guidelines and procedures and implement sustainability in their daily operations (Green Hotels Association, 2018).The reasons for hospitality industry to go green is identified as consumers demand for eco -friendly practices during their stay (Hu *et al.,*2010),enhance relationship with stakeholders (Esparon etal.,2014) and financial benefits to the hotel operations.(Tzschentke et al*.,* 2004;Singal 2013). Other elements stimulating hotels to adopt eco-friendly practices includes governmental policies, local environmental associations, legal concerns and consumer behaviour towards the product. (Zhu & Sarkis, 2006; Setthasakko, 2007; Kasim & Ismail, 2012). According to Perform Act Trade (PAT), today energy efficiency in hotel industry is monitored by the Government, compelling more hotels to reduce their energy consumption. (Bureau of energy efficiency, Govt of India ,2020). Hospitality leaders are curtailing the impact of anthropogenic activities and painting a greener picture for the environment by implementing eco-friendly practices. Big industry brands like ITC, Taj hotels, Novotel, Sheraton etc have tied up with green building certification programmes such as Leadership in Energy and Environment (LEED); achieving gold and platinum level certification, benefiting in sustainable operations and creating a brand image in the competitive market. At present 74 Hotels in India are LEED certified (Outlookindia,2020). Many hotel chains have laminated the use of single use plastic items in guestrooms, restaurants, bars and back areas like offices and kitchens; plastic water bottles are now replaced by on-site filtered bottled water (Indiatimes,2020).Hotels where eco-friendly practices are implemented in their daily operations tend to have a positive image on consumers and makes them realize their purchasing behaviour.(Iwanowski & Rushmore, 1994). Consumers may be termed as market segments, identified by geographical demographic characteristics and assumed to have common attitudes and behaviour. The term consumer behaviour refers to individuals' decision in selecting, purchasing and using services or experiences to satisfy needs and desire with their available resources. (Solomon et al., 2012). Consistent with this phenomenon, the millennial consumers are conscious in terms of their behaviour by choosing sustainable experiences over conventional products. Nearly 73% of them are enthusiastic to spend on products and services from sustainable brands associated with a cause (Hospitality.economic times,2020).

Today's consumers are conscious of their ecological footprint when they travel. If the hotel establishments fail to adopt green practices in their operations then they may lose customers to greener competition Thus, it is essential for hotel managers to comprehend the dynamics of consumer behaviour in order to implement sustainable programmes in their operations. (Butler, 2008). Hotel industry is in its nascent stage in Uttar Pradesh. With the increase in domestic tourism, the state is witnessing a drastic change with many international chains adopting sustainable eco-friendly infrastructure. Hence, there is requirement to

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understand the consumer behaviour towards the eco- friendly practices and the factors affecting them.A very limited research is documented in this field which prompted the author to analyse and examine the factors affecting consumer behaviour towards eco-friendly practices in hotels of Uttar Pradesh.

2.LITERATURE REVIEW

Global climate change, high consumption of natural resources and ozone depletion justify the concern over environmental problems worldwide. The growing awareness of this environmental damage has led the hotel industry to cultivate and promote eco-friendly practices and integrate environmental management into their organizational cultures (Rashid et al.,2014; Trang et al., 2019).Eco-friendly practices may be are defined as "environmentally-friendly" aiming at reducing a products negative impact on the environment throughout its entire lifecycle Hindle et al., (1993).Hotel industry is often associated with subjects related to deterioration of the environment from excessive consumption of natural resources to non-recyclable goods producing massive harm to the environment(Chan, 2005; Radwan et al.,2010).Numerous researchers(Evanschitzky and Wunderlich, 2006; Homburg and Giering, 2001; Im et al., 2003) in various fields discovered the existence of relationship between age demographics and consumer behaviour during buying decisions. Banerjee and McKeage, (1994) stated gender played a significant role in customer's eco-friendly decision-making process, green consumption and revealed women to be more inclined towards environment as compared to men. Supporting the above statement Zelezny et al., (2000),concluded female consumers show more concern than males in supporting environmental well-being and show higher levels of personal responsibility towards environmental problems.

Laroche et al., (2001) mentioned in their study that environmental awareness programmes in an organisation helps to educate customers to inculcate positive attitude toward eco-friendly activities and ecological behaviour.Supporting the statement mentioned by author Laroche et al 2001, Han et al.,(2011) findings revealed that customers eco-friendly attitude affect their buying behaviour and revisit intention to green hotels and suggested organisations to effectively communicate their green practices to potential consumers for more active participation.According to Lee et al., (2010), consumers patronizing and realization in purchasing towards green hotels plays a vital part in saving the natural environment for future generations. Kals et al., (1999)mentioned that consumers are willing to sacrifice for the betterment of the environment and have an emotional affinity towards nature but are not ready to settle for inferior attributes of the hotel.Han et al.,(2009) revealed in their study that it is a critical challenge for hotel marketers to gain better understanding of potential customer's desire and intention for green consumption .However, a study in Pakistan by Ansari (2013) revealed that green marketing has positive impact on consumer purchase behaviour, even though the products and services are expensive than the conventional pricing. Jauhari & Manaktola, (2007) pointed that consumers are environmentally conscious and patronise green hotels but are not willing to pay extra and compromise on services quality services.Chen and Peng, (2012) noted that costumers positive attitude towards hotels eco-friendly practices influence their intention to stay at green hotels, willingly pay more as part of emotional connect and spread positive

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word-of-mouth recommendation .Boronat et al.,(2020) concluded factors like hotels green certification, previous experience with sustainable hotels, implementation of hotel CSR practices shows a positive impact on consumer attitude and behaviour towards willingness to pay extra for the hotel. Suki (2015) confirmed that consumer's intention to revisit the hotel was positively affected by perceived behavioural control and attitude. Thus hotel industry should take sincere efforts and responsibility towards its   environmental and social aspects.

Hans et al.,(2015) mentioned that it is necessary for hotels   to promote and advertise their sustainable practices along with seriousness of environmental problems. Such efforts, eventually enhances consumer environmental awareness, perceived behaviour and attitude towards purchasing green lodging products. Nisa et al. (2017) revealed that it is extremely essential to promote sustainable guest behaviour during their stay like towel recycle programmes to sustain their behaviour towards eco-friendly practices .Adding to this(Nysveen et al., 2018) pointed that a hotels eco-friendly image plays a critical role in differentiating   one hotel from the other in terms of consumer perception and behaviour. Moreover, in context to hospitality industry   eco-friendly practices are considered as attributes to differentiate a product or service which entices customers purchasing behaviour.(Kim et al.,2019; Rather et al.,2019).These implementations has the potential to increase environmental gains and reduce operational costs. The International Institute for Sustainable Development (2015) mentions that green consumers are committed to green lifestyles and supports lodging establishments that implements green practices in its products and services that ultimately help the environment positively. Tuan, (2018) mentioned environment conscious consumers are more likely to purchase products from green organisations as part of their environmental concern and satisfies their self-esteem. González et al.,(2020)expressed that customers environmental concerns influence their behavioural intentions towards green hotel and demonstrate high level of loyalty and revisit intentions. Patwaryet al.,(2020)concluded the importance of hospitality marketers to   understand green adaptability of consumer attitude and behaviour towards eco-friendly practices to attract hotel customers to visit green lodging establishments.

3. OBJECTIVES

1. To analyse the consumer behaviour towards eco-friendly practices in hotels of Uttar Pradesh
2. To examine the factors affecting consumer behaviour towards eco-friendly practices in hotels.

4.RESEARCH METHODOLOGY

Sampling and Data Collection

The data for the research paper were gathered from the customers who had experienced their stay in the hotels of Uttar Pradesh. A structured questionnaire was prepared for survey and distributed to respondents through digital platform using Google forms. The structured questionnaire was framed with closed-ended questions and was filled up by the respondents in the month of October and November, 2020.The questionnaire was divided into three sections. The first section included the information on the demographic profile of the hotel customers. The second section consisted of various closed ended questions to analyse

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consumer behaviour towards eco-friendly practices in hotels of Uttar Pradesh. To assess the satisfaction level of the hotel customers various parameters have been mentioned on a likert scale of 1-5 which indicates highly dissatisfied (1), dissatisfied (2), neutral (3), satisfied (4) and highly satisfied (5).The third section consisted questions to examine the factors affecting consumer behaviour towards eco-friendly practices in hotels. Similarly, to comprehend the factors affecting hotel consumer behaviour towards eco-friendly practices likert scale of 1-5 has been used which indicates strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5).

The secondary sources of information is derived from a combination of electronic and printed form of materials such as published books, research papers, national and international journals, government reports, published research articles, theses, websites, magazines, newspapers, etc. The primary sources of data collection was structured questionnaire collected from the hotel customers.

5. ANALYSIS AND FINDINGS

5.1 Demographic characteristics of respondents

To achieve the above mentioned objectives, a structured questionnaire was prepared and distributed to 360 respondents all over India in the month of October and November, 2020 through online platform using Google Form. 277 out of 360 respondents have filled the survey questionnaire. The gender distributions showed a good spread of respondents across various categories of age in the sample. Of the respondents, 57.4% of customers were between the age group of 31-50 years and 31.8% of customers were between 18-30 years which reflects the appropriateness of the respondents paying capacity.About 41.9% of the respondents are working with the private sector , 22% are self- employed where as 9.7% are students. Out of this sample, 49.8% of the respondents spends four or more number of nights in a hotel per year and 19.1% of the sample spends twice in a year.The statistics indicates that 71.5% of the respondents prefer star hotel for their stay,18.4 % prefer non-star category and 7.9% for heritage hotels.

Table 1 represents demographic characteristics of the hotel customers.

Variables		Percentage (%)
Gender	Male	70.8
	Female	28.9
Age	18-30 years	31.8
	31-50 years	57.4
	51-60 years	9

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Occupation	Private sector	41.9
Self- employed		22
Government Sector		19.1
College Students		9.7
Frequency of hotel visits	Once a year	18.4
Per year	Twice a year	19.1
	Thrice a year	12.6
	Four times or more	49.8
Preference of hotel stay		
Star hotels		71.5
Non-star hotels		18.4
Heritage		7.9

To analyse consumer behaviour towards eco-friendly practices in the hotels of Uttar Pradesh

A number of factors were used to analyse the consumer behaviour towards eco-friendly practices in the hotels of Uttar Pradesh. It was found that consumers expect tangible demonstration towards green practices in hotels. Analysis revealed that 37.5% of the hotel customers were satisfied and 20.2% were highly satisfied with linen recycle programme practiced in the guestrooms for multiple night guests.Energy efficient lighting like guestroom sensors were highly appreciated at 34.6% and 28.88% were   satisfied   by the practice; 31.75% of the customers were satisfied with the concept of waste segregation in the guestrooms   while 8.66%   were dissatisfied   and not interested to follow this practice. Recyclable practices like wall mounted shampoo dispensers   in the guest bathroom showed high satisfaction level at 25.27% and satisfaction level at 33.93%, depicting consumer's evidence of commitment towards   environmental causes. Other eco-friendly practices on saving single use plastic like on-site water bottling plant for guest use depicted a high satisfaction rate of 28.15% while 14.7% customers found the practice   unreliable and were dissatisfied. When it comes to paying extra for green practices adopted by hotels, 35.7% of the respondents were satisfied and were willing to pay for the environmental initiatives while 10.4% were dissatisfied and felt hotels should absorb the cost.

Bar Graph 1. Analysis of consumer behaviour towards eco-friendly practices in hotels.
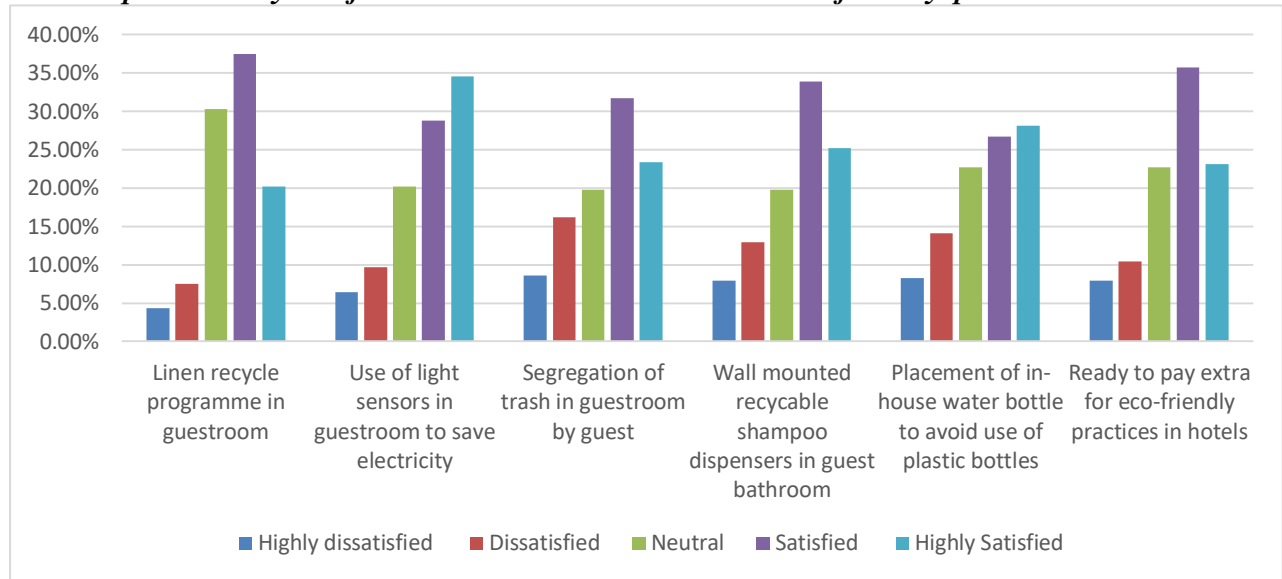
To examine factors affecting consumer behaviour towards Eco-friendly practices in hotels.

Table 2 represents a number of elements used to assess the factors affecting consumer behaviour towards eco-friendly practices in the lodging establishments. The findings indicated that consumer's pro-environmental behaviour and hotels green contribution strengthen their attitude and behavioural intentions to visit green hotels for their stay. 32.12% customers strongly agreed and 28.88% agreed that their environmental concern positively affected their behaviour while selecting a green hotel. Major percentage(36.46% strongly agree and 31.76% agree) of the customers agreed hotels eco-friendly practices motivates them to choose green hotels as it adds health benefits during their stay however 22.74% of the respondents remained neutral. Subsequently, maximum respondents (32.85%) believed that they do not get assurance from hotel for using eco-friendly cleaning supplies in guestrooms; as such practices are not visibly demonstrated. Another important factor was customer's education that significantly contributed to decision-making and environmental purchasing. 34.3% of the respondents strongly agree and 28.15% agree that highly educated customers are more likely to opt for hotels adopting green practices as they are well aware of the negative consequences on the environment. Age is another personal characteristic that significantly affects consumer buying behaviour. Statistics indicated that 33.21% of respondents were of the view that youngsters opt more for green hotels as they are better with information processing capacities and tend to search for new information that are beneficial in terms of health. Similarly, female customers are more conscious towards environmental problems and wellbeing. Majority of the respondents (19.85% agree and 17.32% highly agree) with this view where as 35.74% of the respondents had a neutral opinion. The other factors affecting consumer behaviour included hotels visible communication on green practices (36.10%), green marketing strategies on social media (35.74%), and environment friendly organic menu or local produce (35.37%) though respondents had a neutral opinion for budget factor while selecting eco-friendly hotels.

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Table 2 indicates factors affecting consumer behaviour towards eco-friendly hotels.
[1-strongly disagree; 2-disagree; 3-neutral; 4-agree;5- strongly disagree]
Note: All the data is depicted in percentage

Factors	1	2	3	4	5
Environmental concern affects consumer	4.69	7.22	27.7	28.9	32.1
Eco-friendly practices adds health benefits	4.33	4.69	22.7	31.8	36.5
Hotels assurance on using eco-friendly supplies	5.41	12.3	32.9	27.8	21.7
Well educated guests opt more for green hotels	2.88	5.77	28.9	28.2	34.3
Youngsters opt less for eco-friendly hotels	15.5	17	33.2	21.3	13
Female customers more concerned to green practices	11.6	15.5	35.7	19.9	17.3
Hotels visible communication on green practices	6.13	5.5	19.1	36.1	33.6
Green marketing strategies on social media	3.61	9.74	22.4	35.7	28.5
Provision of organic menu / local produce in hotel	2.52	9.38	20.6	35.4	32.1
Customers budget for choosing green hotel	6.13	9.38	29.2	28.5	26.7

6.CONCLUSION

Hotel consumers are becoming aware of the benefits of engaging in environmental friendly practices in the lodging industry. The findings of the study points out that hotel customers were highly satisfied with the installation of sensor lights in the guestrooms to save energy. Majority of the customers (59%) appreciated the concept of wall mounted shampoo dispensers in the guest bathroom and placement of on-site water bottling plants which depicted their behavioural concern towards minimizing single use plastics. Around 58% of

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the customers found linen recycle programme acceptable and considered as an effective use of natural resources. 54% of the respondents were satisfied with the trash segregation in the guestroom while others remained neutral despite a positive disposition towards the same.

The findings on the factors affecting consumer behaviour towards eco-friendly practices pointed out that customer's pro-environmental behaviour   and hotels visible communication on green practices positively affects their behaviour. Hotels initiative towards organic menu and its health benefits also played a major role. Another factor that affected respondents while selecting a room was the marketing strategies on green practices adopted by the hotel. In case of demographic factors, majority of the respondents agreed that highly educated consumers opt for green hotel and females are more sensitive towards environmental practices. Though only 33% of the respondents were of the view that youngsters are less intended   to opt for green hotels.

7. RESEARCH LIMITATIONS AND RECOMMENDATIONS

This study has certain limitations that constitute avenues for further research. Firstly, the current data were collected from respondents   within Uttar Pradesh and does not represent the entire population of India. Hence, it is imperative that sample size be expanded to wider geographical areas. Secondly, the researcher had distributed 350 questionnaires to collect the data but only 277 respondents had stayed in the hotels of Uttar Pradesh. This reduced the sample size in the study.It is recommended for future research to study consumer behavior towards eco-friendly practices in hotels amidst COVID 19 pandemic.

8.PRACTICAL IMPLICATIONS

This study contributes to the hospitality industry as it highlights the factorsthat affects consumer behaviour towards hotels eco-friendly practices. The results may benefit the hotel industry in formulating effective marketing strategies to review the demand for customer visits in green hotels and help hotels in focusing on sustainable practices.

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A study on the technological advancements in guestroom automation of 5 star hotels in Mumbai

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1.1 Abstract:-

Guest room automation technologies are services provided to the guests to provide them with ease of handling the guest room amenities. With fast growing technology, hotels can now provide their guests the best sophisticated services which provide both ease and security during their stay. This research study's main objective was to find out whether the guests actually prefer using such smart guestroom services or not. This study states the different services that the guest prefer during their star and also speaks about their awareness about the latest in-room technology.

1.2 Overview of the study:-

Technology is the branch of science that deals with the creation and use of technical means and their relation with life, society, and the environment. In simple terms technology is the practical application of knowledge in a specific area. It consists of manufactured objects that help humans to do tasks that they cannot do otherwise. For example a man can move large amounts of water with the help of a pot but, with his hand he cannot. Technology needs to be produced, manufactured and worked on. It needs the raw materials, machinery, the knowledge of how to use the tools, the skills to use it in the right fashion. Knowledge is not only used in producing the technology but also in using it. For example, a typewriter is simply useless equipment for someone who knows how to read and not type. Technology is ever evolving and ever advancing in nature. Old technology is replaced by the new ones. In today's fast moving generation, we need technology that allows us to use less manpower. Through history we have known that the primary means to exchange information was through human intervention. This was later taken a step further by letters for ease of communication through long distances. No sooner we had telephones come into picture which revolutionized communication. Then we had mobile phones and the devices that we hold with us right now. Through the course of this technological evolution the means of exchanging data kept evolving too. From human to human communication, we progressed to human to device communication and from there we have now reached to device to device communication. Technology has not only changed the way we communicate, but it has also transformed the other aspects of our life. Technology made large populations possible; large populations now make technology indispensable. - Joseph Krutch. Technology has made a vast difference in the lives of billions. With the help of new emerging technology, communities started to spread across various parts of the world. This also made production of new innovations possible across the globe.The way we communicate today has been the result of constant development is the field of technological sciences. In today's generation we

have Facebook, Twitter, and Skype etc. The term used for these platforms is social media. The messages delivered via the social media get delivered at the same speed regardless of whether the receiver is sitting right beside you or miles away. The messages get delivered in mere nanoseconds. If one is not a very big fan of social media, then using messaging apps like Whatsapp and other messaging apps can be a favourable option. Most of the smartphones now have their own in-built messaging apps like iPhones have iMessage. Such messaging apps only allow sharing and receive messages from devices of the same company. Communication has now evolved beyond smartphones and computers, now we have tablets, smart watches and voice assistants. Smart watches are wearable devices that can do multiple functions apart from showing the time. Some of them have medical emergency trackers that can call healthcare as soon as the user's heart rate goes low.

Technology has also changed the way we pay our day to day and transfer money. We no longer have to go to a bank to transfer money to someone. Most of the banks have now made their banking systems online. PayPal and other companies have now made it easier to send and receive money to people from all over the globe over the internet. Payments that are due can also be managed by setting up the time details of a payment and the system can automatically make payments in due time. People nowadays don't even have to carry cash to pay bills while shopping. Google wallet and Apple pay are applications that link your bank account to your mobile phones. The same machines that help you swipe cards to make payments are used to carry out mobile payments from a phone. Taking care of all these new up gradations can be a hassle but these provide us the ease to do things. With the help of such innovations, we can now leave our homes without a wallet and worry less about making day to day payments.

Technology has changed the way we watch Television. Digital cable operators are continuously giving out new features on their subscriptions wherein the viewers can pause live TV or save a show to watch later. With smartphones, now we can stream our favourite TV shows at low monthly subscriptions. Streaming services like Netflix, Amazon Prime and Hulu have become very famous OTT platforms. The only difference streaming services make is that it uses the internet instead of the cable. Scrapping out the traditional cable packages where the user had to pay for also those channels which he won't use, new streaming services provide a better variety of movies and TV shows that are grouped by genre which makes it easy to pick the favourites. One just needs an internet connection to access these services. Many streaming services make it available for the users to download content from their applications. This helps the user to view the content even when not connected to the internet. More TVs are now getting connected to the internet, they are called Smart TVs. Smart TVs have the capability to be connected to the Wifi. With the help of smart Tvs one can stream online content as well as cable services.

Technology has also transformed other forms of entertainment. Paper books are now transformed into e-books. With the help of e-book applications like Kindle and Nook we are now able to access thousands of books which would occupy a lot of space in one's home. It is helpful when one has to go for a long vacation and needs something to read during the journey. Audio books are another innovation which allows a person to hear the story through an audio voice. This helps people who find it difficult to read through a book with a small

text. Streaming music has also been transformed just the way TV shows and movies have. Though CDs, cassettes, vinyl records will always serve the purpose of enjoying music in a classic way, with the help of music streaming services like Spotify and Apple music have now made it easier to stream millions of songs with the help of devices like smartphones, laptops, cars and even TVs. These services are similar to TV streaming subscriptions where the service providing applications charge a monthly fee to obtain these services. These only need an internet or wifi connection to run.

Technology has changed the way we live in our homes and outside. Every new technological innovation that we have seen so far has been possible because of the internet. Although the latest technology known as the Internet of things is not accessible only through screen but through our day to day devices that we use to make life easy. The Internet of things connects our daily electrical appliances to the internet so that it can sync over wifi and perform tasks automatically or as commanded. The Internet of Things can make an appliance like an air conditioner connect through the internet which then helps the user to control it remotely through a smartphone. There are various new advancements made such as driverless cars which drive on their own. Another example of the internet of things is the thermostat. When the thermostat is an appliance connected to the internet of things, it usually does not let the user do much work. It is accessible through a smartphone application. This helps the user set a desired temperature remotely and then the thermostat automatically analyses the shift in the external temperature and sets itself accordingly. It also wont stay on longer to conserve energy.

Online shopping has also become a new way people shop for various things. It is proved to be a better option as it helps to buy a variety of things through just one site or application. People now don't have to hassle around different shops to buy different things. Online shopping sites like Amazon, Flipkart and others have emerged as the fastest growing online shopping platforms. They provide a variety of products available at discounted prices in one single place. The delivery radius of such sites has increased drastically and now any online product bought can be delivered to your doorstep in just a few days. People can also sell their old furniture through sites which offer to showcase your products on their sites for the ones in need to know about them. Online selling and buying provides various options for payment too. One can pay via cash or through net banking. The payment methods and services used by these sites are also very safe and secure.

Another new smart solution is Voice Assistants. These include Google assistant, Alexa, and Apple Siri. With the help of voice assistants one is able to connect various devices and also the internet by just giving out voice commands. It's like having a conversation with someone to get your work done, it's that easy. You can use it for various applications like making a shopping list. One can just give out shopping list details out loud and the assistant will directly transfer the list to one's mobile phone. Most of these devices are directly integrated with online shopping applications. With the help of an assistant you don't have to even go online but   order anything by just giving out voice commands. By connecting smartphone devices through assistants you can access or open any application and ask it to run according to you by just using a voice command. These assistants have features which can recognise the voice of its user and can respond only when the user speaks.

Looking at these numerous advancements, the hospitality industry has also mirrored most of these innovations into the industry to provide better guest experience. Wifi is now seen not as a perk but as a complete necessity for the guests. Hotel guests expect to be connected to the internet and without too many interruptions. It is important so that the business guests can do their work via the internet and also use their technology devices with ease. In the past, the hotels used to have a user pay model. These pay models used to charge a heavy fee to the guests if they wanted to access the internet. To solve this problem and to provide its business guests a completely free wifi connectivity. Hotels are investing in high connectivity wifi packages so that not only the guests but the guests' guests can also use the wifi over a seamlessly low price. Apart from providing good wifi speed, hotels now also are investing in new technology to provide the guests with digital conferencing. With the AV facility that is installed in conference rooms, hotels also hire staging companies which provide other digital facilities.

As the tech trend advanced in airports, hotels have also started using online checkin and checkout facilities. This saves the guests time and also avoids long queues. Social media is also playing an important role in making the process of checkin and checkout very easy. The guests can directly communicate with the hotel staff using any social platforms which can help their stay more personalised. Hotels are investing in check in applications to provide efficiency and reduce the guests waiting time. NFC (Near Field Communication) is a new technology which can exchange data at short ranges. It is a short range high frequency wireless communication technology. An example of this is where guests can make payments easily, all they have to do is touch their card to the mobile device which processes a safe transaction method. Many new hotels are now coming up with futuristic innovations, some of these contain robots serving the guest. They are used to deliver the items ordered by the guests through room service. This opens doors to hotels that want to provide better guest experience at their hotels. Smart room keys have already been used across many western hotels. The guest has to just swipe his mobile phone across a keyless pad which unlocks the door. This helps the guest with easy access and reduces the chance of the guest losing the room key. On the other hand having smart room keys also helps the front office staff as they don't have to manually manage the entire hotel's keys.

Forty-eight percent of hotel operators cited in-room entertainment as important (Brewer, Kim, Scarier, & Farrish, 2010). The future of in-room entertainment is also changing as people want to access more of their smartphone content on the hotel room's entertainment platform. The feedback about all the services provided to the guests is now taken through social media. The guests simply have to go to the hotel's website and provide feedback. Hotels are forming managing teams that are responsible for looking after these feedbacks. They have to respond to a positive feedback as well as a negative one. Complaints about some guestroom services not working need to be looked after by the team and mentioned to the specific department's heads.

Facilities required by Five-Star hotels :-

- Minimum ten guest rooms, all rooms with outside windows / Ventilation.
- Minimum size of bedchamber excluding lavatory is two hundred sq. ft
- Air-conditioning ought to be done on 100 percent of Rooms
- A clean amendment of bed and linen daily & between check-in.
- Minimum bed breadth for one ninety cm and double a hundred and eighty cm.
- Mattress should be of minimum 10 cm thickness.
- Minimum bedding two sheets, pillow & case, blanket, mattress protector/bed cover.
- Suite room - 2% of room block with a minimum of 1 suite room.
- 5 Star deluxe hotels shall offer a hairdryer facility within the room on a complimentary basis.
- In-Room Safe should be provided in a very room.
- Minibar / refrigerator - the things unbroken in a buffet ought to adjust to native laws.
- Drinking water to be provided as minimum one tumblr per guest with glass.
- All class hotels produce 2 sealed bottles of branded drinking water of a minimum five hundred ml. per person per day on a complimentary basis.
- Clean and sensible quality linen should be provided to the guest.
- Shelves /drawer house for five begin hotel.
- Wardrobe with a minimum of four garments hangers per bedding.
- Sufficient lighting, one per bed
- A 5amp earthed socket power close to side and USB charger.
- A bedside table and drawer.
- TV - cable or satellite channels services to be provided if available.
- A secretary or surface with decent lighting.
- A wastepaper basket within the area.
- Opaque curtains or screening the least bit windows.
- A mirror in the room of minimum of half-length (3").
- A stationary folder and containing stationery.
- A 'do not disturb' notice.
- A clean my room notice.
- Night spread/bedcover.
- Energy-saving lighting.
- Linen area or Wardrobe well ventilated.
- Telephone with direct dialling and intercom services for guest communication.

REVIEW OF LITERATURE

Related study:-

Since the invention of the internet of things, many devices have been started to connect to the internet. In this paper the authors have presented the various applications of the Internet of things that the hotels can use to implement the concept of smart hotel. The applications put forth in this paper provide sophisticated services to guests while also taking care of their

private data. The paper suggests two integrated applications of IoT. The first service helps the guest by giving him access to other guest's rooms. This also depends on the schedule of the other guest and the relationship between the two. This can be achieved with the help of smart devices that can communicate across various rooms. The other application put forth is about waking up the guest with the help of changing lights and use of light music instead of an annoying alarm. The idea here is making use of IoT in hotels to provide better guest service.

In the article written by Devesh Rawat , Hotel Manager, Sheraton Grand Bangalore states that, the in room automation facilities like automated lighting that is switched on when the guest's presence is detected in the room, automated security systems, automated linen change service and turndown service alerts to replenish guest amenities, and also ordering for in room dining service with the help of an automated console give the guest the master control over the room and revolutionizes the overall guest experience. Ashish Bakshi (Executive Assistant Manager, Hotel Royal Orchid Bangalore) added to this saying, from what started as the guests being able to control the drapes, lights, TV, temperature and music has now advanced to the next level. Now as the guest enters the room a welcome scene starts with the lights turning on, music playing, A display on the TV welcoming the guests.

The exploratory research paper suggests about the different in-room entertainment services and technological facilities provided in guestrooms. Average hotel guests are pretty technology savvy and familiar with sophisticated entertainment set-up as stated by Rock in 2010. The new security systems included guestroom digital door view. Using a DDV instead of a peephole ensures a next level security solution to the guests. Hotel MGM Grand Las Vegas and Four Seasons San Francisco have installed the DDV in their hotel rooms. From door keys to electronic door locks to RFID door locks to NFC door security the evolution of guestroom unlocking technology has come a long way. The other unlocking features include the biometric unlocking and voice recognition features. One of the latest technologies available for the safe is using blue-tooth technology to open and lock the safe through a convenient safe link window-based personal digital assistant, as stated by Ventaza in 2009. The Internet was used either to surf the web or to send electronic mail. It has now evolved to do basically everything. As many guests now carry with them many digital devices like smartphones, i pads and laptops. Due to this, hoteliers are now trying to enable guests to connect their devices to the hotels entertainment systems. The entertainment systems include flat screen displays, LED TVs etc. the personal valet system is where the guest can carry out multiple functions through a single controller console. Ordering room service, checking the availability and menu of nearby restaurants, information about the hotels different restaurants and cafes are available in a single console.

The 7 important aspects of the Hotel industry's automated future is as follows:-

1.   Digital room keys – Hotels are coming up with the keyless feature which allows the guests to skip the front desk. 17 Marriott hotels and Marriott MobileApp is the guests new room key which also allows them to skip the front desk and access various hotel services apart from their guestroom.

2.	Guestroom Automation :- The Shangri-La Hotel, Abu Dhabi houses 214 rooms and has implemented guest automation systems which is now well known to the world as the state of the art technology. As the guest enters the hotel room the status at the front desk of that room changes from vacant to occupy. This reduces manual error and provides efficiency. The room adjusts itself to an ideal temperature as soon as the guest enters the room.

3.	Artificial intelligence – Hotels are now investing in AI technology. With the help of this technology guests can be woken up by automatic opening of drapes and playing of soothing or personalised music which will offer the guests a better wakeup experience. The guests can also control the lights and other appliances like air conditioning through a single bedside console.

4.	Improving environmental impact – With the improving technology hotels need to look after sustainable development and reduce unnecessary cost. This is done by an automated service which switches off the air-conditioning in guestrooms as soon as the guest shifts from the room to the balcony or the lobby. This is done through the sensors installed in the rooms. This also helps in operating the usage of guest room lights.

5.	Mobile Concierge services – Consumers now prefer text messages and voice chats over phone calls and in-person communication. This calls for the need to a mobile concierge. The Marriott MobileApp has round the clock concierge services. It can not only provide information about the hotel and the city but also helps provide services like linen change, room service etc.

6.	Guest reviews – It is sometimes difficult to ask feedback from a guest that checks out in a hurry. So in such cases and many automatic feedback systems help in pre-scheduling an email which allows the guest to type a review at their comfortable time.

7.	Voice command – The voice command technology provides ease inside the room. It is a bedside console which understands voice commands. It can be used to control the room's temperature, lighting and other appliances.

Guests invest in voice enabled controls and automated innovations in their own homes now. Hotels have started providing the same services in their guest rooms too. Mitch Bolen, general manager, Sheraton Westport Hotel says, Streamlining guest services and bolstering employee efficiencies frees up staff to focus on more human interaction when guests want and/or need it. The check-in and checkout process needs to become fully automatic along with room selection and biometrics. Facial recognition security is the next generation security. "Voice controlled services will have an impact within the guest room experience," Darren Clark, vice president of technology at Viceroy Hotels & Resorts, says. "There will be integrations for hotel services, TV, AC, and lighting controls." Alexa for hospitality will allow amazon customers to connect their Amazon enabled device in their room. Voice technology allows the guest to control the room lights, curtains. For example, "I'm going to bed" will trigger the curtains to close and lights to dim.

Alexa announced their new program called Alexa for hospitality. This new program is built to bring the voice assistant feature from chain hotels to rentals. The system uses key guest

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information and customizes itself like reminding the guest about the checkout time. It can also help the guest by providing them information about the hotel's services like pool timings, hotel reservations, and can also be configured to do smart room functions like adjusting the thermostat and raising the blinds. According to Amazon, Marriott International installed the Alexa experience in its select hotels of Marriott, Westin and other properties during the summer of 2018. Alexa for Hospitality works over Echo devices installed in guest rooms which will be customized for the hotel. Currently, supported devices include the Amazon Echo Dot, Echo and Echo Plus.With the help of Echo, guests will be able to ask Alexa for information about the hotel itself, like where the fitness center is located, when the pool is open, and other general information. But they'll also be able to contact services like in-room dining, the concierge, the front desk, housekeeping, the spa, and so on, just by speaking to Alexa. It also allows guests to say things like "Alexa, order wine" or "Alexa, book a spa appointment," and then have those requests transferred to property management, point of sale, and guest request systems for fulfillment.

Technological innovations are one of the prime assets of hotel companies in the twenty-first century. But, It is important for the hotel to answer questions such as which technology amenities do their guests desire when choosing overnight accommodations? Further, the importance levels assigned by guests of these various technology amenities? This study answered the question of how leisure travelers may differ or be similar to business travelers with regard to in-room technology amenities. The methodology of the study was as follows: The target population of this study consisted of 2,500 US residents whose email addresses were randomly drawn from a national database company. T-tests were conducted to answer the research questions. It was found that High-speed internet access and guest device connectivity were more important for business travelers than leisure travelers. While some segments have more value in certain technologies, for others it might be an indifferent amenity. The amount of time that the guests spend in their rooms directly correlates to increased revenues from in-room dining, in-room amenities offered and, all pay-for-use products and services such as the internet and movies. Therefore, the right choice and offering of technology amenities, hotels may increase their revenues from these ancillary revenues. However, a hotel property with the right mixture of desired in-room amenities and services can charge higher rates for their guest room sales. The results of this study provide insights into the changing attitudes toward in-room entertainment technology that many hotel developers should take note of.

The number of technological investments that the hotels are making are fascinating. Some of them are as follows :-

Applications: - Many hotel chains now have their own applications. These applications include the information provided by the hotels. Guests can get notifications about the various loyalty programs and group rates. This allows the guests to be well informed about the hotels upcoming events and rates. Apart from this guests can also book rooms and register themselves through the app prior to their arrival very easily.

Tech lounges: - A place where guests are out of their rooms but can still access the wifi. A public space that allows guests to access the internet on their personal devices at their own

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comfort. Here business guests can work while the others can find online recreation. Now guests are even beginning to include these kinds of technologies in their online hotel search criteria. This turns out to be profitable for those hotels that have tech lounges. Hence, many hotels are now investing in higher bandwidth connectivity for providing exceptional services to its guests.

1) Smart Energy management - The fluctuations in occupancy can be monitored and responded by smart thermostats and occupancy sensors. Hotel energy cost can be reduced up to 20% by using smart energy management. The resale value of the hotel can be significantly increased with the help of this technology. Understanding energy needs and automating consumption are enabled through smart lighting technology.

2) Predictive maintenance - Similarly as savvy EMSs empower hoteliers to screen, follow and improve energy utilization, prescient support permits them to utilize sensor information to recognize inefficient or risky patterns and ready upkeep staff before a given issue grows into a much costlier one. A solitary defective latrine can cost as much as $840 every year. Add to that the expense of water harm that happens until the break is distinguished. By observing water lines with shrewd, minimal effort IoT-empowered water meters, lodgings can see a profit for their water utilization in around four years.

3) Smart Guest experience - No lodging can work without visitors, and thus, hoteliers can hope to see brilliant innovation further shape visitor encounters and desires.Not exclusively can a visitor information be utilized to assist better with obliging visitor needs, yet related to occupancy sensors, it can likewise be utilized to robotize visitor collaborations all through their stay, decreasing both grinding focuses and work costs. Thus, brilliant innovation will keep on making it feasible for lodgings to anticipate and customize a few visitor administrations dependent on past visits and totalled visitor information.

4) Big data protection - As per Cloudbeds, "Huge information is incredible when you can utilize it to make a move, regardless of whether that is handling another market fragment or changing your rate intends to contend with your rivals. However, the greatest worry around huge information and the important information holding is the security around it. Each information's harborer will probably protect their clients' information, however that is more difficult than one might expect. Lately, we've seen huge information penetrates that have in a real sense put a huge number of buyers in danger—like Equifax and Target."

5) Smart reserved parking - Hotels presently can utilize smart sensors and lodging applications to permit visitors to save parking spaces ahead of time of their visit and to have their space relegated upon appearance. This will spare lodgings the work cost of physically managing to park and it will give visitors a smoother experience from the second they pull in.

6) Remote Check-In/Check-Out - By empowering visitors to check in distantly through their cell phone,hotel owners can all the more likely foresee/deal with their staffing needs and spare impressively on work costs. This innovation can likewise caution hotel staff when guests show up (empowering them to invest less energy on the inviting cycle), offer suitable redesigns/upsells, and furnish them with a more customized customer experience, even on their first visit.

7) Mobile room keys - Today an ever increasing number of hotels are offering visitors room access by means of their cell phone application. This is sparing expenses from printing naturally destructive plastic keycards and its wiping out the issue of overseeing keycard stock that is inclined to misfortune and demagnetization.

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8) Smart room service - Smart occupancy sensors will likewise assist lodgings with pushing menu notices to cell phones at ideal occasions when the guests are in their rooms. These notices can even incorporate customized recommendations dependent on past requests. To be sure, many home food-conveyance applications effectively offer a comparable encounter, sending message pop-ups to visit clients at their favoured requesting times on their favoured days.

9) Smart marketing practices - Before hotels can convey a brilliant guest experience, they should bring guests through the entryway; that is the place where smart showcasing comes in. Information chances of smart innovation offer hotels a more complete image of their hotels than at any time in recent memory. Hotels that influence knowledge are the ones that will keep on prevailing even with expanded rivalry from Airbnb.

1. Online Bookings - The most evident indication of innovation in the hotel business is hotel booking. The web clearly makes getting to data simple, and straightforward. Information, for example, registration and checkout times, rates, facilities on offer, and other key subtleties permit guests to make educated choices. As indicated by the Oracle Hospitality report, 35% of guests said they would favour the capacity to plan room cleaning and 26% said they might want to get a cell phone warning to show if their room was being cleaned.

2. Online reputation - The present customers are profoundly learned and see-through marketing pitches right away. A positive web-based media reputation does some incredible things regarding hotel occupancy. About 87% of TripAdvisor clients feel more sure when they read travel surveys, and about 98% find such audits "precise of the genuine encounter." Innovation has moved the overall influence toward customers, and hotels have no alternative except to work more diligently to coordinate guests' desires.

3. Enhancing guest experience - Self-registration and checkout through electronic booths, online check in, online instalments, and gets rid of the lines and considerable delay times, both significant trouble spots. The most recent innovation permits guests to utilize their cell phones as the room key, empowering them to continue directly to their rooms. In like manner, guests can look at with a couple of clicks on the cell phone, and dodge the reception altogether.

Guest room technology innovation:-

Guests round the world have unexampled convenience at home. the amount of voice-controlled and streaming services that have proliferated the house in recent years is unprecedented: Netflix, Hulu, and Amazon Prime for streaming; Alexa, Google Home, and Amazon Echo for voice; Creston, Nest, and different smart-home devices; Uber Eats, DoorDash, and caviar for food delivery at the bit of a button. On-demand convenience dominates our lives, and guests expect this level of ease from their hotel experience as well.

Hotels are catching on, adding convenience through streaming, voice activation, guest-room tablets, and food ordering tech. "Unlike alternative amenities that are requested however not essentially used, streaming services are used on the average by 40% of rooms—and they're used longer than their cable counterparts," Gavin Philipp, VP of operations at Charlestowne Hotels told Hotel News Now. The Amazon hearth Stick, Roku streaming stick, and Apple TV are all low-cost, easy-to-implement tools that some guests are even bringing with them. Hilton is taking a special approach, partnering with Netflix to permit guests to regulate their streaming straight from the Hilton Honors mobile app.

As much as voice-activation, Volara is leading the way in providing a thoughtful, Alexa-esque guest-room solution. Volara integrates with the foremost standard work order management systems so guests will create requests and find confirmation once the item or service they have is delivered. It additionally integrates with in-room entertainment, eliminating the pain purpose of touching a germy remote control. Volara's success is over gimmicky – their product permits properties to act with guests in an exceedingly fun and scalable way. Guest space tablets provide convenience in a very simple, easy upgrade that improves guest satisfaction scores nearly instantaneously. Tablets like those from Crave Interactive allow guests to customise their expertise at will, booking spa appointments, taking advantage of F&B offers, and exploring native tours. And for savvy promoting managers, tablets offer a replacement channel through that to send targeted, automatic messages generating $5,000 per month in further revenue.

Lastly, hotels are replicating the Uber eats experience with tools like 2nd Kitchen and Boot. 2nd Kitchen is a gold rush for hotels while not a room on-site: guests will order room service from restaurants close to your hotel, taking care of care of orders, menus, payment, fulfillment, and customer support for your property. Abbot's mobile ordering technology offers guests the simplest way to order and buy food and drinks from their phones, scaling down on labor and menu management at your property. For guests, no need to decide down, sign a receipt or pay time waiting in line for service.

Advances in technology and in consequent guest-related amenities have the potential to boost the guest experience and conjointly increase each guestroom revenues and accessory room revenues. Innovative technologies are one amongst the prime differentiators of building corporations within the 21st century. However, it's necessary for hoteliers to answer queries resembling that technology amenities do their guests need once selecting nightlong accommodations? Further, what are the importance levels allotted by guests of those varied technology amenities? This study aims to answer the question of whether leisure travelers could differ or be similar to business travelers with relevance in-room technology amenities. The target population of this study consisted of 2,500 U.S. residents whose email addresses were at random drawn from a national information company. A series of *t*-tests and multivariate analysis were conducted to answer the analysis questions. High-speed internet access and guest device connectivity were perceived more important by business travelers than by leisure travellers. The quantity of time guests pay in their rooms directly correlates to multiplied revenues from in-room dining, in-room amenities offered and, in general, all pay-for-use products and services corresponding to the internet and movies. Therefore, with the proper assortment and providing of technology amenities, buildings can increase their revenues from these auxiliary revenues. Moreover, a hotel property with the right mixture of desired in-room amenities and services will charge higher rates for his or her guestroom sales.

Free Wi-Fi - It goes while not saying that this most wanted in-room amenity is a high priority, particularly for business travellers. Your guests don't want to hold around little slips of paper with access codes or pay per hour for limited use of the internet. They expect a reliable, quick association to use their devices whenever they require and at no further cost.

Self-check-in - Offering self-check-in options will work for both your staff *and* your guests who can arrive whenever they opt for and are issued a key without any facilitation from the staff. There's no waiting with impatience in a very long line at the desk. Instead, your guest

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is within the door and up to their rooms with least frustration and prepared to relax or travel with their day's agenda.

Touch screens in-room - Guests will customise their room's atmosphere with the touch of a screen to regulate the lighting, temperature and even the kind of music they like… all from one device. Guests are searching for amenities they don't have at home to create their stay distinctive and special.

Laptop and iPad rentals - Hotel guests need easy accessibility to something they may need throughout their stay. For business travellers, which means printers, fax service, laptops, phone-charging stations, international plugs and even tablets. creating those devices and services accessible with very little period to the consumer offers you a leg up on the competition.

Smart Showers - Smart showers mechanically control the temperature and power of your water with pre-set preferences. Some upmarket hotels already supply shower stalls that flip the glass from clear to opaque with the touch of a button. however regarding waterproof TV screens and sound systems to entertain you while you bathe? It all results in spa-like luxury while not leaving your room.

Smart television - Provide your guests with an immoderate experience using advanced technical school additionally as personalization. within the next-generation hotel room, the tv can show the guest's own content from their mobile devices and premium subscriptions. The TV may be customised with the guest's own language.

Virtual reality - Virtual reality is turning into more cost-effective and is certainly on the list of what's next in hospitality technology. Guests can experience extravagant settings and camera work equivalent to "sitting by a lake in Italy" or "snorkeling within the Caribbean" once they're extremely simply sitting on the balcony of their building room. Video games also can produce some distinctive selling opportunities for you: maybe provide a virtual tour of your town and a few native attractions to introduce travelers to fun things to try to do in the space or stage a multi-city tour of Europe or visit remote beaches in tropical locales.

Biometrics - Key Cards are on their reply as a security measure for guest rooms. New arrival systems enable fingerprints or retinal scans assigned to the guest's room to open the doors without a key. These advanced locks can also track who enters the space similarly as a date/time stamp for superior access management in high-end properties. As hotels begin to include new ideas and advanced technical school, opportunities for brand new careers within the cordial reception trade are growing as well. Explore new tech jobs that are on the increase with a requirement for new skills and contemporary ideas.

1. Sensible space Controls

One of the foremost common ways in which buildings are created into smart rooms is through the addition of individualized room controls. For example, IoT technology suggests that a room's lights, heating, air-con and even curtains are controlled from a centralised location, adore a smartphone, smart speaker, smart hub, or tablet.

Brands like Hilton have already unrolled this smart hotel solution, permitting their guests to regulate the thermostats in their rooms through their smartphones. different hotels have gone further, allowing guests to line desired conditions at intervals in their room via their phone, with the devices mechanically keeping the room regulated therein. Meanwhile, voice-controlled lighting is additionally changing into additional widespread, because of devices like Amazon Echo.

2. Voice-Controlled Entertainment

Smart speakers and smart hubs may also be connected to recreation devices contained at intervals with a sensible building space, permitting these devices to be controlled through voice recognition. this will alter guests to issue basic voice commands, so as to show the tv on or aloof from a place within the room, or to vary the channel.

However, hotels can go additional with this concept, empowering users to issue more advanced commands, adore enjoying personal music playlists through smart speakers, or ordering pay-per-view films through voice control. Ultimately, this adds up to an additional convenient experience, as devices are used from a place within the room.

3. Quicker Guest Services

A key good thing about the web of Things at intervals a smart building is the flexibility to attach devices to hotel services. Crucially, these services could vary from ancient guest services, like room service food or drink orders, through to things like booking a massage session, or Associate in Nursing exercise category in the hotel gym.

A sensible bedchamber might contain a voice-activated smart hub, or may even offer guests with access to an app through the television, or via a pill device. This will enable customers to order room service by clicking on barely a screen, or to book spa sessions through straightforward voice commands given to the sensible hub.

4. Property building Rooms

Customers are {increasingly|progressively|more and additional} involved with ideas like sustainability, and lots of are willing to pay more with eco-friendly brands. Meanwhile, hotel management should even be concerned with sustainability, as a result of opportunities to avoid wasting cash on energy prices mean opportunities to enhance overall business results.

IoT technology can facilitate this through automatic energy saving. Imagine, for instance, that an area mechanically detects the amount of sunshine in a very room so seamlessly reduces or will increase the brightness of the sunshine bulbs; or that the heating is mechanically adjusted, supported room temperature, so as to avoid wasting money.

5. Interactive Maps

Among the foremost fascinating and distinctive ways in which building chains have remodelled a typical bedchamber into a sensible room is through the utilization of interactive wall maps. In fact, web property provides the choice to implement maps which will deliver period of time information, adore edifice gap times and on-line reviews.

The Hub building from Premier hostelry have taken this idea a step further, mixing it with increased reality technology. By downloading an app and pointing their sensible phone at one among the wall maps, guests will see additional info concerning a number of the native traveller sites and places of interest, enhancing the map's core function.

6. Data-Driven Default Choices

One of the challenges connected to smart space technology involves maintaining user privacy and taking the proper level of care with knowledge collection. Nevertheless, some user data is collected and utilised, while not intrusive upon the privacy of individuals, and an example of this is often basic device usage information.

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To illustrate this point, a building would possibly collect data about the foremost well-liked station listened to through the smart speakers provided. This then permits them to create a data-driven, evidence-based call concerning that station to line because the default option, doubtless saving future guests time and energy on the way.

7. Individualized Entertainment

Finally, a bedchamber may also be remodelled into a sensible room through the availability of additional personalised recreation options. In most cases, this may encompass ways to permit building guests to make use of their own accounts with third-party on-line services, adore Netflix, Amazon Prime, Spotify and Apple Music.

Amazon have recently launched their Alexa for Hospitality product, which allows hotels to simply implement smart voice control, through a changed version of its Echo speakers. it's progressing to integrate recreation into this, sanctioning guests to link their own Amazon account to the device and gain access to their audio books and music.

1. Bigger Personalisation

One of the best edges of a wise bedroom is the ability to supply guests a greater level of personalisation. This implies that a building guest will quickly and simply create changes to their room, so as to induce it the precise approach they require, up their enjoyment of the area and creating it feel additional like home.

Indeed, through a smart hub, pill device or alternative central management point, customers can fleetly make changes to the conditions among the room, resembling selecting a most well-liked temperature and lighting level. Through IoT technology, the heating, air conditioning, lights, etcetera will then respond and mechanically maintain those conditions.

2. Improved Sustainability

For hotel management, one of the biggest benefits of making a wise building is that the reduced prices are often related to the concept. will be} primarily thanks to enhancements to property and energy potency among the hotel rooms, with bound devices solely being employed once they are literally needed.

As an example, a smart room can be discovered so the ability of the sunshine bulbs is automatically reduced throughout daylight hours, just about that heating automatically turns off once a space reaches such that temperature, or when a room is unoccupied. this implies less energy is wasted and therefore the building will even promote this eco-friendliness.

3. Increased customer Experience

Perhaps the foremost forthwith obvious advantage of a wise bedroom is that the improvement it can deliver in terms of the customer experience. a wise speaker, resembling that provided through the Alexa for Hospitality service, assists with this by creating it attainable for TVs, lights, heating and alternative devices to be controlled through voice commands.

Additionally, a smart room can assist with other aspects, such as requesting room service or information. whereas ancient rooms typically mean queries ought to be asked at the reception desk or over the telephone, a wise hub is ready to perceive queries and supply a response instantly, exploiting the net to supply answers.

4. Remote space Controls

Another advantage of smart bedrooms and therefore the net of Things is the ability for building employees to access a spread of room controls from an overseas location. This can be particularly helpful once it involves obtaining a hotel room prepared for a brand new guest, up to the extent of comfort they're greeted with upon checking in.

For instance, a smart hotel can be discovered so the heating during a hotel room is mechanically turned on such that the quantity of your time before a guest checks in. This may make sure the space is at a perfect temperature once they arrive, and this will be achieved while not requiring employees to truly enter the building room, saving time and effort.

5. Quicker and additional Reliable Repairs

Finally, one advantage that's generally unmarked once it involves good rooms is that the improved ability to anticipate technical problems with devices and create repairs swiftly. This permits hotels to intervene at the foremost timely attainable moment, avoiding things wherever the necessity for repairs hinders the client experience.

Essentially, the utilization of IoT technology permits the performance of electronic devices to be monitored remotely, providing building employees with live info regarding their operational status. This implies problems with performance may be noticed before they become critical, and repairs can be made, or replacement devices can be fitted.

1. Keyless Entry: Gone are the times of dropping a key card and being locked out of a room. In current accommodations, a guest's phone will quickly update the playing cards that we presently use to free up lodge doors. In fact, a few predominant lodge corporations are in the usage of this era already. Starwood Hotels offer keyless access to visitors through its SPG app. More and greater accommodations are predicted to replace app-primarily based totally access structures quickly.

2. Mirror Televisions: Imagine looking at TV within the restroom mirror throughout your stay. will be} already a reality at many luxury hotels across the globe, where guests can watch high-definition TV in mirrors, typically whereas enjoying a bathroom, sauna, or swimming pool.

3. Texting Concierge: At many hotels, guests can now speak their needs to the workforce via a smartphone. Imagine inquiring for extra towels or an overdue check-out without getting out of bed. That's what this era will quickly permit all hotel visitors to do.

4. Smart Thermostats: This one once more entails the usage of a guest's private device. Hotels are increasingly including the thermostat technology in an effort to permit visitors to modify the temperature of their rooms with a smartphone, even though they are not at the premises.

5. Streaming Devices to TV: At many hotels, guests can now stream their computers, phones, or tablets immediately to the large, high-definition televisions of their rooms. This lets in guests to work on those screens or to apply them to watch content material thru streaming services which include Hulu and Netflix.

6. Smart Lighting: Similar to the object above that lets guests use an app on a telephone to regulate the thermostat of their rooms, a few hotels now permit guests to additionally dim the lighting fixtures of their room remotely. This is particularly beneficial for folks that are making plans for a romantic getaway

7. MP3 Docking Stations: This is one of the greater common technologies on our list, however, it should not be overlooked, seeing as an awesome range of guests are coming to

peer it as standard. These stations permit guests to plug gadgets into clocks or audio systems to play tune and rate at the same time.

8. High-Speed Internet: Okay, so all hotels commonly offer visitors with getting admission to excessive speed internet service, however now the assignment is for hotels to make certain that the net is as speedy because the internet that visitors use at home. One increasing number of not unusual places to do that is to provide broadband speed ranges for exclusive prices.

9. Light sensors: This one is easy however effective. These sensors switch on while a visitor enters a room, and that they flip off while the room has long gone some time without any motion.

10. Robots: Okay, so we are no longer pretty there yet, however, there are a few lodges that have robots acting jobs formerly performed with the aid of using the staff, along with making preferred room deliveries or serving Starbucks coffee.

1. Smart Rooms and Guest Comfort

One of the principle advantages of clever hotel rooms is the possibility to definitely affect visitor comfort and convenience. When traffic stumbles upon IoT packages in what could generally be a preferred hotel room, their ordinary enjoyment is enhanced. Customized IoT answers for resorts encompass gadgets which includes clever lighting fixtures visitors can manipulate with an app on their telephones or a clever thermostat visitors can program for max comfort at some stage in the night-time or daytime.

2. Increased Safety and Security With Smart Rooms

Automated smart door locks are one first-rate protection characteristic possible with an IoT hotel room. Instead of the use of a key that would be misplaced or stolen, visitors staying in smart rooms with IoT-enabled door locks can use a secure app on their smartphones to unlock their hotel room's door.

Hotel protection isn't just about guest rooms. When a smart hotel is ready with IoT protection solutions, the complete construction may be blanketed by the use of custom-designed applications and protocol settings. IoT platforms, which include Nexos by Igor, allow customers to create applications for linked gadgets. On the occasion of a protection breach, programming is dispatched to gadgets instantaneously, triggering door locks, emergency lighting fixtures, and more.

3. Improved Maintenance Processes

Hotel owners and constructing maintenance staff advantage significantly from the records series feasible with IoT hotel rooms. For example, IoT-enabled sensors can offer real-time records of approximately character rooms — records which include occupancy information, lights and power consumption, plumbing structures, and water utilization.

Hotel housework groups of workers ought to make use of occupancy sensors to decide when a guest room or convention room has been vacated and is prepared to be cleaned. Other sensors can display energy utilization and protection needs like burnt-out lightbulbs or plumbing leaks.

4. Smart Room Sustainability Solutions

As referred to above, IoT-enabled sensors can revolutionize clever resort techniques and systems. Connected lodges are unmatched in their capability for stronger sustainability.

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When an occupancy sensor detects a vacant room, IoT-linked gadgets can mechanically make energy-green modifications consisting of dimming or turning off lighting fixtures and converting the temperature.

Plumbing sensors can come across and file leaks quickly so protection personnel can repair them as quickly as possible, minimizing the price to restore damages. The collective price financial savings from IoT-enabled smart hotel rooms can upload up and keep hotel owners valuable running capital in the long-term.

Automated Check-In - Many smart hotels are shifting in the direction of an IoT-enabled self-carrier kiosk to automate the guest check-in process. Much just like the kiosks now fashionable at maximum airport check-in counters, those self-service stations permit guests to keep away from strains on the reception table and get hold of their room keys (or room codes) with ease.

Asset Tracking - In an IoT clever lodge ready with asset monitoring technology, visitor offerings staff have the capacity to music system consisting of luggage racks and cleansing carts. Real-time tracking of the key systems can streamline housekeeping approaches and hold smart hotels strolling efficiently.

Within IoT connected hotels, there are numerous smart hotel room answers available to make rooms extra comfortable and handy for guests. With the proper IoT gadgets established and related, clever room customization and management alternatives can include:

- Lighting Including alternatives for dimming, converting shades, and converting mild temperature and hue.
- Room Temperature Smart thermostats permit visitors to make their room comfortable without the problem of antiquated window A/C units.
- Water Temperature Digital water temperature valves and sensors help manage and hold comfortable water temperatures for visitors.
- Curtains and Shades Motorized and automatic window treatments deliver visitors overall control with the clicking of a button or the usage of an app.
- Smart TVs Many human beings are used to having clever TVs in their personal homes, so it's nearly a vital amenity in a present-day smart hotel.
- Food Menus Digitized room provider menus offer visitors alternatives available on a smart TV or smartphone app. Guest choices may want to also be saved for destiny visits.

1. Service Automation
Self-service is in style, and it's far stepping up continuously. Rather than maintain calling to the workforce and ask for something, the guests opt for self-service. And, the technology rewards us with automation tech to get all duties carried out easily.

- Ranging from check-in to check-out, the entirety could be streamlined.
- Even, a number of the accommodations deliver the ability to reserve room service from their very own cellular devices.

2. Remodeled Guest Applications
Trust me, guys, you'll be going to experience a lovely global hospitality enterprise in 2020. The specialized guests' programs encompass:

- Facial Recognition Technology for security & privacy, a stage above
- Conjunction with the digital bills as one extra manner for verification

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- Mobile phone (BYOD) as an extension of hotel room phones
- Daily messaging and wake-up calls control in more than one languages
- The occasion itinerary alongside the data of the assembly schedules
- The hotel loyalty app sends the notification after which will immediately ask a query for sending a cab or a shuttle. This means that the accommodations can effortlessly approach the guests as quickly as she/he visits the city.

3. SIP-DECT continues to be Utile (Freedom of Mobility!)

It is a mobility allowing answer that continues all of the shifting portions connected (the gadgets with the receptionist, concierge, and with the complete resort staff). This permits them to carry out their jobs more efficiently no matter their region. Thus:

- All the personnel are reachable, regardless of wherein a part of the resort premises they may be present, and it offers them the liberty of mobility as well.
- Also, it gives messaging capability for streamlined alerts. In case of any emergency, the personnel will obtain a notification in addition to the precise region of the emergency. This might also additionally show as a primary factor in stopping all forms of similar dangers.

- A steel piece to digital key playing cards to the guest's cell tool- the era undergoes changes. Now, the visitors can lock and free up their rooms the usage of their personal cell gadgets. Fascinating it is! Even, a number of the accommodations have already applied this tech, irrespective of it includes NFC era or visible code scanning.
- Internet connectivity everywhere- from an unmarried tool to equipment to all of the objects. (Don't neglect to strive for exclusive lovely sun sunglasses!)
- Enables body of workers and visitors to adjust the power intake better
- As a bonus, the visitors cannot simply pick their favored rooms, even get the keys for swimming pools and spas, etc.

5. Room Phone and Mobile Synchronization

Just imagine, you test in on your hotel room and may pair your cellular tool with the room phone. Sounds interesting! Wait, the excellent is but to come. Let's see…

- Now, you've got complete manipulation over your room's TV, the fan, sound system, or even the blinds.
- You may even request the wakeup name in case you discover your self past due for any reason
- Plus, you'll come to understand while your laundry or dry cleansing is ready, even if you are outside the hotel for an enterprise meeting.
- And, you want to take your business name out of your room to the foyer on your cab- the internet (wifi and 4G) will accompany you.

Easy to Use Room & Floor Automation Control

Maintaining hotel belongings isn't a smooth challenge for vacation rental property owners. The consistent flow of incoming and outgoing borders needs a 360-degree test on every room, every ground, With smart hotel technology, holiday rental managers and hotel staffs can speedily cope with any emergency grievances of visitors like temperature control, room

environment lighting fixtures or any security-associated issue, something and the whole thing may be controlled with one faucet on clever interface.

You may even customise scenes & regulations for room and floors, to provide a customized enjoy to boarders. Similarly, if hotel staff or managers can audit rooms of their phone or smart automation interface to test whether or not room lighting fixtures grew to become on/grew to become off, air conditioners operating effectively or whether or not the safety machine of each ground is operating effectively.

Voice Controlled Guest Service

'Hey, Alexa! Turn on Night lighting', and in only some seconds, your guests can sleep conveniently without genuinely taking the pain to move and doing all of it manually. From lighting to essential electric appliances, each nook of the hotel room may be automated by the usage of a smart hotel solution. Whether it's streaming the famous enjoyment content material or dealing with the thermostat, the world of voice manipulating devices holds limitless opportunities in making your guests stay comfortable and memorable, offering them the whole thing that matters the most.

Seamless Check-In and Bill Payments

Standing in a long queue and plenty of paperwork may be disturbing for any man or woman searching out a short check-in on the way to unwind themselves after their stressful travel schedule. Smart hotel technology guarantees that the complete check-in manner turns into paperless, and guests can experience their holiday more than ever. An easy faucet in cell and immediate affirmation alert saves plenty of time for each incoming/outgoing guests in addition to for hotel staff.

Similarly, paying for food bills or any extra services without any guide mistakes or discrepancy is an easy way to a smart hospitality solution. Right from check-in to check-out, each order or service delivery is recorded with utmost detail, making the very last billing agreement a lot less complicated and fuss-free- one faucet in a smartphone, all payments paid!

Retrofit Solution and Easy Installation

Worried about a way to improve your traditional home stays or guest homes into a smart hotel or smart homestay? Smart hotel technologies are like minded with any hotel belongings because of its retrofit design. To simplify it further, without spending any extra cash on wiring or converting your current set up, you may nonetheless smarten up your holiday apartment properties.

With the supply of an extensive variety of clever insert modules, clever switches, clever plugs, etc., rework any regular tool or set up right into a clever one with the aid of using selecting to retrofit clever hospitality variety. For hassle-unfastened set up experience, continually move for the main clever automation emblem and get it mounted with the aid of using an expert installer.

Memorable Guest Experience

The guest experience is priceless , and smart hotels enhance every inch of the guest ' s lodging experience .Your guests are waking up in a pleasant atmosphere .Your perfect coffee ready in seconds , quick room service , and full room automation that is personalized and personalized for each individual traveler .Your happy guests are your true asset in every way possible .With smart technology and life - changing solutions , your guests won ' t mind paying for their luxury stay if the final experience is so

satisfying and enriching .Your happy long - term association with your guests will help spread goodwill and profitable business growth for years to come .

Cost reduction on energy bills Geysers on , lights on - Any hotel has to spend a lot on energy bills due to wasted energy resources .Manually managing this task can be cumbersome for anyone , even with the most efficient staff on board .Smart hotel technology helps you save a lot on your HVAC cost and transform your property into a green building by making conscious use of appliances and resources through automated rules and conditioning .For example , the moment your guest leaves the room and closes the door , all the lights and electronics turn off automatically .Experience the magic and go green , all in real time.

Advanced security of hotel guests , staff and property A smart hotel solution eliminates all possibilities for manual intervention , amplifying the usual security of hotel property to the next level .Powered by the connection of the smart hotel automation ecosystem and smart security range , every corner of your hotel is under strict scanner , ensuring that there is no compromise to the safety of your guests , staff and hotel property in general .Incidents such as theft of hotel merchandise , poor service delivery by staff , or anything that spoils the guest ' s stay experience can be easily resolved instantly , with a secure , centralized smart hotel control interface and easy to use .

During peak tourist season or daily operation , managing vacation rentals or hotel ownership is not an easy task .Even with skilled , knowledgeable , and experienced staff and management , a little negligence can cost your hotel business a lot .A smart hospitality solution solves this problem and gives the owner maximum control to manage all interconnected smart hotel properties on the go. From occupancy to inventory management , smart hotel technology is all you need .

Fingerprint and Biometric good Door Lock

In this kind of smart lock, the door is solely unbarred by victimising your fingerprint within the sort of biometric. Once your fingerprint matches with existing data in system memory, the door will be opened automatically. If there's any data twin or security breach, a smart lock sends a time period alert. Usually, just in case of any malfunction or technical glitch, this type of electronic door locks will have backup data for access. It can be done at the backend by admin or alternative users, as outlined by the homeowner.

Fingerprint and Biometric smart Door Lock

In this sort of smart lock, the door may be solely unfastened by mistreatment of your fingerprint within the kind of biometric. Once your fingerprint matches with existing knowledge in system memory, the door will be opened automatically. If there's any data match or security breach, a smart lock sends a period alert. Usually, just in case of any malfunction or technical glitch, this type of electronic door locks will have backup data for access. It can be done at the backend by admin or different users, as outlined by the homeowner.

Smart touch and keyboard Combination Lock

This variety of combination keypad comes with a standard keypad that enables you to enter the passcode for the gap to the door. This additionally includes a sleek touch interface which will be used as an alternative to access the most entrances. it's on the market in multiple mixtures like keypad touch bolt lock, touch deadbolt, and knob lock, etc.

Smartphone Accessible Lock

As the name suggests, this kind of smart digital locks are often accessed with the one tap using the smartphone, that is connected via Bluetooth, Mobile Data, or WiFi. This kind of lock can be controlled entirely through smartphones and additionally permits you to grant virtual keys to friends, family, or anyone identified to you for a restricted time.

Smartphone Accessible Lock

As the name suggests, this kind of good digital lock is accessed with the one tap using the smartphone, that is connected via Bluetooth, Mobile Data, or WiFi. this kind of locks can be controlled entirely through smartphones and conjointly permits you to present virtual keys to friends, family, or anyone identified to you for a restricted time.

Some hotels are providing smartphones preloaded with the mandatory apps to act as an on-the-go hotel caretaker service. Hong Kong-based sound Labs Ltd. features a widely-popular mobile resolution – handy – employed in many hotels with several advantages for guests: free native and international calls, free internet access, destination-specific content, local maps, and different features. Users will load any social media app, like Facebook, WhatsApp, Twitter, so on throughout their stays, and upon check-out, all their personal data hold on on the phones is wiped out.

The Ritz-Carlton Mobile App offers guests a tailored expertise with every kind of increased features, like arrival before arrival, curated feeding and spa recommendations, native attractions, request for caretaker services with only 1 touch, send requests or decision the building directly from the app's home screen, native maps, mobile checkout, reserve at the Ritz-Carlton or alternative brands at intervals the Marriott portfolio, connect with The Ritz-Carlton Rewards, save all personal data and booking details for quicker and easier rebooking, and far more.

Virgin Hotels has Lucy, an associate degree app dubbed as "Your Personal Comfort Assistant." The app permits guests to quickly reserve an area, change booking, sign on, and check out. It additionally provides access to Virgin Mary Hotels chat board, wherever guests will chat, get advocateations, or organize a get-together. And finally, Lucy can recommend feeding and native attractions with ease.

At the James Hotels, the mobile app and in-room pill are hopped-up by KEYPR and offer access to exclusive offers through push notifications comparable to upgrades and amenities, mobile check in and check out, order room service, request housekeeping, access curated town guides and building information, and even stream your favourite movies.

RESEARCH DESIGN AND METHODOLOGY

3.1 Objective :-

- To study about the new technologies used in guest room automation in 5 star hotels in Mumbai and whether it improves experience throughout the stay of the guest.

3.2 Hypothesis :-

- Ho - The new technologies used in guest room automation do not improve guest experience.
- H1 - The new technologies used in guest room automation improve guest experience.

3.3 Research Questions:-

- What in-room services do the guests prefer?
- Does making use of the latest guestroom technology help the guest to have a better experience?
- Which in-room automation technologies are the guests most comfortable with?

3.4 Research Design:-

"Research design" as its name suggests, it's a design of research like design of any other thing. Design of research implies shape and structure and appearance of research. Here term research implies primary research i.e. collecting data from identified samples for the study. This means here research design is design of primary research. Research design contains information like research approaches, tools and techniques adopted in the research. In other terms it is a structure of research enquiry. It removes incorrect causal inferences of data collected for the research concerned.

The research topic is "A study on the technological advancements in guest room automation of 5 star hotels in Mumbai". On the basis of the purpose of the research, this kind of research can be categorized as an analytical kind of research. It is because the author has been trying to explore the experiences of its guests from the point of view of using guestroom automation technology in 5 star hotels. So it is simply a description of the experiences of guests. Additionally the author involves further explanation with logic to answer the questions like why and how - which can be justified through aim and objectives / research questions / and hypothesis of this piece of systematic study. Somewhat predictive in nature too, as the author will focus on its trend and future business of the hotels. So the author suggests that this research is a descriptive and analytical kind of research. On the basis of the process of the research this research is of qualitative and quantitative both. It is qualitative because data related to guests are based on their experiences of using guestroom technology and likes and dislikes etc., quantitative in the sense this research further involves objective measurement and statistical analysis of the data collected from various guests that have experienced using guestroom automation technology in 5 star hotels of Mumbai. So it is both qualitative and quantitative in nature.

3.5 Universe and sampling

- **Universe -** Study is based on the guests that have experienced the guest room technology used in the 5 star hotels of Mumbai.
- **Sampling technique -** Based on convenience sampling technique Guests were approached randomly.
- **Sample size -** The sample was drawn randomly from the people of Mumbai that have stayed in a five star hotel in Mumbai at least once in their lifetime. In total 100 guests participated in the survey.

3.6 Data collection tools for the study

Appropriate instrument selection is a very important criterion for collection of right and relevant data from primary source. In order to elicit detailed and relevant information on "the technological advancements in guest room automation in 5 star hotels of Mumbai" various instruments were developed. The instruments comprised of the following:

Questionnaire:-

Data has been collected using questionnaires. Specific questionnaires were presented to the guests that have visited the five star hotels in Mumbai serving as a sample. Guests are too busy in meeting people and their leisure activities, so respondents do not prefer to spare time for an interview, so questionnaire is the most suitable instrument that has been utilized to collect primary data from target samples.

Sources and data collection :-

- After establishing objectives of the study, the universe has been identified.
- Within the universe sample has been chosen using sampling technique, followed by decision of sample size and specific type of instruments of data collection.
- Then data has been collected followed by analysis of the data using descriptive and inferential statistics both.
- Keeping in mind the focus of the study and its variables, questionnaires were prepared.

3.7 Pilot study (Pre testing of the questionnaire)

This step of research has its own objectives. This mechanism of research ensures that whether words used in the questionnaire, or all the questions of the questionnaire are easily understood by the respondents or not? Whether questions of the questionnaire are aligned with the aim and objectives / Research Questions / Hypothesis or not? In order to achieve the same, the author conducted pre-testing of the questionnaire and edited using the opinions of 30 random guests. . There were some corrections to align the questions of the questionnaire with its objectives, so edited the same to make the same most relevant and useful for the research.

Pilot study questionnaire:-

Respondents Age?
Have you visited a Five Star Hotel in Mumbai?
1.   Are you familiar with the term Smart Technology?
2.   Do you prefer visiting hotels with smart room technology?
3.   Do you think making use of the latest technology in the guestroom improves the guest's overall stay at the hotel?
4.   How do you prefer to check-in a hotel?
5.   Which of the following would you prefer to unlock a guest room?

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6.   Do you think having an in-room voice assistant like Amazon Alexa provides a better stay experience?

7.   How do you prefer changing the guestroom's temperature?

8.   Which of the following do you think is the easiest way to control in-room appliances (TV, Ac, Room lights)

9.   Which method do you prefer for placing an order for room service?

10.   Do you think making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving?

11.   Would you share your personal details to enhance your in-room experience?

12.   Which payment service would you prefer for making a hotel's restaurant payment?

13.   Do you prefer to use the in-room digital concierge service or the concierge service provided at the front office department?

14.   Do you think having in-room technology that enables you to connect your personal devices to the guest room's entertainment system is useful?

The findings of the above questionnaire were as follows:-

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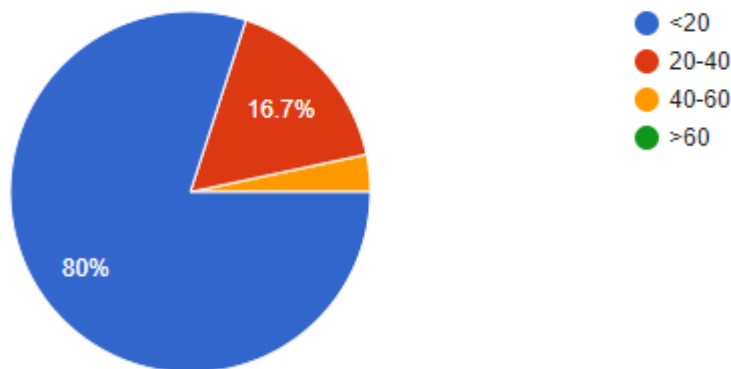
24 (80%) of the respondents were below the age of 20, 5 (16.7%) of the respondents were between the age of 20-40, 1 (3.3%) respondents was between the age of 40-60.

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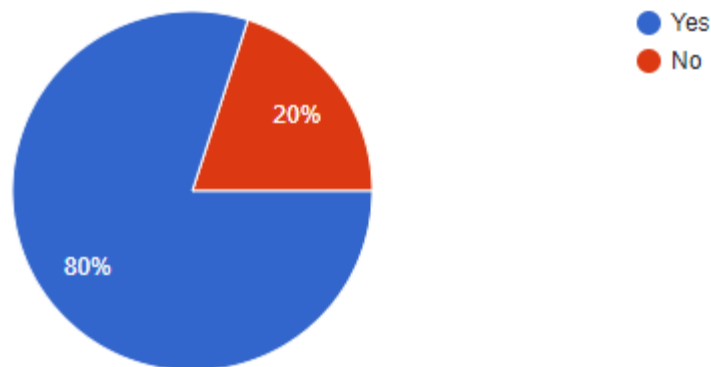
24 (80%) of respondents had visited a five star hotel in Mumbai, 6 (20%) of respondents had not visited a five star hotel in Mumbai.

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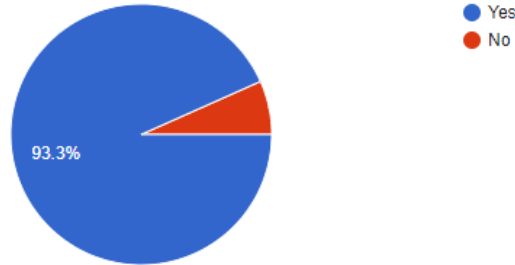
28 (93.3%) of the respondents are familiar with the term smart technology, 2 (6.7%) of the respondents were not familiar with the term smart technology.

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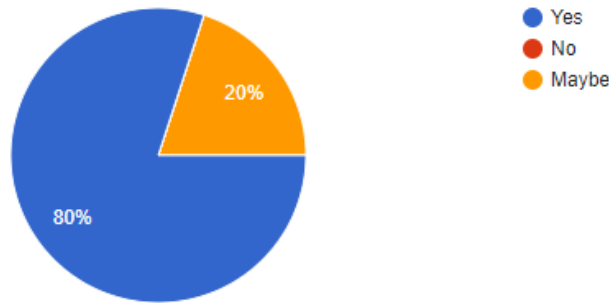
24 (80%) of the respondents prefer visiting hotels with smart room technology, 6 (20%) of the respondents are not sure if they would prefer visiting hotels with smart room technology.
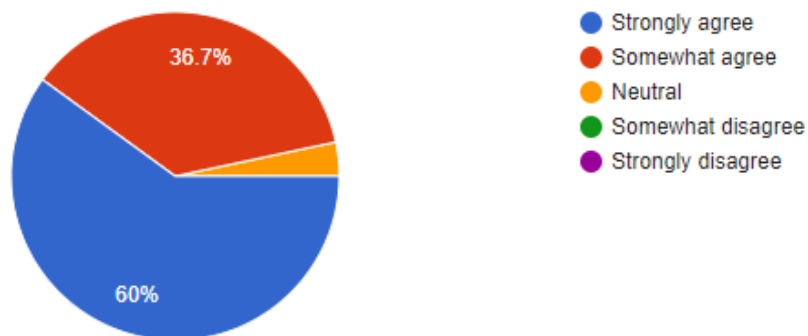
-

18 (60%) of the respondents strongly agree that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel, 11(36.7%) of the respondents somewhat agree that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel, 1 (3.3%) respondents are neutral about stating that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel.
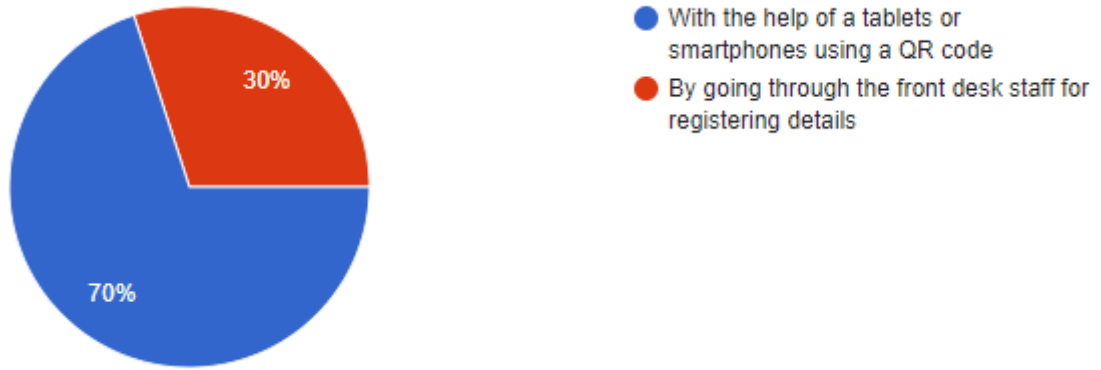
- 21 (70%) of respondents prefer tablets or smartphones using a QR code to check in a hotel, 9 (30%) of the respondents prefer going through the front desk staff for registering details to check in a hotel.

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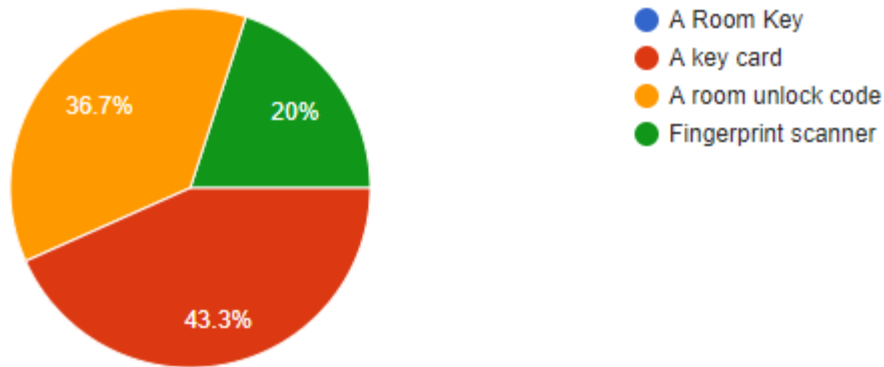
13 (43.3%) respondents prefer using a key card to unlock a guest room, 11 (36.7%) of the respondents prefer using a room unlock code to unlock a guest room, 6 (20%) of the respondents prefer using a fingerprint scanner to unlock a guest room.

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24 (80%) of the respondents think that having an in-room voice assistant like Amazon Alexa provides a better stay experience, 6 (20%) of the respondents are not sure if having an in-room voice assistant like Amazon Alexa provides a better stay experience.
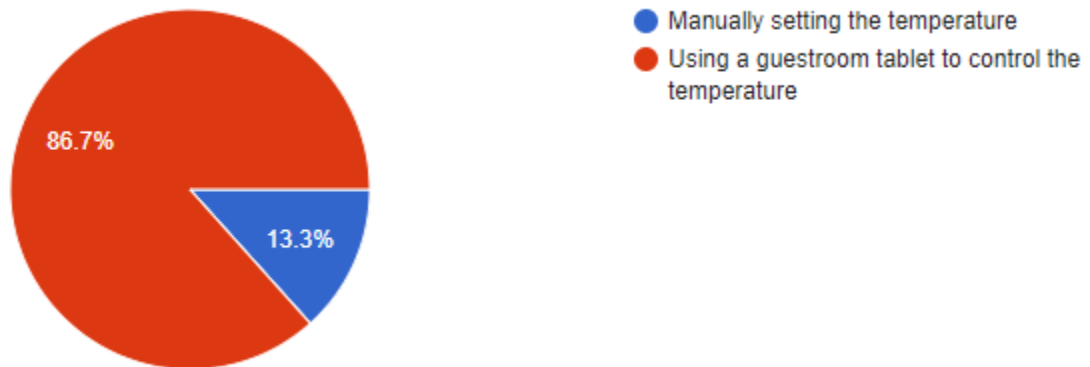
- 26 (86.7%) of respondents prefer using a guestroom tablet to control the temperature while changing the guestroom's temperature, 4 (13.3%) of the respondents prefer manually setting the temperature while changing the guestroom's temperature.

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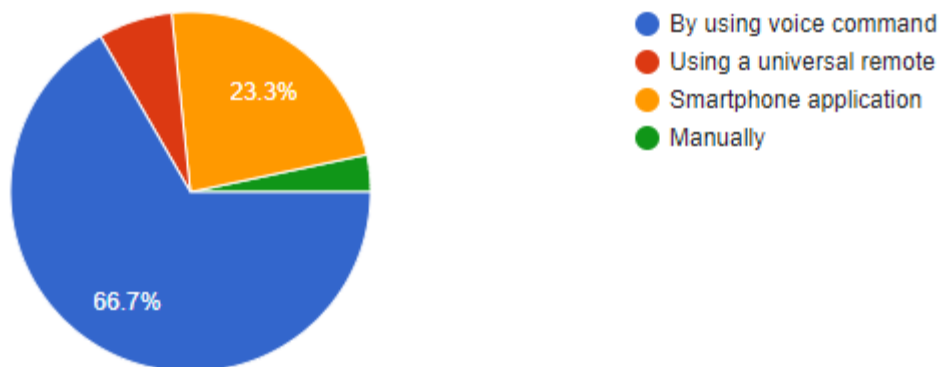
20 (66.7%) of the respondents think using voice command is the easiest way to control in-room appliances (TV, Ac, Room lights), 7 (23.3%) of the respondents think a smartphone application is the easiest way to control in-room appliances (TV, Ac, Room lights), 2 (6.7%) of the respondents think that using a universal remote is the easiest way to control in-room appliances (TV, Ac, Room lights). 1 (3.3%) of the respondents think that manual control is the easiest way to control in-room appliances (TV, Ac, Room lights).
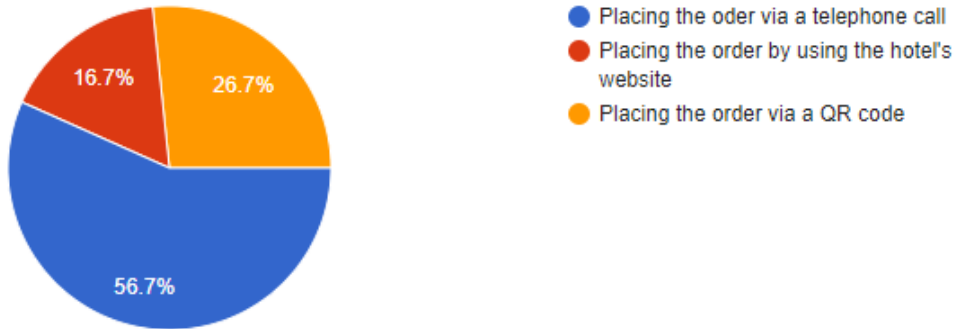
- 17
(56.7%) of respondents prefer placing the order via a telephone call for room service, 8 (26.7%) of respondents placing the order via a QR code for room service, 5 (16.7%) of the respondents prefer placing the order by using the hotel's website for room service.

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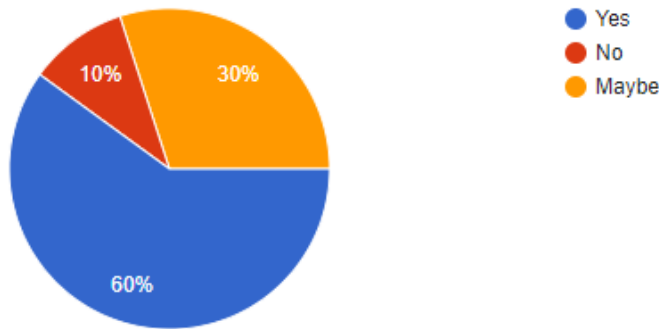
18 (60%) of the respondents think that making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving, 9 (30%) of the respondents are not sure if making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving, 3 (10%) of the respondents don't think that making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving.

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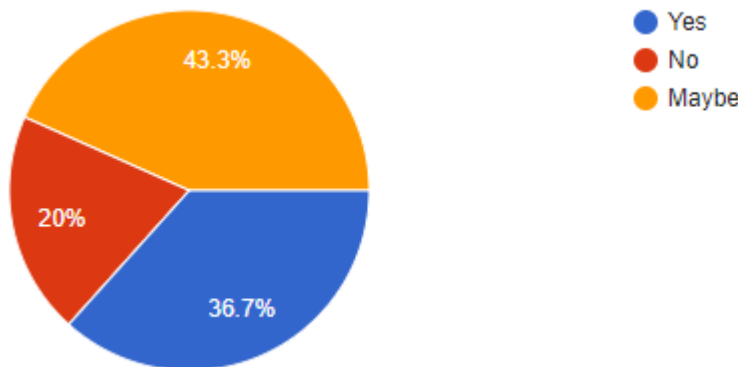
13 (43.3%) respondents prefer sharing their personal details to enhance their in-room experience, 11 (36.7%) of the respondents are not sure if sharing their personal details would enhance their in-room experience, 6 (20%) of the respondents don't prefer sharing their personal details to enhance their in-room experience.
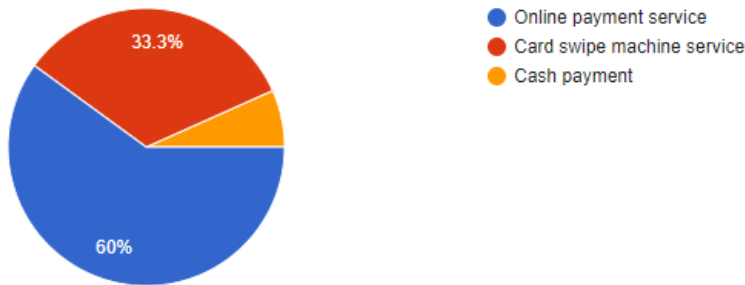
18 (60%) of the respondents prefer online payment service for making a hotel's restaurant payment, 10 (33.3%) of respondents prefer using card swipe machine service for making a hotel's restaurant payment, 2 (6.7%) of the respondents prefer cash payment for making a hotel's restaurant payment.
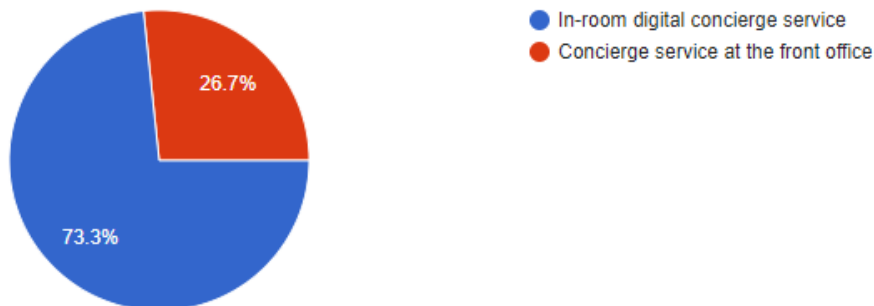
- 22 (73.3%) of the respondents prefer using in-room digital concierge service, 8 (26.7%) of the respondents prefer using concierge service provided at the front office department.

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15 (50%) of the respondents strongly agree that having in-room technology that enables them to connect their personal devices to the guest room's entertainment system is useful, 14 (46.7%) of the respondents somewhat agree that having in-room technology that enables them to connect their personal devices to the guest room's entertainment system is useful, 1 (3.3%) of respondents are neutral that having in-room technology that enables them to connect their personal devices to the guest room's entertainment system is useful.

DATA ANALYSIS AND INTERPRETATION

4.1 Data Analysis:-

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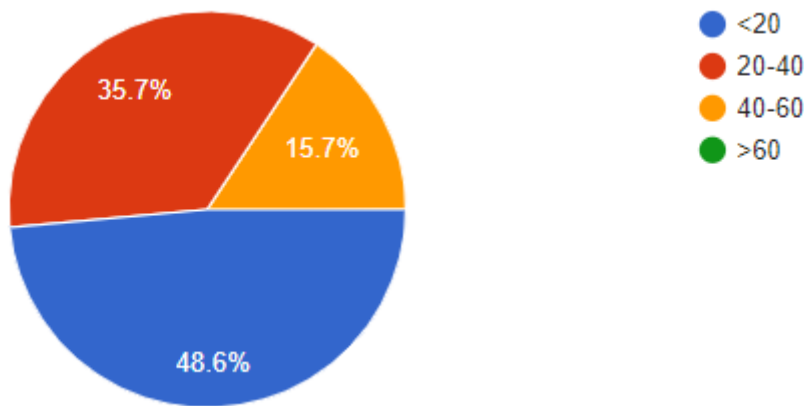
34 (48.6%) of the respondents are below the age of 20, **25 (35.7%)** of the respondents are between the age of 20-40, **11 (15.7%)** of the respondents are between the age of 40-60.

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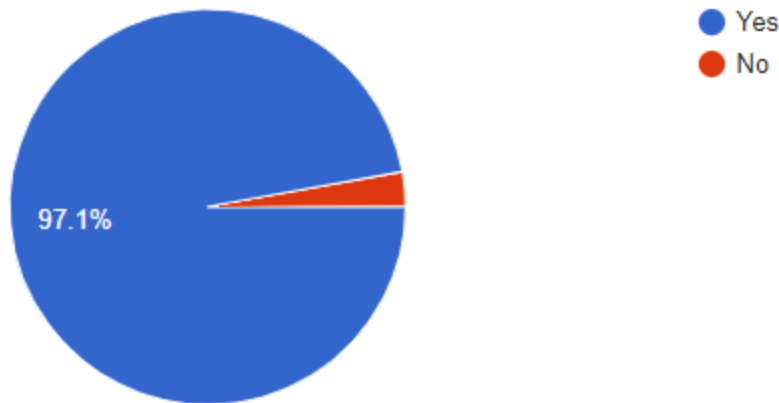
68 (97.1%) of the respondents are residents of Mumbai City, **2 (2.9%)** of the respondents are not residents of Mumbai City.

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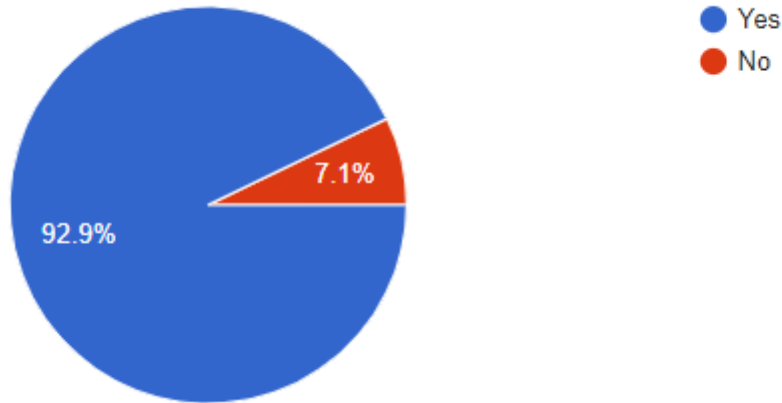
65 (92.9%) of the respondents have visited a five star hotel in Mumbai, **5 (7.1%)** of the respondents have not visited a five star hotel in Mumbai.
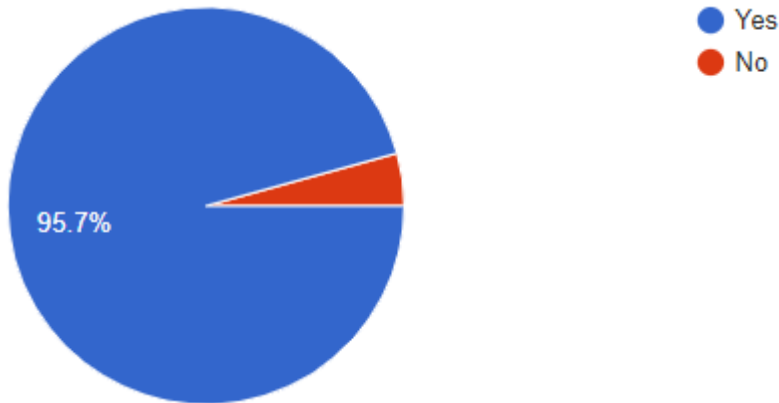

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67 (95.7%) of the respondents are familiar with the term smart technology, **3 (4.3%)** of the respondents are not familiar with the term smart technology.


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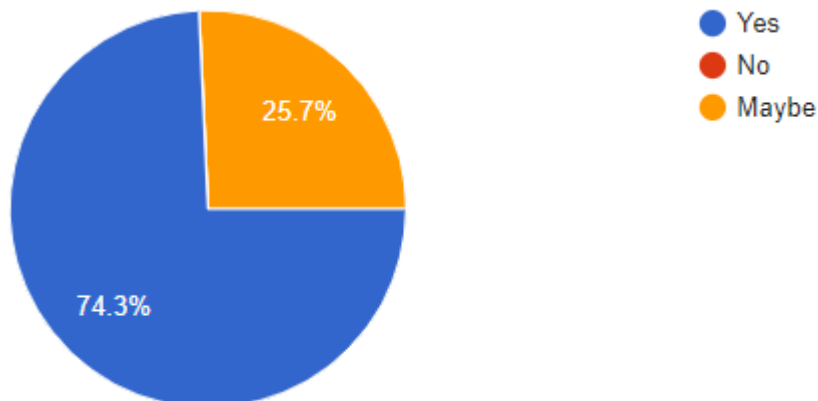
52 (74.3%) of the respondents prefer visiting hotels with smart room technology, 18 **(25.7%)** of the respondents are not sure whether they would visit hotels with smart room technology.
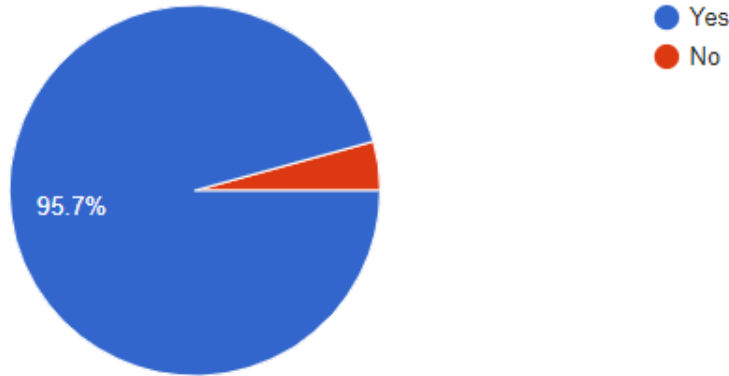
- **67 (95.7%)** of the respondents are familiar with the usage of the latest smartphone technology, **3 (4.3%)** of the respondents are not familiar with the usage of the latest smartphone technology.
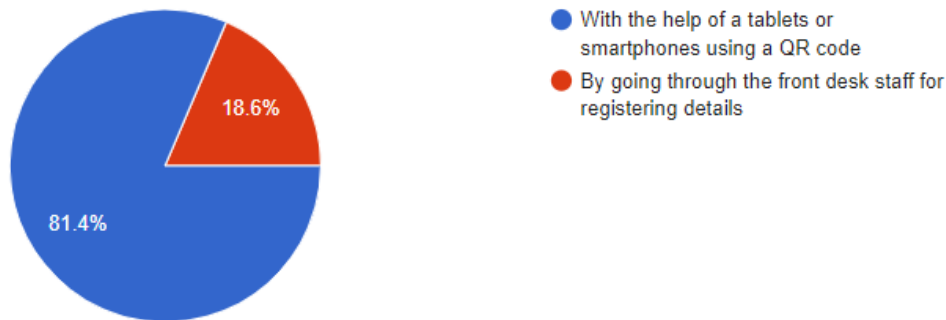
- **57 (81.4%)** of the respondents prefer chicking-in a hotel with the help of a tablets or smartphone using a QR code, **13 (18.6%)** of the respondents prefer checking-in a hotel by going through the front desk staff for registering details.
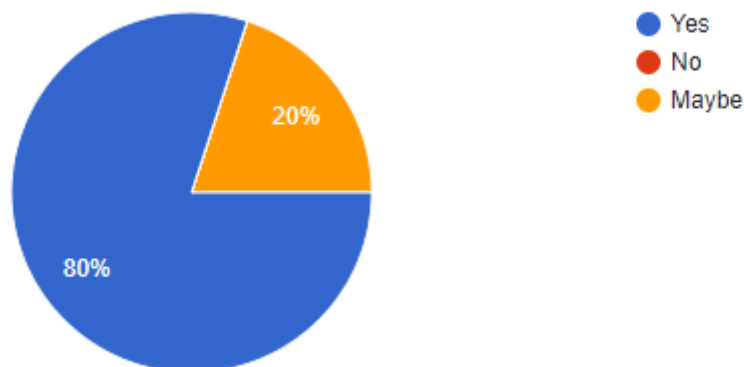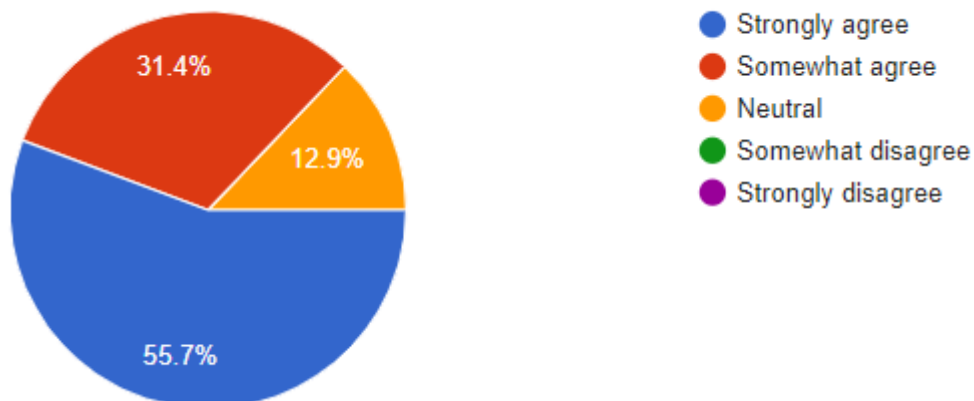

- **39 (55.7%)** of the respondents strongly agree that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel, **22 (31.4%)** of the respondents

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somewhat agree that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel, **9 (12.9%)** of the respondents are neutral in their response that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel.
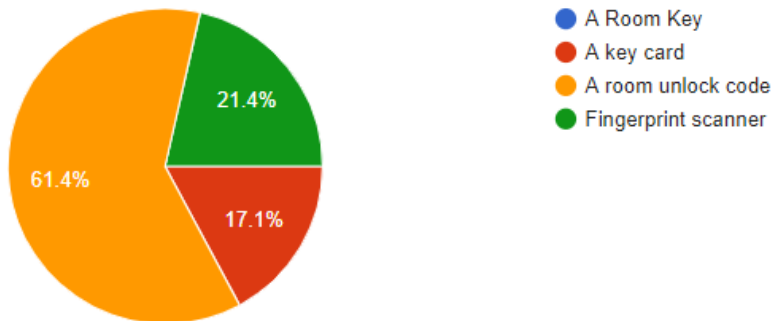
43 (61.4%) of the respondents prefer a room unlock code to unlock a guest room, **15 (21.4%)** of the respondents prefer a fingerprint scanner to unlock a guest room, **12 (17.1%)** of the respondents prefer using a key card to unlock a guest room.
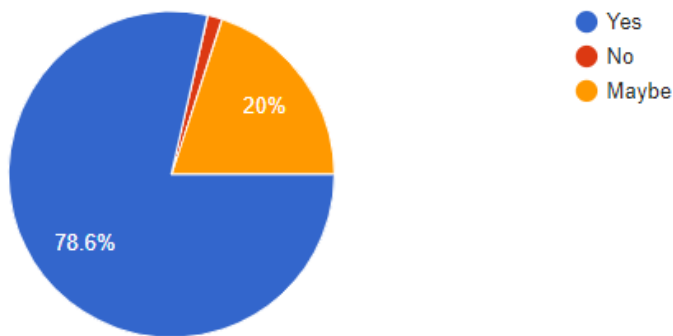
**55 (78.6%)** of the respondents think having an in-room voice assistant like Amazon Alexa provides a better stay experience, **14 (20%)** of the respondents are not sure if having an in-room voice assistant like Amazon Alexa provides a better stay experience, **1 (1.4%)** of the respondents think that having an in-room voice assistant like Amazon Alexa does not provides a better stay experience.

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58 (82.9%) of the respondents prefer using a guest room tablet to control the guestroom temperature, **12 (17.1%)** of the respondents prefer manually changing the guest room's temperature.
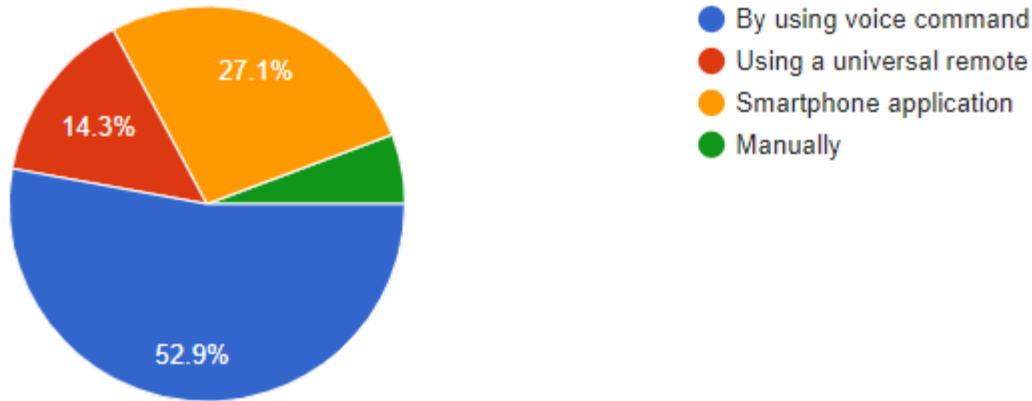

37 (52.9%) of the respondents think using voice command is the easiest way to control in-room appliances (TV, Ac, Room lights), **19 (27.1%)** of the respondents think using a smartphone application is the easiest way to control in-room appliances (TV, Ac, Room lights), **10 (14.3%)** of the respondents think using a universal remote is the easiest way to control in-room appliances (TV, Ac, Room lights), **4 (5.7%)** of the respondents think doing it manually is the easiest way to control in-room appliances (TV, Ac, Room lights)
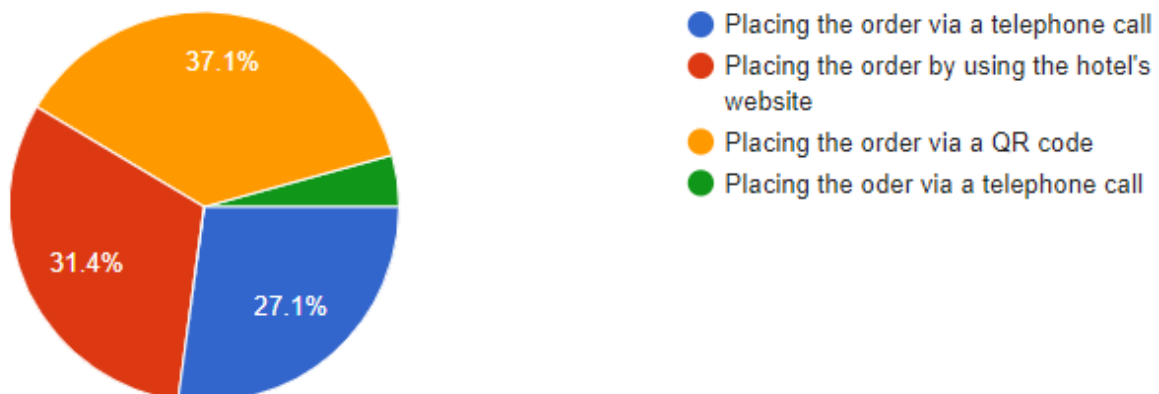

26 (37.1%) of the respondents prefer placing the order via a QR code for room service, **22 (31.4%)** of the respondents prefer placing the order by using the hotels website for room service, **22 (31.4%)** of the respondents prefer placing the order via a telephone call for room service.

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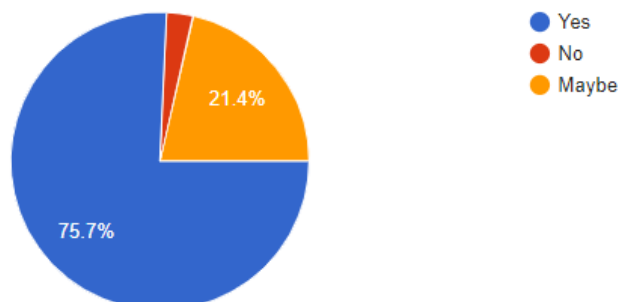
53 (75.7%) of the respondents think making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving, **15 (21.4%)** of the respondents are not sure if making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving, **2 (2.9%)** of the respondents do not think making use of a smartphone application to contact hotel staff (housekeeping, room service) is time saving.
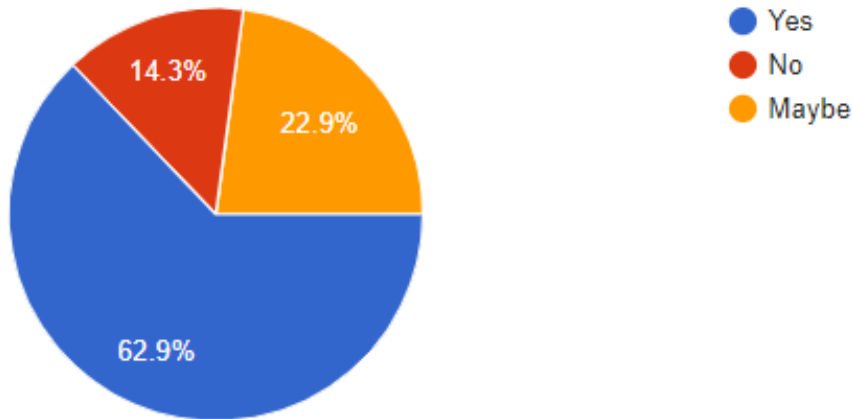

44 (62.9%) of the respondents prefer sharing their personal details to enhance their in-room experience, **16 (22.9%)** of the respondents are not sure if they would share their personal details to enhance their in-room experience. **10 (14.3%)** of the respondents prefer not sharing their personal details to enhance their in-room experience.
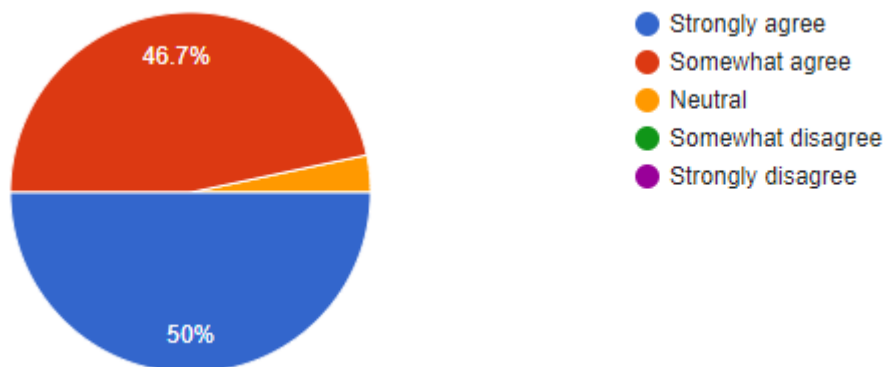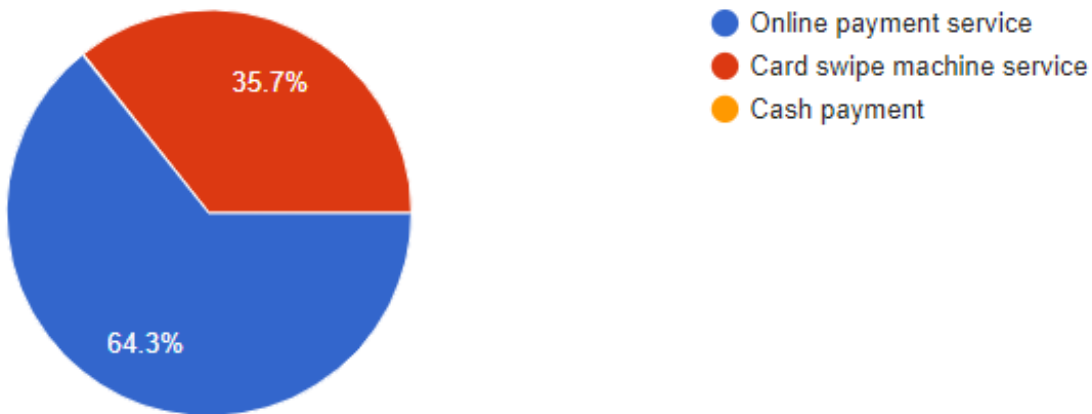

45 (64.3%) of the respondents prefer using online payment service for making a hotel's restaurant payment, **25 (35.7%)** of the respondents prefer using card swipe machine service for making a hotel's restaurant payment.
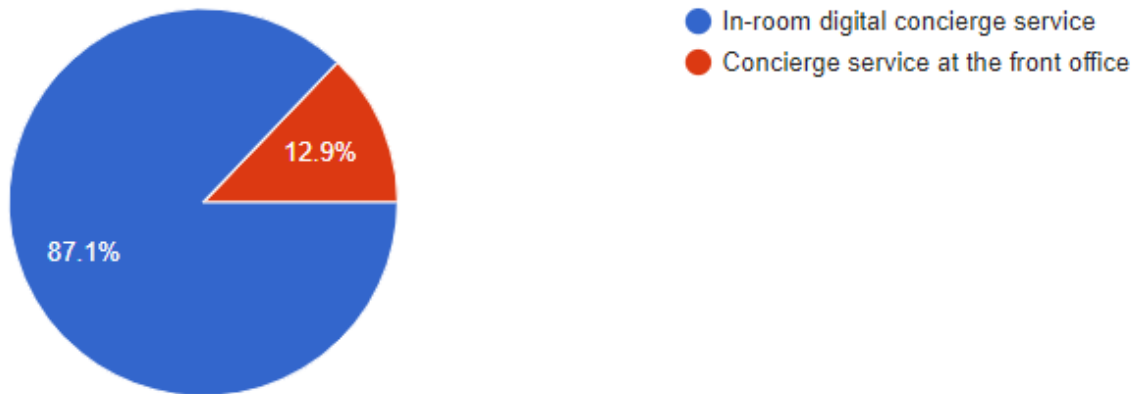
61 (**87.1%**) of the respondents prefer to use the in-room digital concierge service, **9 (12.9%)** of the respondents prefer to use concierge service at the front office.
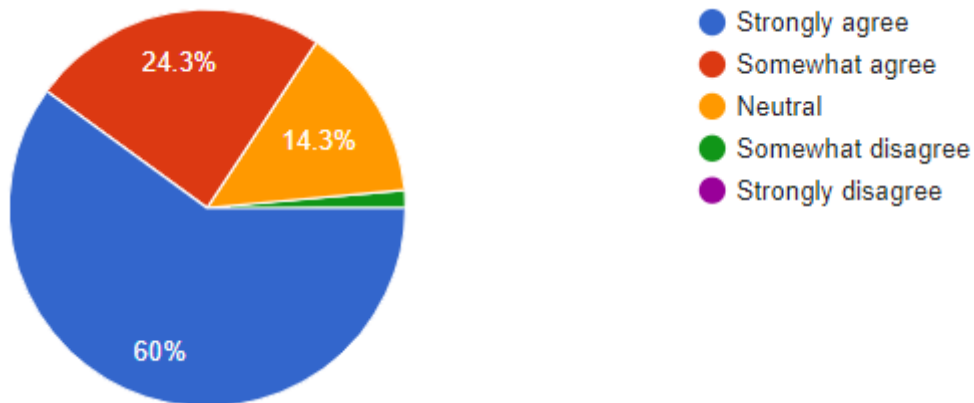

42 (60%) of the respondents strongly agree that having in-room technology that enables you to connect your personal devices to the guest room's entertainment system is useful, **17 (24.3%)** of the respondents agree that having in-room technology that enables you to connect your personal devices to the guest room's entertainment system is useful, **10 (14.3%)** of the respondents are neutral that having in-room technology that enables you to connect your personal devices to the guest room's entertainment system is useful, **1 (1.4%)** respondents somewhat disagree that having in-room technology that enables you to connect your personal devices to the guest room's entertainment system is useful.

4.2 Data Interpretation :-
From the above survey conducted, the following interpretations were made:-

- The survey questionnaire was filled by a total of 70 respondents.
- The highest number of responses obtained were from the people below the age of 20. After that 35.7% of the respondents were between the age of 20- 40.

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- 97.1 % of the respondents belong to the city of Mumbai. This helps us to know about the opinions of the people residing in Mumbai by holding their opinions high.

- 92.9% of the respondents had visited a 5 star hotel in Mumbai in the past which makes it easier to understand about their own personal experience about the hotel's technology and whether it helped them to make their stay better.

- 95.7% of the respondents were aware about the term 'Smart Technology'. This acts as a critical advantage in knowing that the respondents had knowledge about the further questions presented to them.

- 74.3% of the respondents preferred to visit a hotel with smart room technology. The rest 25.7 % stated they were not sure and would maybe prefer to visit the same. This tells us about the respondents awareness about how highly priced the hotels with smart room technology are. Hence, a percentage of 25.7 respondents were not sure about it.

- 95.7% of the respondents answered that they were familiar with the usage of the latest smartphone technology. As most of the automation services are provided through smartphones it is necessary for a guest to have full knowledge about its basic usage.

- 81.4% of the guests preferred checking in a hotel with the help of tablets or smartphones using a QR code and the rest preferred the classic way of doing the same process.

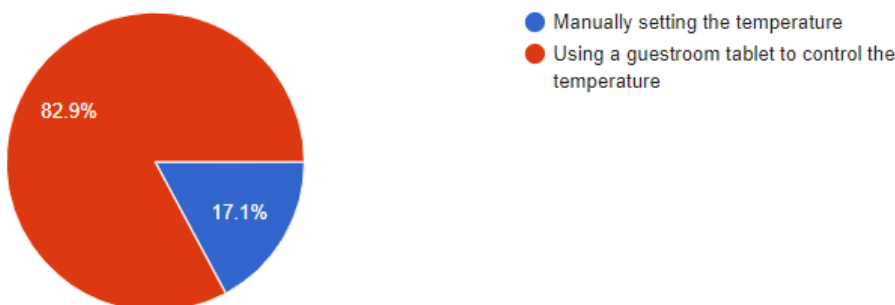- In total 87.1% of people agree that making use of the latest technology in the guestroom improves the guest's overall stay at the hotel. The rest did not disagree but were neutral about their responses.

- 61.4% of the respondents preferred using a room unlock code as it would be the easiest way to unlock a guest room without no contact with the door. 21.4% of the respondents preferred using a fingerprint scanner as it is one of the most secure methods of unlocking a guest room as the biometrics of a guest can never be stolen. The remaining respondents preferred using a key card which also provides similar security but has a drawback of being lost by the guest.

- 78.6% of the guests think that having an in-room voice assistant like Amazon Alexa provides a better stay experience while 20% were not sure about the same. This tells us that more people would prefer having a voice assistant to help them during their stay.

- 82.9% of the respondents preferred using a guestroom tablet to control the guestrooms temperature and rest preferred doing it manually. This again shows how people prefer comfortable service for doing easy jobs.

- 52.9% of the respondents think that voice command is the easiest way to control in-room appliances while the other prefer using smartphone applications or a universal remote. Only 5.7% preferred doing things manually. This again shows us how guests have become tech friendly and prefer smart solutions to guest room control.

- Most of the guest preferred methods which included using a QR code or the hotels website to place an order for room service. While using the hotel's telephone service also provides easier service, making use of the virtual platform is always an efficient way.

- A higher percentage of guests agreed that making use of a smartphone application to contact the hotel's staff was time saving. The rest of the respondents said that maybe it was a time saving method to use as sometimes due to server trafficking the desired task gets delayed.

- 62.9% of the respondents preferred sharing their personal details to enhance their guest room experience. 22.9% were not sure and 14.3% of the respondents preferred not

sharing their personal details. This is a matter of personal safety opinion where it differs from guest to guest about how much they trust the hotels with their personal information.

• 64.3% of the respondents preferred using online payment service for doing the restaurant payment while the rest preferred using the card swipe machine service. No respondents preferred to use cash for their payments. This shows advancement technology has brought among the people in terms of going digital in their payment methods.

• A total of 82.7% of the respondents preferred using the digital concierge service provided in the guest room mainly in the guestroom tablet rather than the traditional concierge service at the front desk.

• Maximum number of respondents agreed that having in-room technology that allows the guest to connect its personal devices to the guests entertainment system is a useful service.

Hence, the alternative hypothesis of the study stands true and we can state that 'The new technologies used in guest room automation improve guest experience'.

SIGNIFICANCE OF THE STUDY

1. This research study shall act as a model study for guest room automation technology particularly for the 5 star hotels and also guide them about its benefits and guests preferences about it in general.
2. It will help the 5 star hotels to critically plan their investments in guestroom technology and look for the best methods while doing so.
3. It will also help the 5 star hotels to keep up their technological standard in the market high as it will directly affect their room sales.
4. Last but not the least it shall motivate other researchers of the hospitality industry to conduct further research in similar fields.

LIMITATION OF THE STUDY

All possible efforts have been made by the researcher to maintain the validity, reliability and objectivity of the research study. Still certain limitations need to be considered in mind whenever the findings of the study have to be considered for implementation. The various limitations to be considered for the present research have been listed below:

• Due to financial and time constraints, the study fails to represent a large scale sample.
• The study is heavily dependent on primary data, which is very time consuming to collect.
• The major limitation of this study is that this study is conducted on only responses from 70 respondents.
• The people above the age of 60 have not answered this survey and hence, it is impossible to know about their preferences.
• The people who are not very tech savvy and are not good with smartphones will find it difficult to understand the various devices and their functions.
• Lastly, future researches should consider imbibing of various other important items that have not been considered in this study and have also been omitted in other research studies and very likely to influence the research.

CONCLUSION

In this paper I have presented the different ways in which hotels can provide sophisticated services to the guests while also respecting their privacy. The guests have presented their preferences about the different smart automation services that could be provided in the guestrooms. Keeping in mind the above preferences, the hotels can make changes in the technological solutions of their guest rooms. The conclusion that can be drawn from this study is very clear, it is that the guest prefer to use smart technological services provided in guestrooms. Guests like to make minimum movement while carrying out tasks like turning on an appliance in the guestroom or switching on the television system. Their preferences are widely based on using every possible digital service provided by the hotel to make their experience better.

With technology evolving at such a speedy pace, the key demand for hotel's general managers and information technology administrators in enhancing the guest experience is staying ahead of changes. The challenge here is to keep up with the customer. Increasingly, technology is being taken out of the hands of the hotel manager and placed into the hands of the guest, permitting them larger control over their individual experience. Technology is ever-changing apace and it's way easier for a person to adapt than a company however forward thinking it's going to be.

There is a necessity for lodging organizations to form new differentiation ways to retain today's loyal customers and attract a brand new generation of repeat guests. making use of technology to provide a memorable guest expertise is so simple. However, "guest experience" is pretty vague, and what's changing very clearly is that the guest experience is fast and ever-changing and choosing the proper technologies and devices can more and more be a necessity in making it a hit in addition as a challenge and uphill task for the hoteliers and owners.

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Increasing Awareness about Healthy Eating Practice – A Review of Contemporary Studies

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Abstract

While some extraordinary weight control plans may propose else, we as a whole need equilibrium of protein, fat, starches, fibre, nutrients, and minerals in our weight control plans to support a solid body. You don't need to take out specific classifications of food from your eating regimen, yet rather select the most advantageous alternatives from every classification. Protein gives you the energy to get moving—and continue onward—while likewise supporting state of mind and intellectual capacity. An excessive amount of protein can be unsafe to individuals with kidney sickness; however the most recent examination proposes that a considerable lot of us need all the more excellent protein, particularly as we age.

That doesn't mean you need to eat more creature items—an assortment of plant-based wellsprings of protein every day can guarantee your body gets all the basic protein it needs. Changing to a solid eating routine doesn't need to be a win or bust recommendation. You don't have to be great, you don't need to totally kill nourishments you appreciate, and you don't need to make a huge difference at the same time—that generally just prompts cheating or abandoning your new eating plan. When scaling back unfortunate nourishments in your eating regimen, it's significant to supplant them with sound other options. Supplanting risky trans fats with sound fats (for example, exchanging singed chicken for flame broiled salmon) will have a constructive outcome to your wellbeing.

Presently, food, sustenance and wellbeing strategy creators are ready with two relevant issues more than some other: stoutness and environmental change. As per the World Wellbeing Organization overweight-related issues happen more frequently than ailing health. Persuading proof exist connecting corpulence and less than stellar eating routine with cardiovascular infections, malignancy and diabetes notwithstanding the challenge for overweight-related issues, the strategy producers additionally need to think about the effect of the eating regimen/overconsumption on the climate. The natural commitment of the food area to add up to ozone depleting substance discharges Greenhouse Gases (GHGE) is assessed at 15 to 31 %. GHGEs of various nutritional categories shift generally; by the by meat and dairy make the best part to GHGEs in the eating regimen. As of now, writing on shopper conduct is attempting to apply a multidisciplinary approach, considering efficient, promoting, general wellbeing and ecological related issues. Purchaser research has recently engaged on explicit territories of supportable food, for example, natural food, nearby or customary food, moral food buys meat replacement and meat decrease additionally, and buyer mentalities, discernment and conduct towards smart dieting have been broadly investigated.

Keywords – *Awareness, Contemporary Issue, Healthy Eating Practice, Nutritional Counselling*

Introduction

initially educated by three hypothetical methodologies: models of food admission guideline that stress the interaction of mental also, physiological control measures self-guideline hypothesis and neuro-psychological and remedial models of care contemplation Many years of exploration on physiological craving and satiety components demonstrate that such signals are effectively abrogated by non-nutritive impacts Specifically, people with Binge Eating Disorder (BED) show stamped unevenness and oversensitivity to "outer" or "non-nutritive" prompts to eat (social, passionate, or molded desiring for specific nourishments), and an accompanying desensitization to "interior" signals, especially identified with typical satiety measures. While one model of this unevenness is grounded in natural clarifications of libertine lop-sidedness an elective point of view is that people become "separated" from inward experience, making examples of "careless" eating Many gorge eaters search out conventional eating routine projects; these might be compelling for the time being, yet may additionally detach people from inner signals by forcing outer structure with minimal individual adaptability or occasion to re-learn versatile propensities, and frequently neglect to recognize or address the force of decadent desiring.(Kristeller and Wolever, 2011)

Regardless of the relative multitude of points of interest offered by development in innovation, there are as yet various inconveniences, one of the main ones being the way that the way of life of an enormous piece of the populace is changing towards more inactive perspectives In transformative terms, people are not prepared to spend a lot of their everyday lives situated before a PC or TV, albeit specialized advances are driving mankind towards this situation. A lot of our every day time (for example staying situated for quite a long time) are instances of how human traditions have adjusted to current physical and social conditions In contemporary society, it is regular for individuals to be situated when they are having a great time or to work, which suggests more often than not. Also, individuals will in general be situated when making a trip to work environments or relaxation via vehicle or train – a considerable number of labourers invest quite a bit of their energy playing out the obligations needed from their seat, explicitly in media communications related positions. In this manner, most people will in general be inactive over a huge piece of their lives also; society itself places extraordinary significance on schedule. People are getting progressively less keen on cooking or saving a long timeframe for suppers. This leads straightforwardly to expanded admittance to quick and pre-prepared food, portrayed by being thick in energy. An inactive life and dietary weaknesses joined are destructive, and to an enormous degree add to the presence of overabundance body weight and corpulence, which are significant danger factors in delivering sicknesses, for example, diabetes, vascular illnesses and disease.(de la Torre Díez *et al.*, 2017)

Good dieting can be characterized as a fair admission bf foodio meet the physiological necessities of the body. The method of eating is determined.by the age, the sex, the physical and additionally mental work titian is satisfied by every person and it can vary to guarantee typical development, employability and making essentials for good wellbeing and life. A adjusted admission of proteins, sugars" fats, nutrients and minerals with or without prepared food and distribution of dinners during the day is a reason for augmenting the wellbeing and the personal satisfaction. In on-going many years individuals are continually discussing smart

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dieting and way of life yet in addition we see each day advanced various nourishments that are full of fats, sugar, salt' additives' It is likewise a reality that the sedentary lifestyle and the absence of activity are run of the mill for grown-ups as well as for children and Young People (Andonova, 2014).

Awareness

Care Based Eating Awareness Training was created by coordinating components from care based pressure decrease Mind fullness Based Stress Reduction (MBSR), Cognitive Behavioural Therapy CBT, and guided eating reflections. The MB-EAT program draws on customary care contemplation strategies just as guided reflection to deliver explicit issues relating to shape, weight, and eating-related self-administrative cycles, for example, hunger, and both gastric and tangible explicit satiety. The thoughtful cycle is coordinated into every day action identified with food wanting and eating. It is educated by our present information on cycles in food consumption guideline, including the function of appetite and satiety signals Relative to other care approaches adjusted to address eating issues and corpulence, MB-EAT places essential consideration on hidden eating designs. Such examples, especially gorging, can be seen as suggestive of a prototypical deregulation disorder, including unsettling influences of effect guideline, intellectual and conduct deregulation, and physiological deregulation. Care reflection is conceptualized as a method of preparing thoughtfulness regarding help people first to expand familiarity with programmed examples and afterward to separate unwanted reactivity. It is likewise seen as an approach to increase consciousness of possibly more solid parts of working, for this situation physiologically based craving and satiety prompts, and to utilize such attention to more "admirably" illuminate sustenance and action decisions. (Kristeller and Wolever, 2014)

Participating in solid way of life practices was discovered to be decidedly connected with consciousness of chronical Heart Diseases (CHD) as the (Leading Cause Of Death)LCOD in ladies and information on the danger variables of CHD in two investigations. discovered that attention to CHD as the LCOD and information on danger factors were related with a more noteworthy individual mindfulness and was a critical indicator in making a preventive move to bring down dangers related with CHD. Also, noticed that ladies in their investigation were bound to stop smoking, maintain a strategic distance from unfortunate food, participate in actual work, shed pounds, and have yearly wellbeing registration when they knew about the LCOD and were proficient of the danger factors related to CHD. Having one or no self-detailed danger factors for CHD was related with having higher mean scores of information. discovered that danger factor information was emphatically related and prescient of sound way of life practices of the ladies in their examination. Moreover, information on corpulence, family ancestry, and smoking as danger factors for CHD were accounted for in a subjective report to urge members to control dietary variables and to be truly dynamic and participate in exercise.(Ramachandran *et al.*, 2016)

Attention to CHD being the main source of death (LCOD) in ladies was examined in 10 of the 21 examinations remembered for this audit, which were all cross-sectional investigations. Level of consciousness of CHD being the LCOD in ladies was discovered to be problematic in a few examinations(Gholizadeh *et al.*, 2009)

Gloom is acommon emotional wellness issue. The point of this investigation is to decide the degree of public mindfulness with respect to this sickness, its side effects, related elements,

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accessible types of therapy, and the mentality towards discouraged individuals(Al-Azzam *et al.*, 2013)

Contemporary Issue

In concordance with different agents, the consequences of this investigation sugest a requirement for advancing the psychological wellness of foreigners. Given that the relationship between mental status and wellbeing is grounded, stress, uneasiness, and sadness ought not be considered as understood components of the movement experience. General experts and other wellbeing labourers ought to embrace screening for mental trouble among their foreigner customers and this should be viewed as a factor in wellbeing advancement exercises(Bhugra and Ayonrinde, 2004)

Numerous foreigners experience issues in getting to emotional wellness administrations. 48,59 Improving admittance to these administrations and decreasing shame in neighbourhood networks may improve the psychological well-being of settlers. Socially and semantically capable projects that change perspectives toward mental issues and medicines may improve help-chasing practices for mental issues among settlers. What's more, socially acknowledged elective treatments, for example, intellectual conduct guiding, relational treatment, or exercise instead of medicine, may likewise be useful.60 Further, the high pace of attributions to gloom, stress, and nervousness saw in this examination calls for additional investigations to more readily expand on the wellsprings of stress and procedures that migrant ladies use to oversee pressure and the effect of sexual orientation and culture on these encounters. The aftereffects of these investigations may illuminate socially equipped pressure the board mediations. At long last, extra examination is expected to investigate how mental status impacts causal attributions and what components are significant in altering causal attributions for coronary illness. Investigating issues identified with wellbeing education and openness of medical care administrations is additionally liable to be of advantage.(Gholizadeh *et al.*, 2009)

Healthy Eating Practice

1. Positive Parenting

    Studies advancing more advantageous dietary patterns among youngsters show that how kids eat is as significant as what they eat. As indicated by the American Academy of Pediatrics, "Guardians and parental figures are liable for giving an assortment of nutritious nourishments, characterizing the structure and timing of suppers, and establishing a formatively suitable supper time climate that encourages eating and social trade. Kids are liable for partaking in decisions about food determination and assume essential liability for deciding what amount is devoured at each eating event" (AAP Committee on Nutrition, 2013). This exhortation follows the possibility that most youngsters can self-manage their eating(Haines *et al.*, 2019)

1. Eating together

    In spite of the fact that definitions shift between considers (Horning, Fulkerson, Friend, and Neumark-Sztainer, McCullough, Robson, and Stark, 2016), 'eating together' or 'a family dinner' is normally characterized as 'a kid having an arranged feast with at any rate one parent or grown-up family member/carer' Prospective examinations among grown-ups and adolescents propose that the recurrence of eating together has declined over late years generally because of parental time requirements

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and Understanding the effect of eating together on dietary admission at different ages, just as key helpers and boundaries identified with having suppers all together, is fundamental in the event that we are to recognize the most suitable planning of intercessions intended to set up family supper schedules.(Haines *et al.*, 2019)

2. Child Eating Behavior

Guardians are affected, thusly, by their youngsters' practices and qualities. Guardians of preschool youngsters have been found to adjust their controlling taking care of practices because of their kid's weight: they will in general weight babies who are lighter and have a more modest hunger, and limit newborn children with bigger cravings, specifically, on the off chance that they are bottle-taken care of.(Scaglioni *et al.*, 2018)

3. Healthy Living Habits

A sound living propensity can be supposed to be founded on an overall factor known as RDI (Recommended Daily Intake), which incorporates the fundamental supplements an individual need to burn-through to keep up their condition of wellbeing. The RDI is a decent strategy to utilize if the point is to keep a fair eating regimen and if the individual's actual highlights relate to those of a normal client. Nonetheless, every individual is extraordinary and, in this way, so is their proper way of life(de la Torre Díez *et al.*, 2017)

Nutritional Counselling

The Nutritional Counselling Program (NCP) was created by the Local Health Unit 10 of Florence, Tuscany, Italy. It started in January 2007 through the cooperation of the Department of Prevention and the Professional Dietetics Unit. The program was routed to a grown-up (18+) overall public and comprised of: I) a first individual assessment, directed by a clinical specialist and a dietician, in which the clinical history of the patient was recorded, dietary status was surveyed (estimating weight and stature to figure weight list, and midriff boundary) and socio-segment data gathered; ii) four gathering gatherings (greatest 10 people) of 1 hour booked like clockwork. During these gatherings, members were educated, through talks and down to earth exercises, the solid eating regimen rules of the Italian Institute for Food and Nutrition Research [29], the essential ideas of digestion and the advantages of a functioning life. The exercises additionally included data about legitimate stockpiling and preparing of food and how to peruse item fixing marks. In the primary gathering, members were welcome to observe their food utilization in a journal which was then examined in ensuing gatherings. Two months after the fourth gathering, a second individual assessment was booked to re-evaluate weight list (BMI) and abdomen perimeter. The NCP was overseen by a multi-proficient group comprising of a clinical specialist worked in general wellbeing and nourishment, an overall expert with experience in psychotherapy, an expert dietician and a general wellbeing colleague. Admittance to the NCP was gotten through an arrangement of the nearby wellbeing unit and there was an instalment charge of € 62.36 for this workshop. The NCP was advanced through broad experts and metabolic and cardiovascular units, so patients of these units could ask their relatives to go to the NCP.(Quercioli *et al.*, 2011)

Sustenance schooling alludes to the arrangement of data by specialist co-ops to customers about healthful necessities, dietary practices, supplement substance of nourishments, feast arranging, indication the board and different themes. It is additionally an arranged data trade that is intended to improve or keep up the nourishing prosperity of people, gatherings and

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populaces (IDNT: 2014). Schooling meetings are frequently introduced in a gathering setting, and include the arrangement of nourishment data via prepared staff to PLWHIV. Instruction centres around wholesome needs, dietary rehearses, good dieting, and the supplement substance of nourishments, feast arranging, food cleanliness, food readiness and capacity and side effect the board. Nourishment training gives an outline of healthful issues, frequently in a casual setting, for example, a gathering meeting or camp. As indicated by (UNIDS : 2014), the destinations of sustenance schooling are to; increment information about nourishment and its significance in wellbeing upkeep; improve abilities in the arrangement and determination of nutritious food sources; and help with changing food utilization rehearses.(Malama and Ndhlovu, 2019)

Conclusion

The occasion to recognize female patients in danger for CHD exists, and essential consideration doctors and medical caretakers are in the ideal situation to expand the familiarity with the pervasiveness of CHD while giving focused on instruction on essential and auxiliary preventive measures to engage such ladies to make solid way of life changes to end the sickness movement, and may help reduce the harming endeavours of wellbeing differences in ladies. Moreover, research is expected to explore mindfulness and information identified with CHD in less examined populaces, and distinguishes obstructions and advertisers for the personalization of CHD danger and reception of preventive activity. Such exploration would improve the ID and ensuing administration of CHD hazard factors and help tackle the main enemy of ladies around the world

Care based intercessions show up especially appropriate to tending to confused eating practices, regardless of whether at a clinical level or adding to generally speaking weight issues. MB-EAT gives members an uplifted capacity to just notice sentiments, practices, and encounters, to separate programmed and regularly broken reactivity, and afterward to permit themselves to work with and create more shrewd and more offset associations with their selves, their eating, and their bodies. Since settling on decisions around food is quite a consistently present piece of everyday life, yet is substantial (as opposed to private experience of torment and feeling), understanding the part of care according to eating guideline may serve not just to improve treatment for dietary problems and stoutness, however may likewise serve to illuminate the more full capability of care based intercessions in different regions of treatment.

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Role of nutritional values in food selection: A Literature Review

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Abstract

Nutritional value means food contents and its impact on body. It includes proteins, fats, carbohydrates, vitamins, additives, cholesterol, sugar intake, additives, enzymes and salt intakes. Nutritional values become very important in selecting food now days. Nutrients are the materials that found in food that force biological activity and are important for body. Nutrition and food help in building body parts like teeth, muscles, blood, and bone and keep the body in good working condition. It also helps in producing energy. As consumers interest in increasing in nutrition, they start concerning about what they are eating and how it is affecting their health. They understand the nutritional value in food and select food items accordingly. Awareness among consumer on nutrition influenced their decisions related to purchase and consumption of food items. This paper explores the literature on food and nutrition and finds how food and nutrition are also important part of tourism. Each tourist has their own biological need in term of food and nutrition and it can be fulfilled by serving them in specific ways that make tourists attracted to their destination. Tourists with high concentration on nutrition select the food accordingly and visit those destinations more that provided them this facility.

Keywords: *Nutritional Values, Food Selection, Literature Review, Tourism*

Introduction

Our bodies are made and get power by solely the food we eat and drink. Food is considered as main source of energy and human need energy all the time to perform various activities like jump, sing, run and even at the time of sleep. Energy is received by human being by eating different foods. Components that powered human body like organs, bones and muscles are composed of food that contains nutrients. Hence, nutrients food that provides energy to body become essential for sustaining life.

According to Krehl (1983) Nutrition also helps people in focusing on dietary choices that decrease risk of diseases. Health of a person is severely affected if less number of nutrients is received by body for long time. Nutrients provide nourishment. Minerals, carbohydrates, vitamins, proteins, fiber, water and fat are all nutrients. When people did not follow balanced nutritional diet then there is high risk of developing some critical disease increases in the body. These nutrients are needed for energy and support growth, maintenance and repair of tissues. Nutrients are the chemical substances inside the food that is needed by body and is received through the food that people eat. Hence, there is a need to consume different types of diet to get wide variety of nutrients.

People have started following specific diet or food that focus on some specific foods item and avoid others. For this they plan their diet very carefully to ensure that they get all important and necessary nutrients to maintain their health. Food that includes added sugar, processed food, animal fats and salt are usually avoided by the people looking for nutrients and prefer plant based foods (Hjalager, 2004). Nutrients intake also varies on the basis of age of people and their health conditions. For example at the time of Pregnancy, calories intake and nutrients that can be absorbed by body are more important as compare to energy. Food are selected that includes more nutrients specifically protein. For children, food with adequate fat is important and this food will provide energy to them. Food containing fat are important for developing nervous system. Calcium can be obtained from milk and iron can be obtained from meats. Vegetables can provide Vitamin A, C, and E along with Zinc, minerals, iron and calcium. Fruits and vegetables contain up to 90 percent water. Snacks are also an important nutritional food for children. In case of adults, food containing energy is not so important. Older adults start avoiding some food due to their health issues like food with fat nutrients that can affect their health.

People have started recognizing the role of nutritional value and select their food accordingly. Even while travelling and visiting places on vacations they stick on their diet and prefer to select those hotels and restaurants that provide them nutritional food. People when select the destination, they also explores types of food availability in that area and kind of restaurants and hotels that can provide them this facility. Healthy and nutritional food has become a priority for people and become challenged and responsibility for tourism to fulfill this need of visitors in their area. Nutritional and healthy food sometime compels visitors or tourists to visit again or sometime stay for long time. Nutritional food according to the need of the tourist makes them happy and satisfied.

Literature Review

Aslimoski and Gerasimoski (2012) explored the importance of nutrition and food through the viewpoint of tourism in "Republic of Macedonia" and globally. Nutrition and food are unavoidable content of every day human life and constitute an important part of offer given by tourism in tourist destinations, being a mixture of "socio-cultural", "biological" and "tourist aspect". Every tourist consist biological need that is food and it is important that it is done from socio cultural characteristics of hospitality and cuisine of destinations. Along with this, the way food is arranged and served to visitors and travellers also make nutrition and food a different experience for tourists. Tourism has become more and more actual from last decade and some time it is called as "culinary tourism" mostly referred to traditional cuisine of tourist destinations. Food is considered as important encouragement for tourist trip and stay in "culinary tourism" make the basis for tourist offer in tourist destination. Researcher consider "culinary tourism" as sub kind of "cultural tourism" as consumption of food in socio cultural setting in host state along with nutrition particularly for that culture boost tourism of that area.

Kocevski and Risteski (2018) examined the role of nutrition food in tourism and its contribution in increasing number of tourist and their satisfaction with product of tourism.

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Role of nutritional food in elevating quality of tourist demand towards fulfilling the tourists need are also examined. Nutritional food is most important biological need of human and is an inseparable part of tourism. This also symbolizes basic services at the time of touristic tip. Various aspects of tourism are analyzed like purpose of joining tourist trip, need of tourists and different role of tourism. Tourism unites many service providers including hotels and restaurants at destination towards creating different products to satisfy the need of tourists. Food can become main motivator for joining tourist activity for example healthy diet and food is very important for people with fragile health state such as people with diabetes or overweight or cardiovascular issues choose destinations according to food availability.

Andersson, Mossberg & Therkelsen (2017) found that food tourism is an expanding field and nutritional food and tourism are always integrated closely. Miscellaneous patterns in demand was observed among tourists in terms of food and comprises other members of travelling party make consumption of food is very complicated on holidays. It was observed that food can be main motive of travelling and an extraordinary experience to visit destinations. "Food tourist" can be refer as an individual who choose destination to travel due to perceived nutritional food experience and who look for meals, food and diet connected activities presented at destinations. Various producers fulfill the need of food tourists including "producer of food", "hotels", "retailers", "attractions", "restaurants", "farmers market" and "gastronomic festivals".

Andersson & Mossberg (2017) explored the effect of continuous food involvement on behavior of consumers in terms of consumption of nutritional food, and food related activities and traveling. Travel motives, gastronomic identity and involvement are involved to find the reasons and affect of involvement of food on tourism. Finding shows that destination management companies and restaurants serve food along with tourist attractions and cannot be overlook as huge sector of urban population involvement in food is high. It is important for restaurants and hotels in destinations to serve food that accomplish normal standard for sustainable food that will be healthy and produced locally.

Bjork & Kauppine-Raisanen, (2017) examined the consumers interest in food influence them as traveler. Focus was done on food interest of travelers and reveals the effect of such interest on travel motivation, selecting destination, positive experience in food, and overall satisfaction and holiday experience. Finding shows that destination food experience contains 5 dimensions along with effect on travel experience and food satisfaction. This research further support in managerial implications as it highlight that food has diverse effect on traveler and tourism.

Chang (2017) explored tourist behavior for "healthy eating" and its impact on their "travel eating behavior". Literature review and group interviews were conducted to evaluate the "healthy eating behavior" and "travel eating attitude". Result shows 2 "healthy eating attitude" factors i.e. "food content and nutrients" and balanced diet and eating habit" and 5 travel "eating attitude factors" i.e. "novelty", "risk avoidance", "health steadfastness", "familiarity", and "food supplement and medicine". Structural equation modeling was used to examine the relationship among these factors. Result shows that travelers having strong behavior towards "balanced diet and eating habits" used to be more encouraged by "novelty factor" while "food content and nutrient" are motivated by "risk avoidance", "health

steadfastness" and "familiarity". Study suggested that healthy eating behavior construction is multidimensional and healthy eating awareness among travelers should not be treated as identical group.

Mak, Lumbers, Eves & Chang (2017) examined the dimensions that motivated understated food consumption in tourism and analyzed the influence of 2 food related personality traits of travelers i.e. "food neophobia" and "variety seekers" in tourism. Scale is developed to evaluate tourist food consumption motivational factors and 7 dimensions were acknowledged "novelty and variety", "authentic experience and prestige", "interpersonal and culture", "price/value and assurance", "health concern", "familiarity and eating habit", and "sensory and contextual pleasure". It was observed that both "variety seeking" and "neophobia" have noteworthy influence on different motivational dimensions.

Food choices of people are based on a variety of internal and external factors. A number of factors ranging from psychological, economical, biological or even sociological and cultural factors affect how people perceive food. However, with growing times, the importance of healthy lifestyle and proper nutrition is being realized by people of all ages. This research undertaken by Epuru and Shammary (2014) was focused upon understanding the current understanding of nutrition among the masses and gender influences this understanding or not. It was important to understand if there exists a relationship between nutritional knowledge and food choices or not. The study was limited to young adults. It showed that very few of the people were actually educated about nutrition. Males were more prone to diseases like obesity and hypertension as compared to females and they most often resorted to Internet to gain nutrition knowledge. Alarming results regarding consumption of soft drinks and milk were observed that indicated an urgent need for disseminating information on importance of proper nutrition among young adults. The study highlighted the importance of early identification of the health risk behaviors among young adults so proper preventive measures can be taken. Awareness programs and proper education is necessary to promote healthy living. Young adults must also be discouraged from indulging in practices like skipping breakfast, consuming fast foods, and dieting. The study was very descriptive and informative as it helps young adults and their parents in understanding the different health concerns and thus make informed choices accordingly.

A study was conducted by Ohlhorst et al.(2013) on Nutrition research that affects food choices and ultimately affects our lifespan. Proper nutrition is essential to maintain a healthy life. Having proper knowledge regarding nutrition, the importance of it and about various nutrients can help us keep diseases like obesity, hypertension, and related comorbities at a safe distance. Therefore, American Society for nutrition carried out this research in order to enhance the understanding of nutrition needs of people, so that wellbeing of people can be ensured. The high priority areas were taken into consideration like : 1)variability in individual responses to diet and foods; 2) healthy growth, development, and reproduction; 3) health maintenance; 4) medical management; 5) nutrition-related behaviors; and 6) food supply/environment. It was understood that proper nutrition can ensure prevention from many non-communicable lifestyle diseases by and large. Varied responses of people to same nutrients and diets is one of the greatest barriers to understanding the relation between good nutrition and healthy lifestyle. The study opens gates for new possibilities and establishes the

need for new research that could exactly identify different nutrition choices of people and provide them with exactly what suits them the best.

Conclusion

Food is a basic need of human being and should be satisfied every day. It is expected that travelers or tourists consume food during vacations to fulfill this basic need. Whereas role of food particularly national cuisine is more complicated than that and can satisfy need of most of specific travelers. There is no disbelief that "food tourism" is increasing and has become a big business. Relation between motives of tourists, need and role played by food reveals that food in tourism should not be treated as just biological need that is to be satisfied. Food when become part of tourism then it becomes more complicated. Food motivates travelers to join tourist activity and sometimes being secondary purpose, it supports primary objective while sometime it become main objective. It can be concluded that in tourist activity, food plays an important role that bring tourists or travelers to a destination and help in satisfying different needs that results in returned tourists or/ and increase tourists number. Hotels, restaurants and tourism should clearly specify the cuisine that makes them special and different from others by placing it as a unique experience in market that can attract huge number of tourists. Tourists can be more attracted with good promotions and marketing of healthy food and diet available in destinations. Hence, nutritional food should be viewed as important part of whole tourist product and not just a basic need for energy.

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FOOD NEOPHOBIA IN INDIAN POPULACE

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ABSTRACT

People in present days love to sample the best food products from the nearby regions and international destinations known for the food products. Additionally, eating out places are striving to make the dining experience convenient, simple, delicious as well as healthier for people. People make decisions on taking food dishes and commodities for their healthfulness. This study aims to investigate the preferences of Indian populace towards new and non-traditional food dishes and commodities. Doaba region in Punjab, India has been taken as the study area. Primary data will be collected from the respondents from urban, suburban and rural areas through Google forms, print questionnaires and personal interviews. This research aims to apply the Food Neophobia Scale (FNS) and the Aikman, Crites, and Fabrigar (2006) Food Attitudes Scale (FAS) to determine the neophobia in the Indian population.

INTRODUCTION:

Historical texts witness the movement and travel by merchants over the seas for trading foodstuff. Wanderers from the trinity exchanged fruits, grains, spices and oils as currency during their travel. Ethnic and traditional food materials were the categories of stuff for a new experience. With the modernization of human societies and advancement in the travel modes, the experience to taste foodstuffs from distant locations has become a common experience for society. Wineries and restaurants are boon to the food lovers to experience foodstuffs from distant locations avoiding any travel problems. Food varieties across the world are becoming popular that they have been a part of daily diets for population across the globe (Choe, J. Y., & Cho, M. S., 2011). Even Hotels, restaurants and local food markets have identified the fact over the years and have included food items across the world into their menus. Comprising on how sensory stimuli influence the behaviour of eating may provide considerable knowledge to research variables which could be determinant for food habits across multiple factors that may play a role in body weight regulation. (Proserpio, Et.al.2018). Parental strategies with the children food have direct relation to food neophobia in children. (Kutbi, Alhatmi Et.al. 2019).

For health reasons such as starvation and essential nutrition, people usually choose food for their survival. The reasons for food creation choices are also increasingly complex and diverse in human societies. Non-health causes have become significant factors for food choices like cultural influences.

As the population of India is 17.7% of the total world population, and it is increasing in diversity too, it is no wonder that the food services industry restaurants are growing with the population. Restaurants have to be the charm to consumers to succeed in a highly competitive environment. One challenge for restaurant owners is to learn how to appeal to visitors who have less or no knowledge of new or international cuisine or have a very little or no experience of eating food dishes out of usual food routines. There may be a population in India with very little or no exposure to the foods relished by different communities.

Researchers have established that residents of urban areas are most likely to test new food dishes and new food commodities from and around the world (Flight, Leppard & Cox 2003). Urban population in Indian cities might be having better exposure to various foodstuffs.

OBJECTIVE

The objective of the study is to explore perception of Indian population towards the new food commodities and food dishes from various cuisines.

FOOD NEOPHOBIA

Food neophobia is a lack of enthusiasm to consume and discourage new foods (Pliner & Hobden, 1992). Food neophobia is known for all of its character traits, which regulate one's ability to try fresh and unfamiliar foods and to resist an unpleasant taste. As the environment is getting increasingly diverse, people will try fresh and exotic foods. Individuals may be graded according to their tendencies to approach or reject unfamiliar foods as a diet neophilia - neophobia continuum (Pliner & Hobden, 1992).

People with neophobia most commonly tolerate new foods, and people with higher concentrations of neophobia prefer to refuse or deny new foods. People may be neutral between neophilia and neophobia even in the centre of a spectrum. Researchers and experts in the food sector will have a shared interest in recognizing and reducing the degree of food neophobia among the target community.

Many variables affect neophobia in food, including the social and demographic dimensions of society, age, sex, schooling, economic and social conditions (Tourila, et al., 2001; Flight, et al., 2003; Olabi, Najm, Baghdadi, & Morton, 2009). For example, the more individuals are exposed to other societies, the more likely they are to develop greater neophilia. One survey, therefore, showed that people who have been more accustomed in metropolitan areas to different cultural activities had reduced their food neophobia (Tourila, et al., 2001).

Familiarity with the community can also clarify why younger people are more neophobic towards food than older people (Birch, 1979; Otis, 1984). Studies have shown that older people are more likely than younger people to try new food. Exposure, awareness, diet and supportive interactions typically raise food neophilia, and minimize neophobia (Otis, 1984, Pelchat & Pliner, 1995; McFarlane & Pliner, 1997; Teraski & Imada, 1988).

The Food Neophobia Scale (FNS), created by Pliner and Hobden, can be assessed and tested for food neophobia levels (1992). The FNS comprises of 10 sentences in which citizens should convey their approval to food or food. Many studies have shown that the FNS is an

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excellent instrument for measuring responses to unfamiliar foods (Arvola, Lähteenmäki & Tourila, 1999; Hursti & Sjödén, 1997; Raudenbush & Frank, 1999). The study has taken this scale to examine whether Local and Modern/fusion foods perceive neophobics differently than food-neophilic individuals.

FOOD ATTRIBUTES

Food attitudes are identified as vital summaries of a food object (like/dislike) because they can affect the choice of food and can forecast other comportments in connection with food (Birch, 1987; Galef, 1988; Rozin, 1988). The attitudes of individual food may be established from numerous sources. One research established three main food components: socio-culture and economy, anticipated results and sensory liking (Eertmans, Baeyens, & Van der Bergh, 2001). The socio-cultural and economic determinants of social or economic groups contribute to what is expected. A popular food in culture can have a beneficial impact on your mood, whereas unknown food is more likely to be ignored. The predicted results of food intake are linked to the beneficial and detrimental effects of food consumption. The beneficial outcomes, such as decreasing obesity, may affect the mindset of people favourably, and the adverse results, such as the increased risk of contracting heart disease, would have a negative impact on the decisions made by citizens. Finally, sensory liking applies to sensory qualities, including scent, texture, colour and taste. The good scent of food has a favourable effect on one's behaviour; negative odours impair one's mood.

An even larger list of factors determining eating attitudes was provided by Aikman, Crites and Fabrigar (2006). The 46 items that explained the general indicators of preferences and attitudes of food were collected from a comprehensive review of previous studies (Letarte, Dubé & Troche, 1997; Reportage, Peters, Downey, McCann, & Huff-Corzine, 1993; Rozin, 1988; Shepherd & Farleigh, 1989). Moreover, the five dimensions are sub-categorized as positive-negative, sensual, abstract, cognitive and general sensory properties. E.g., aroused, comforted, pleased and relaxed; negative effect- ashamed, concerned, displeased, and sick; sensorial characteristics- creamy, fattening, weighty, chaotic, oily, sour; cognitive, abstract — healthy and light-hearted; and sensory-creating, colour-like, odorous, taste-like, texture-like. Each measurement of food products such as apple, broccoli, chocolate cake and spaghetti was investigated. These items had been adapted to the five dimensions of Local and Modern/fusion cuisine in the current study.

LITERATURE REVIEW

The reticence to eat or to avoid new foods is often identified as food neophobia (Birch & Fischer, 1998). An individual's fear (or avoidance) response can be generated with introduction of one food item (Zajonc, 1968). The food items which children see for the first time can be rejected (Harris, 1993). Based on the appearance of food dishes and a willingness to taste new foods data can be used to detect neophobia in food signs (Bäckström, Pirttilä-Backman, & Tuofila, 2004; McFarlance & Pliner, 1997. In children there is natural mechanism to avoid eating harmful products in the vicinity (Birch, Gunder, Grimm-Thomas, & Laing, 1998; Cashdan, 1998; Wright, 1991). In order to prevent consuming poisonous plants (Glander, 1982) children instinctively avoid bitter food (Mc Burney & Gent, 1979), which is proposed to draw on adult neurobiological hedonic processes (Steiner, 1979) (Stein

et al., 2003). Loosing bitter taste aversions and learning to enjoy lesser or greater degree mainly in drinks and vegetables is very obvious (Stein, Nagai, Nakagawa, & Beauchamp, 2003), An increase in adaptive variety in omnivorous is resulted by an adaption in taste (Raynor & Epstein, 2001). Citrus fruits and some families of vegetables reach the levels of acceptance through repeated exposure to the users (Birch & Marlin, 1982; Pliner, 1982; Rolls, 1994). Some food items with low acceptance percentage are understood to contain certain phyto-chemicals with a very low risk of certain cancer types (reviewed by Birt, Hendrich, & Wang, 2001). Food neophobia may discourage children and adults to eat certain food items (Kelder et al., 1994). Even in the absence of food items people with high food neophobia level will avoid to taste new food items (Pliner, Pelchat, & Grabski, 1993).

The food neophobia decreases with age (Koivisto-Hursti & Sjo¨den, 1997), the characteristic decreases with the age and it becomes stable with adulthood (Koivisto-Hursti & Sjo¨den, 1996; Rigal et al., 2006). With an increase in age and increase in the encounter with food items the food neophobia decreases from childhood, adolescence, and adulthood (Raynor & Epstein, 2001).

Food neophobia is likely to continue to decline during childhood, adolescence, and adulthood. Not to decrease would be insufficient for survival and reproductive rates in our species, as the omnivorous nature of humans means that we have diverse nutritional requirements that can only be obtained from an equally varied diet (Raynor & Epstein, 2001). The gradient at which this loss of neophobia occurs is likely to be less pronounced in teenage and adult populations compared to adolescents. As children mature, their encounters with food are more varied and frequent; thus, they will become less neo-phobic because less items are unfamiliar to them and they will have formed a range of likes and dislikes (Cooke & Wardle, 2005). Food neophobia is linked to practical intake influences and rationalizes food neophobia concern for feed advance (Stratton, et. al. 2015). The relationship between arbitrary standard and intention to eat is moderated only by food neophobia. (Ting, H., Et.al. 2016). Food fussiness and FN demonstrate substantial ancestry at 16 months; moreover, shared environmental influences such as the home climate have impacted the expression of FF in more interindividual ways than in the FN. Much of the etiology of FF and FN. (Smith, A. D.Et. al.2017)A total of 13 instruments have been established to measure food neophobia-Svendsen Et.al. 2017). The possibility of insect entry into the diet is growing steadily and some advantages have been speculated, for both human and the ecosystem.(La Barbera, Et.al, 2018). The causal relation between the systems studied. Though tour guides have had nothing to do with food neophobia, the food presence of visitors has adversely influenced and limited the amount of neophobia.(Caber, Et.al. 2018). It may be worth considering food neophobia as comprising two distinct but related causes, and that at least certain specific personality traits might be the root of food neophobia. (Sogari, Et. Al., 2019). Strategies to increase vegetable intake in adolescents should be directed to increasing overall healthier eating and vegetable liking and to minimize food neophobia and enhance the positive sensory and natural attributes of vegetables. (Appleton Et. Al. 2019)

METHODOLOGY AND DATA COLLECTION

A convenience sample of 100 residents was taken from the residents of city Jalandhar, Punjab, India. A well-structured questionnaire was distributed through e-platforms and hard

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copies to get the data for analysis. Out of targeted respondents 69 properly filled data sources were received from target population.

The survey was subjected to collect data for the past experience (PE) with local and fusion/modern food dishes, items in FNS, FAS and demographic profiles of the respondents. The general behaviour of the respondents towards the new food dishes was recorded in FNS and their past experiences with modern/fucion food and local food dishes was recorded as PE (past experience) and FAS items. FNS model was used with a five-point Likert-type scale affixed to collect responses from the target population ranging between "strongly disagree" to "strongly agree". Out of total ten attributes half were designed in a confirmatory tone and other five in a reverse tone. Responding population have showed their perception and past experience to the attributes associated with trying new food dishes from different cuisines. All the 46 items in the questionnaire to collect the data for food attributes fir in the FNS model fall under five broad magnitudes, as: 1) positive affective factor (PAF; e.g., "It is lively to try new food dishes"); 2) negative affective factor (NAF; e.g., "It is anxious to try new food dishes"); 3) abstract cognitive quality (ACQ; e.g., "I consider Local/Modern/fusion food to be healthy"); general sensory quality (GSQ; e.g., "I like the taste of new food dishes"); attitudes towards new and unfamiliar foods were shown in the third column assigned a Likert scale ranging between "strongly disagree" to "strongly agree"

ANALYSIS OF DATA

The data collected from the respondents was statistically derived in IBM SPSS with the help of predefined tools as calculation of mean scores, factor analysis (Confirmatory and exploratory) and measurement of standard deviation for all the variables. On examining the less fit of model for the data collected, Exploratory factor analysis was also performed. Reliability of the scale was also checked (for all derived variables). T test was used to compare the means for degree of food neophobia with reference to age, gender, previous food experience and residential locations of the respondents.

RESULTS

A total of 69 completed questionnaires were received with an answer rate of 69%. By exploring the distances of Mahalanobis and the corresponding test (chi square) with values (p<.001), such 4 multivariate outliers were excluded from the further statistical testing. There was a somewhat even-handed division between the sexes, with females responsible for 55.4%.

Respondents aged from 18 to 28 years of age, with most of responding individuals of age 18 and 20 years (56.9 percent). Similarly, 40.0 per cent of responding population is observed to dine at least once a week away from home or house, with 38.5 per cent paying up to 1500 rupees a week. On the other hand, with an average 67.7% of respondents spend an amount ranging between 100 and 300 Indian rupees for lunch and 36.9% devote a similar sum of rupees for dinner. The major part of residents (89.2 per cent) resided mainly in the urban areas with 64.6 per cent describing their place of residence as a small town, big town, or agricultural town. In comparison, 49.2 per cent of the community stayed in the urban region between one and three years.

Table.1

Indicators	Standardised Loading	Squared Correlation	Multiple
I have less/no trust in new food dishes.	.81	.43	
I eat specific foods particularly.	.80	.66	
I try not to eat food dishes I am not familiar with.	.74	.54	
I can eat anything healthy and safe to eat.	.73	.34	
Tasting new food dishes do not bother me at all.	.67	.30	
I like to try new & varied food dishes.	.66	.38	
Ethnic dishes from different cuisines are good to try.	.64	.45	
I try new food dishes available in parties	.62	.63	
Food from international destinations is welcomed.	.58	.53	
I do not like eating food with ethnic origin	.55	.41	

Significance level .001

$(\chi 2 \ (25) = 32.69, \ p > .139; \ RMSEA = .07; \ GFI = .90; \ \square = .90)$

Effectively framed objects have been recoded to reproduce processes for scale production (Pliner & Hobden, 1992). (Pliner & Hobden, 1992). A preliminary reliability evaluation has been conducted before the CFA. Results revealed that the 0.90 Cronbach alpha was very accurate. The one-dimensional pattern of Pliner and Hobden ($\mu 2 \ (35) = 52.32, \ p > .03$), while marginal, was endorsed (RMSEA=.09; GFI=.84). Their recommendation is that for U.S.-based specimens, an eight-item, one-dimensional model provides the best fit for correlating errors in measurement of the positive-formulated indicator ($\cdot 2 \ (14) = 21.48, \ p > .09$; RMSEA =.09, GFI =.92). The eight-item unit model is best fit for measuring the dimensionality of food neophobia. Changes were expected to achieve the most suitable match ($\mu 2 \ (25) = 32.69, \ p > .139$; RMSA =.07; GFI =.90) with 10 items retained, but allowed for correlating the measuring errors in positive items (Table 1).

MEAN SCORES:

The average factor for all 10 elements has been determined for each respondent. The answers were then classified in super-food neophobic and gentle-food neophobic categories with the average cut-off ranking. The PAFLocal, NAFLocal, PAFModern/fusion, NAFModern/fusion, ACQModern/fusion, and SSQ Modern/fusion factor scores have been produced. The results of analyzes showed that respondent with low levels of nutritional neophobia are more likely to receive a higher Positive Statement (PAFLocal ($t = 2.13, \ p < 0.05$).

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Although the results were not significant, super -food neophobic respondents tended to have higher NAF Local and NAF Modern/fusion scores that showed negative attitudes to the Local and Modern/fusion kitchens.

There were no major variations in age, ethnicity, or features in residential space prior to entering university according to the study of mean differences for food neophobia. This may be because of the sample's homogeneity, since they come from very similar backgrounds. Although previous experiments have reported substantial age-based variations, the study could not have had an age spectrum adequate to demonstrate any differences. Interestingly enough, people who claimed that no Local or Modern/fusion restaurant had been attempted had a slightly higher mean food neophobia scores than those who reported a previous cooking experience (tLocal food =3.00, p <.01; tModern/fusion =3.06, p < 0.01)

CONCLUSION AND LIMITATIONS:

The outcomes from the survey resulted in a conclusion that the FAS model published by Aikman, et al. (2006), is not a best fit for measuring perception of population for a particular cuisine as a whole. However, mean scores established that the model is best fit to research the acceptance for particular food dishes and other attributes associated to these dishes. This model used for the dishes in the menu can help the restaurant managers and the owners to eliminate the negative attributes associated with food dishes in the menu. This study would help in the expansion of promotional stages and menu planning to discourse any perceived undesirable characteristics associated with the dishes. Thus the research area will assist the owners of restaurants to develop an acceptable but true menu and restaurant concept and to market it effectively. Even though the study was conducted taking a comparatively small sample size which of course makes it difficult to generalise the result of the study for a large population. The survey strengthens the positive possibilities in terms of using FNS and FAS models for market researches aims to define acceptance of food dishes in a target population.

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ANALYSIS OF THE CHALLENGES FACED BY LEISURE TRAVELLERS WITH THE ESTABLISHED MARKETING STRATEGIES OF HOTELS

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ABSTRACT

In any business, a strong marketing strategy is vital for building a brand image, attracting new customers and maintaining their loyalty. As customer loyalty is the key, therefore sales and marketing team dedicate their crucial time and resources for building brand awareness and creating ongoing, interconnected campaigns. However, customers encounter various challenges with the established hotels marketing strategies. Understanding the need of hotels marketing strategies and its impact on consumers purchase decision, satisfaction and loyalty, the present study is focused on the analysis of the challenges faced by leisure travellers with established hotels marketing strategies. The study will state the leisure traveller's perception towards the challenges of established marketing strategies of hotels and also suggest measures to improve marketing strategies of the hotels. To achieve the objectives of the study, structured questionnaire is developed indicating challenges with hotels marketing strategies and distributed to consumers of hotel industry using online platform. The structured questionnaire is divided into two sections. First section consisted demographic profile of the respondents, second section included challenges faced by leisure travellers with the established marketing strategies of the hotel and one open ended question to suggest measures to improve established marketing strategies of hotels. Central tendency technique has been used for the achievement of the objective on the challenges faced by leisure travellers with the existing marketing strategies of the hotel. The findings indicated that different hotel policies and prices on various websites, irritating emails and text messages, excessive communication, hotels not highlighting leisure activities and poorly designed websites are some the challenges faced by leisure travellers with the marketing strategies of the hotels. Hotels must allocate sufficient budgets for the effective marketing, must highlight leisure activities, must design effective websites with clear and complete content and must have their effective presence on traditional and social media.

KEYWORDS: Hotel Industry, Marketing Strategies, Challenges, Leisure Travellers

1. INTRODUCTION

Leisure travel and tourism is one of the largest segments of tourism in the world and United states of America is on the top in terms of leisure travel and tourism spending worldwide and India ranked fourth after USA, China and Germany in terms of leisure travel and tourism spending and this segment spending in India contributed to 240.5 billion US dollar in the year 2019 (Knoema, 2020). The contribution of leisure travel and tourism has increased from 50%

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in 2000 to 56% in the year 2018 and thus making it largest segment of tourism in the world (UNWTO, 2019). The worldwide leisure tourism market was 953.9 billion US dollars and expected to reach 1464.3 billion US dollars by 2026 (Businesswire, 2020). More than 57% of foreigners visited India for leisure and recreation purpose in the year 2019 (Ministry of Tourism, Government of India, 2020) and domestic leisure travel and tourism has also observed significant revival after the lockdown lifted in this pandemic period (The Times of India, 2020). Indian hospitality sector incurred estimated total revenue loss of Rs. 90,000 crores in the year 2020 due to COVID pandemic and after removal of lockdown and shutdown, Indian hospitality industry is partially recovering because of domestic leisure travellers (BW Hotelier, 2020). According to REVFINE which is a online platform for hotel, hospitality and travel industry, hotel marketing refers to the various marketing tools, techniques and strategies that hotels professionals use, in order to promote their products, services and facilities etc and to create a positive image of hotel in the mind of customers. Fundamentally, it is all about building a positive impression of the hotel, in order to attract as many guests and especially leisure travellers as possible (REVFINE, 2019).

Easily searchable presence of hotels on internet, targeting the right consumers, allocating more marketing budget, providing incentives to consumers, marketing of location, simple and easily accessible website and building a customer loyalty programs are some of the important marketing strategies adopted by hotels to attract consumers of hotel industry (Whitney, 2020). Digital marketing is one of the integral marketing strategy adopted by hotels for the promotion their business and in the world of technological competition, no one can the deny the importance of digital marketing. Digital marketing has become significant part of leisure travellers life and everything related totheir trip is managed by smart phones, email and social media channels (SiteMinder, 2020). Introducing customer relationship management programs, promoting travel packages (Weber &Ladkin, 2004), online chat rooms, online hotel consumer reviews, online travel advice, online hotel rating systems (Vippoman, 2006; Vermeluer & Seegers, 2009), promotion of health, safety and hotel quality standards using online platforms (Russilo et.al, 2007), promotion of hotel through global distribution system (GDS) (Laesser & Jäger, 2001: 16-17) etc are some of the techniques used by hotels to attract leisure travellers. Location of the hotel, prices of the products/services, dining options, unique leisure and recreational experiences, complimentary breakfast, WiFi, helpful concierge, spa and health club facilities are some of the promotional features of hotels which influences leisure travellers hotel selection (Green, 2020). Online marketing, email marketing, telemarketing, marketing through brochures and catalogue, television marketing, search engine marketing, content marketing, video marketing, social media marketing, face to face selling and direct mail are some of the forms of marketing strategies which are utilised by hotels for the promotion of their products and services amongst all segments of travellers (HubSpot, 2020).

There are various challenges faced by consumers of hotel industry with the established marketing strategies of hotels. Excessive communication of hotel products to consumers is one of the biggest challenge faced by them as over marketing make customers feel irritated about the hotel (Digital Doughnut, 2019). Poor website design like no visual appeal, bad quality photos, too many colors and fonts affects hotels creditability and can make hotel out of business (Twingenuity, 2017). Websites not providing useful and relevant information

about the hotel is also one of the challenge faced by consumers of hotel industry with the marketing strategies of hotels (Five Star Content, 2019). Traditional marketing sources like television, radio, newspapers etc. has reach in mass and that is why this media is considered as mass media and if hotels are not utilising their mass media effectively, it may influence loosing potential consumers of hotel (Lead squared, 2016). Hotels marketing strategies must highlight leisure activities as part of their main promotional facilities and failing this means loosing potential leisure travellers (REVENUE HUB, 2020). Search engine optimization (SEO) plays a significant role in the promotion of hotel and attracting potential customers. It is established fact that hotels which are easily visible on SEO have more chances to attract more customers in comparison to those hotels which are not easily visible on SEO. Thus hotels not easily searchable on SEO lacking in their established marketing strategies and are not able to attract potential customers and in turn it affects their business in long run (WebFX, 2020). Other challenges faced by leisure travellers with the established hotels marketing strategies which affects their hotels selection are non-presence on social media, different policies on different websites, irritating emails and text messages, non-availability on Global Distribution System (GDS), ineffective sales and marketing team and providing inadequate loyalty points etc.

2. Review of Literature

Mcguigan (2018) in the research article stated that Leisure travel is a form of travel where the primary motivation is to take a break from everyday life. Leisure travel is often characterized by staying in good resorts or hotels, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions. Most meals are eaten out when traveling for pleasure. Yavas and Babakus (2005) in their study revealed that leisure travellers hotels selection are influenced by entertainment lounges, exercise facilities/fitness centre laundry services, meeting facilities, safety and security provided in hotels, ease of making reservation, express check-in and check-out, ambience of the hotel and the room amenities provided in the guestrooms. Online reviews about the hotel facilities and services also play significant role in travellers decision making about the hotel selection (Ramanathan et al., 2017; Sharifi, 2019). Travellers usually checks online reviews of the customers about the hotel before they select particular hotel to avoid unpleasant hotel experiences (Nie et al., 2020). Location of the hotel, cleanliness standards and room amenities are some of the factors which influences leisure travellers purchase decision (Wang et al., 2020).

Marketing shows its importance for each segment of tourist and for hotel industry, since it presents itself as a tool and technique that contributes to better management of hotel operations and it also helps in defining appropriate strategies for their development, with the main objective, the increase in financial results (Virginia Tech, 2014). Parvej et al. (2018) in their study explained that social media marketing, marketing by internet and mobile applications, advertisement on Google, search engine optimization, online magazines by search engine marketing etc are some of the digital marketing tools that has changed the world of hospitality industry and it has helped attracting consumers to hotels and it also helped to understand the consumer behaviour of hospitality industry. Cooper et al. (2008) in their study described that for every organization there is a huge shift towards marketing strategies and explained the importance of marketing for hotel industry as there is a huge

increase in the number of travellers all over the world who always need accommodation as it is their primary need and there is increase in the competition as number of accommodation providers are also increasing. Talabi (2015) in study on the role of marketing in hotel industry explained that marketing of the hotel helps in creating brand name of the hotel and also helps in placing hotels products and services in the heart of consumers of hospitality industry. As marketing helps to build the reputation of the hotel, thus it helps in increasing customers flow in the hotel thereby making occupancy increasing and increase in hotels revenue. Thus it is evident that effective marketing strategies give hotels an edge over its competitors.

Hotels must take necessary precautions while designing their marketing strategies as ineffective marketing strategies can influence consumers in negative way and thus can lead to loosing potential customers. Tendency of excessive marketing is one of the problem with marketing strategies as it lead to more costs related to marketing and at the same time and it diminish the consumers rights and sometimes make them feeling irritated (Yong-bin, 2010). Some other problems with marketing strategies of hotels faced by travellers are poorly designed hotels websites, very less information on hotel website, improper use of traditional media etc. Table 1 is indicating previous studies on the major challenges faced by consumers of hotel industry with the established marketing strategies of hotels:

Sr. No.	Title of the Paper	Author/s	Challenges faced by consumers related to marketing strategies
1.	Creepy marketing: three dimensions of perceived excessive online privacy violation	Moore et al. (2015)	Excessive Communication
2.	The application of the modified balanced scorecard advanced hierarchy process extended to the economy, upscale, and luxury hotels' websites	Kim et al. (2014)	Websites are not well designed
3.	Evaluation of hotel website contents: existence-importance analysis	Salem and Čavlek (2016)	Very less information about hotel facilities, products and services.
4.	Assessment of the Effectiveness of Traditional Media for the Promotion of Tourism in This Digital Age in KwaZulu-Natal South Africa	Madondo et al. (2019)	Improper use of traditional media
5.	Evaluate the effectiveness of social media marketing on hotels	Russell (2010)	Non presence on social media
6.	Factors affecting consumers' decision for E-Hotel booking	Syed and Suroso (2018)	Different policies on different websites
7.	Recreational services in resort hotels: Customer satisfaction aspects	Costa et al. (2004)	Not highlighting leisure facilities
8.	Creepy marketing: three dimensions of perceived excessive online privacy	Moore et al. (2015)	Irritating emails and text messages

	violation		
9.	Search engine marketing: Transforming search engines into hotel distribution channels.	Paraskevas et al. (2011)	Not easily available on search engine optimization(seo)
10.	Marketing Hotels Using Global Distribution Systems	O'connor and Piccoli (2003)	Non availability on global distribution system
11.	Hotel Sales Decline and Opportunities For a Turnaround: The Case of a Selected Hotel Chain in Swaziland (2008–2010).	Kanokanga et al. (2014)	Ineffective sales and marketing team
12.	What do consumers want from a hotel loyalty program?	Oracle Hospitality	Inadequate loyalty points

3. OBJECTIVES OF THE STUDY

1. To analyse the challenges faced by leisure travellers with the established marketing strategies of hotels.
2. To suggest measures to hotel industry professionals to improve established hotels marketing strategy

4. RESEARCH METHODOLOGY

Sampling and Data Collection

The data for the present research paper were collected from the consumers of hotel industry especially from leisure travellers of the state of Uttar Pradesh, India. Digital platform Google form was used for the development and distribution of questionnaire to the respondents. The structured questionnaire was framed with closed-ended questions and one open ended question and was filled up by the respondents in the month of November and December, 2020. The questionnaire was divided into two sections. The first section consisted information on the demographic profile of leisure travellers. The second section included various closed ended questions on the challenges faced by leisure travellers with the established marketing strategies of the hotels and there was one open ended question on the suggestion from the respondents to improve the marketing strategies. To achieve the objective of analysis of challenges faced by leisure travellers with marketing strategies of hotel; questions on 12 items were asked on a likert scale of 1 to 5 where 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neutral, 4 indicates agree and 5 indicates strongly agree. The primary sources of data collection was structured questionnaire and secondary sources of information were national and international journals, Government reports, published research articles, theses, books, websites, magazines, newspapers, etc.

5. ANALYSIS AND FINDINGS

Demographic Characteristics Of Respondents

To accomplish the objectives of present research paper, a structured questionnaire was distributed through online platform Google Forms to 150 respondents of Uttar Pradesh in the month of November and December, 2020. 100 out of 150 respondents had filled and submitted the questionnaire. Table 2 represents the demographic profile of consumers of hotel industry. The obtained data shows that majority of the respondents were males (76%). 72% of surveyed population were of the age group between 18 to 30 years and 26% of surveyed population were of the age group between 31 to 40 years. The surveyed statistics shows that 27% of respondents are married, 71% single and 2% of respondents preferred not to mention their marital status. 56% of the respondents were undergraduate, 8% graduate, 27% postgraduate and 4% of the respondents having doctorate degree. The surveyed statistics indicates that 67% of respondents are students, 23% of respondents are having Government job, 6% respondents are working in private sector and 1% of respondents are pursuing their business. 3% of respondents are earning annual income up to 3 lakhs, 14% between 3 to 6 lakhs, 14% between 6 to 10 lakhs and 3% of respondents are earning annual income of more than 10 lakhs.

Profile Of The Respondents Related To Their Travel And Hotel Stay

79% of the respondents mentioned that they travel for leisure activities like natural sightseeing, visiting cultural and historical sites, adventure tourism etc. 84% of the respondents mentioned that hotels marketing strategies influence their hotel selection. 44% of the respondents prefer to stay in star category hotels, 18% of the respondents prefer to stay in non star category hotels, 23% of the respondents prefer to stay in heritage hotels and 15% of the respondents prefer to stay in supplementary accommodation.

Table 2. Demographic characteristics of respondents

Variables			(%)
Gender			
		Male	76
		Female	24
		Preferred not to say	-----
Age			
		18-30 years	72
		31-40 years	26
		41-50 years	1
		51-60 years	1
		Above 60 years	----
Marital	**Status**	Single	71
		Married	27
		Preferred not to say	2

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Educational Qualification

Undergraduate	56
Graduate	8
Postgraduate	27
Doctorate	4
Others	5

Occupation/Profession

Student	67
Government Job	23
Private Job	6
Business	1
Others	3

Annual Income

Not Earning	66
Up to 3 Lakhs	3
3-6 Lakhs	14
6-10 Lakhs	14
More than 10 Lakhs	3

Challenges Faced By Leisure Travellers With The Established Marketing Strategies Of Hotels

The first objective of the study is to analyse the challenges faced by leisure travellers with the established marketing strategies of hotels. On a Likert scale of 1(Strongly Disagree) to 5 (Strongly Agree) surveyed leisure travellers were asked to indicate the challenges with the hotels marketing strategies. Table 3 represents the total weighted score and weighted mean score of various problems of hotels marketing strategies. From the weighted mean score, it has been found that different policies on different websites is one of the biggest challenge faced by leisure travellers with the established marketing strategies of hotels (Weighted Mean Score= 3.66) followed by irritating emails and text messages (Weighted Mean Score= 3.42), excessive communication (Weighted Mean Score= 3.27) and hotels not highlighting leisure

activities (Weighted Mean Score= 3.18). Factors associated with different policies on various websites are online travel agencies offering various discounts and hotels had not updated

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their revised rates on hotel websites. The guest needs to unsubscribe the excessive emails and text messages sent by the hotel as the guest finds it irritating. Excessive telephone calls, messages on social media and distribution of pamphlets and flyers annoy the customers. Hotels must highlight and promote their leisure activities like swimming pool, health club/fitness centre, kids club, entertainment lounges and sports activities to attract the leisure travellers. Very less information about the hotels products/services has been ranked 5th (weighted mean score=3.14), inadequate loyalty points ranked 6th (Weighted Mean Score=3.1) and poorly designed websites ranked 7th (Weighted Mean Score= 3.08) as the challenges of hotels marketing strategies faced by leisure travellers. Some leisure travellers feel that number of hotels facilities or services promoted on marketing platforms are insufficient for them to understand the full facilities of the hotel. Leisure travellers also felt that hotels offering loyalty programs like giving discounts and benefits like room upgradation, complimentary meals etc. are unsatisfying for them. Respondents also felt that the images posted on websites portrays a fabricated look, absence of videos on hotel facilities, use of technical language to describe hotels features and improper use of fonts style are some of the factors associated with poorly designed websites. Improper use of traditional media and non presence on social media of hotels are jointly ranked 8th as the problem of hotels marketing strategies by leisure travellers with weighted mean score of 3.07. Some customers prefer conventional mode of marketing like television and radio commercials, advertisement on newspaper and magazines whereas in the world of technological advancement hotels are preferring marketing through digital platforms. Although most of the hotels these days utilising social media platforms still some of the hotels are not present on social media platform like Instagram, Facebook, Twitter etc. which may affects their reach in potential leisure travellers. Ineffective sales and marketing team (Weighted Mean Score= 3.03), non availability on global distribution system (Weighted Mean Score= 3.01) and not easily available on search engine optimization (SEO) (Weighted Mean Score= 2.92) are least influential challenging factors of hotels marketing strategies. At times hotels sales and marketing team may not be effective in delivering the right picture of hotels products and services, thus it may affects the potential customers. As GDS is global platform for marketing the hotel services and it includes other services for the consumers like arranging airlines/train tickets, car rentals etc. Therefore, hotels non presence on GDS may affects their potential global customers. Hotel with limited budget for marketing finds it difficult to be at par with other hotels in terms of availability on search engine optimization.

Challenges faced by leisure travellers related to hotels Marketing Strategies	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Weighted Total	Weighted Mean	Rank
Excessive Communication	11	12	31	31	15	100	327	3.27	**3**
Websites are not well designed	8	30	25	20	17	100	308	3.08	**7**
Very less information about hotel facilities/Products/Services	12	22	24	24	18	100	314	3.14	**5**
Improper use of traditional media	11	24	29	19	17	100	307	3.07	**8**
Non presence on social media	13	25	22	22	18	100	307	3.07	**8**
Different policies on different websites	5	9	25	37	24	100	366	3.66	**1**
Hotels not highlighting leisure activities	12	19	21	35	13	100	318	3.18	**4**
Irritating emails and text messages	14	11	23	23	29	100	342	3.42	**2**
Not easily available on search engine optimization (SEO)	17	23	22	27	11	100	292	2.92	**11**
Non availability on Global distribution system	13	19	33	24	11	100	301	3.01	**10**
Ineffective sales and marketing team	8	28	27	27	10	100	303	3.03	**9**
Inadequate loyalty points	10	25	23	29	13	100	310	3.1	**6**

Table 3: Challenges faced by leisure travellers with the established marketing strategies of hotels

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Suggestive Measures To Improve Established Hotels Marketing Strategies

It is suggested that the hotel professionals should allocate optimum budget for the marketing of the hotels products and services as effective marketing plays an important role in hotel operation and gives an edge over its competitors. Sufficient budget for marketing helps the hotel to position themselves on the top list of hotels on the search engine optimization. Hotels should utilise customer relationship marketing tool according to the various demographic profile of the consumers and various segments of hotel customers. Hotels must highlight and promote their leisure activities like swimming pool, health club/fitness centre, kids club, entertainment lounges and sports activities to attract the leisure travellers. Hotels must be honest while posting the images of hotels rooms and other services in terms of quality as unmatched images with the customers actual experience in the hotel creates a poor image of the hotel in the mind of the customers. It is also suggested that the hotels must upload videos related to hotel facilities to attract more customers, easy to understand language and complete information on websites and effective utilisation of color combination and fonts while designing hotel websites. To target all segments of customers, hotels must have their presence on social media as well as on traditional media. To expand hotels business globally, lodging establishments should register in global distribution systems (GDS) platforms like Amadeus, Sabre, Worldspan, Galileo etc. Hotels should train their marketing professionals to effectively sell hotels facilities and services to the potential customers. Hotels must acknowledge from the customers for their frequent promotion through emails, text messages and telephone calls. Hotels should be competitive enough to be at par with the online travel agent pricing policies.

6. CONCLUSION

The first objective of the study was to analyse the challenges faced by leisure travellers with the marketing strategies of the hotels. The findings of the study indicated that different hotel policies and variation in products price on different websites is one of the biggest challenge faced by leisure travellers with the established marketing strategies of the hotels. The other challenges of the marketing strategies faced by leisure travellers are irritating emails and text messages, excessive communication, hotels marketing not highlighting leisure activities, poorly designed websites and less information about hotel services/products on websites are some of the challenges faced by leisure travellers with the established marketing strategies of the hotels. Various suggestive measures to improve hotels marketing strategies are: hotels should be competitive enough to be at par with the online travel agent pricing policies, must have good budgets for marketing, must highlight leisure activities in their promotion to attract leisure travellers and must work on well website designing to retain their existing customers and to attract the potential new customers.

7. LIMITATION OF THE STUDY AND FUTURE SUGGESTIONS

As the surveyed population were the leisure travellers from the state of Uttar Pradesh, thus the findings cannot be generalised for entire population of India. As only 100 respondents had filled surveyed questionnaire which is very small sample size, thus the findings cannot be generalized for largely populated state like Uttar Pradesh. As the present study focused on leisure travellers, therefore in future studies relating challenges of hotels marketing strategies faced by business travellers or other segment of travellers can be conducted.

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8. THEORITICAL AND PRACTICAL IMPLICATIONS

This study will be helpful to the academicians of the hotel industry and to the academicians in the field of marketing. This study will also encourage researchers to add more in the field of hotels marketing. This study will also be of great help to the hotel industry professionals as they can work on their existing marketing strategies and can improve them in the more effective manner to suit the requirement of various segments of tourists. This study will also be helpful to the leisure travellers as it will improve the marketing strategies of the hotel and they receive enhanced information about hotels products and services in a much better way.

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Hotel Marketing Strategies during COVID-19: A perspective of Delhi 5-star Hotels

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Abstract

Hotels are implementing new techniques to set themselves up for accelerated recovery, but it is not 'business as normal'. They carve their business and marketing plans around the motif, right from the lockout to the Unlock-phase, to express new steps and initiatives. Hotels ensure that they hit the right chord with the crowd, from venturing into the food distribution area to providing work and stay packages and revealing concessional deals to organizing simulated activities, among others. Thus, there was lot od scope for the study on various marketing strategies that the five-star Hotels of Delhi are strategizing to attract tourism during COVID-19. A study was conducted with marketing directors of five-star hotels to reveal the hotel recovery recovery strategy and reopening marketing plan. This study highlights the various marketing strategies and innovative techniques adopted during the crisis.
Keywords: Covid-19, marketing, strategies, five-star hotels, Delhi

Introduction

The hotel industry is vulnerable to epidemics, natural disasters and terrorist threats arising from unexpected disasters (Chan and Lam, 2013; Chen, 2011; Jayawardena et al., 2008; Hung et al., 2018; Lo et al., 2006; Min et al., 2009; Paraskevas, 2013; Racherla and Hu, 2009). According to Nguyen et al. (2017), hotels at a coastal destination in Japan provided the housing, refuge and supplies of Evacuees when this area was devastated by the Great East Japan Earthquake and Tsunami 2011. We concentrate on epidemics in this paper: as the fears of visitors regarding protection and health threats increase, epidemics will directly impact Travel actions by individuals (Mao et al., 2010). Hotels have adopted various marketing strategies to attract tourists and for guest satisfaction.

Minimize physical touch with Artificial intelligence and robotics

Owners of hotels are starting to pay Closer exposure to the possible advantages of and uses of, artificial intelligence (AI), Of hotel operations activities, including robots (Zabin, 2019). A

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growing amount of Research has concentrated on the hotel-related effects of AI and robotics on individuals and Level of organization (Li et al., 2019; Lu et al., 2019; Tussyadiah, 2020; Wing and Tung, 2018).

Furthermore, provided the position of social distancing as an efficient technique of prevention against COVID-19, the adoption of hotel AI and robotics, especially in high-contact scenarios, may Assist in protecting visitors and frontline support personnel. We concentrate, thus on AI and Robotics as a post-COVID-19 trend in hotel management and marketing.

The changing hotel service world gives hoteliers an ability to best represent and delight customers through AI and robotics in creative ways (Huang and Rust, 2018). A recent service model (Kuo et al., 2017) and an evolving research area reflect the application of AI and robotics in hotels (Tuominen and Ascencao, 2016). Studies have explored AI and robotics use from diverse viewpoints in hotels. Kuo et al. (2017), for instance, suggested that service creativity using robotics would boost the sustainable productivity of hotels. They also defined six factors that could affect the creation of hotel service robots: government funding, business development and advancement of the robotics industry, as well as the capacity of hotels to improve technologies, raise capital and develop talent (Kuo et al., 2017)

The new hotel standard in 2020, drawing on the previous comment regarding printing signs, means reducing as many physical contact points as possible. This goes beyond spaces, too. At their bars, cafes, and other outlets, hotels must consider all the multiple customer contact points. A helpful reopening guide for reference is the article by Savvy Hotelier on re-opening your restaurant after lockdown. Certainly, with signage, all of these shifting consumer habits can still be discussed. But as reported by the Wall Street Journal, more hotels are shifting to automation to enhance the guest experience in a post-COVID setting. Voice-activated digital assistants that can be configured, such as Alexa or Amazon's Google Assistant, to monitor lighting and run TVs. Mobile apps with features such as digital room keys and secure payment handling. Messenger chatbots will order new towels or dining facilities in the room easily, as well as answer frequently asked questions such as check-out time or operating hours of the restaurant.

Digital marketing takes centre-stage

In the last couple of months of the lockdown era people have increased the time spent on their mobile phones in an attempt to access interactive content. A research studying the key changes in the pattern of social media use during the COVID-19 lockout process was recently released by Datareportal. Co-operation at home resulted in a monumental growth of internet and digital activities, as per the study. GlobalWebIndex analysis has led to a similar trend. People use smart gadgets to invest much more time than they did in the first two months of 2020. Users devote an average of two hours and 24 minutes per day on social media, multi-networking over an average of eight social networks and messaging apps. Daily internet traffic this year has increased by as much as 30 percent, according to an estimate by the tech solution provider Akamai. The aforementioned estimates are sufficient to substantiate the results that a wide number of audiences are drawn to multimedia, social and network content.

Health and health care

Many individuals have started to rethink their behaviors in the wake of the COVID-19 pandemic (Wang et al., 2020) and concentrate on physical and emotional well-being. Helping guests lead a healthier lifestyle could become a post-pandemic theme for hotels, given this increasingly popular customer need. For instance, the marketing mix of hotels is likely to become more popular with meditation programs, digital detox programs, exercise programs, healthier diet programs, and sleep hygiene programs. In these conditions, it seems desirable to further discuss how hotels should design tailored items to increase the well-being of visitors and maximize the guest experience. In particular, researchers should explore how to exploit the behavioral details of visitors and their history of consumption (Mariani, 2019; Mariani et al., 2018; Mariani and Perez Vega, 2020) (e.g. styles of purchased meals, visits to hotel workout centers, use of in-house spa/wellness facilities) and use predictive analytics to construct personalized health-fitness services.

"In Asia, 55 percent of millennials based their booking decisions on social media," says Apurva Chamaria, the chief revenue officer of the travel and hotel tech firm, RateGain, "according to data provided by Expedia." He claims that this figure will go up higher as guests look at social media for updates on property openings and understand safety measures.

Service, Safety, & Expectations for Cleanliness

On the hotel website, your covid-19 protection and cleanliness protocols must be clearly displayed. to meet their wishes, you have to convince visitors that you have gone beyond and above your normal "high standards". This is what your hotel will claim on your website re: covid right now: your preventive approach and protocols for defence (*updated*)

- your transparent position on cancellations (i strongly recommend waiving booking cancellation fees entirely right now.)
- number of touch if guests have any concerns or questions
- frequently asked questions (here's how to write a covid faq page for your hotel) about covid-19 and your hotel or destination
- how the hotel (and/or brand) interfaces with the local community

Cost-effective campaigns

Hotels will have to be extremely aggressive with promotional campaigns and spend at a time when corporations are hitting rock bottom. Hotels are investing in marketing instruments that will make them self-sufficient by assisting them in their everyday activities as we transition to post-COVID19 period industry practices. As the key platform for hotels to reach their followers, rope in new ones and create an environment of confidence, social networking has arisen.

Immunity Boosting Food

Many hotels in Delhi are focussing and have used food as a tool to attract tourists in current scenario. Food that are having health benefits are being promoted to attract guests. Like immunity booster laddus and sugar free desserts are the major attractions.

INTERACT WITH CUSTOMERS REGULARY

A Fuel Travel survey conducted earlier this summer found that even if they are not yet able to travel, 75 percent of North American leisure travellers are open to hotel communications. The topics about which the travellers were most interested in hearing are:

- Packages and specials for future stays
- What the estate does to protect visitors
- What the estate does to safeguard employees
- How the coronavirus impacts the region surrounding it
- Response of the property to COVID-19 and procedures

Connecting with customers is still required. Consistent communication is how hotels build a brand relationship and remain top-of-mind during a slow period or temporary hotel closure. Hotels can use social media platforms like Facebook and Instagram, generate and share stories on a hotel blog, and communicate via email on a regular basis using your CRM. An email list is arguably your hotel's greatest marketing asset, so don't be afraid to use it! Keep sending those precious, appropriate emails regularly. Whether it's a "Book Now, Stay Later" offer or useful content related to your destination, provide future guests with value now. Entertain, delight, inform, just consistently show up and show up.

Conclusion

A lasting impact on travel could be the global panic associated with COVID-19. In order to increase the trust of travellers and to help businesses to recover in a timely manner after this public health crisis, effective strategies are required. By addressing different consumption needs and taking steps to turn adversity into opportunity, the resilience and sustainability of the hotel industry can be solidified. These operations are correlated with expected patterns of consumer demand, such as traveller's health, contactless facilities, and environmental protection. A number of areas where professional knowledge needs to be advanced are revealed by the course of action of hotels in relation to this pandemic and the dynamic market demand. By reflecting on evolving traveller's, academia can contribute to the theoretical growth in hotel marketing and management. expectations and industry recovery programs to promote positive changes in industry practices after this pandemic. The hotels are looking and exploring various marketing strategies to attract tourists. The attractions are mainly based on the hygiene and health benefits that can attract tourists. Even the Hotels are targeting various social media tools to promote themselves.

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Medical Tourism in Jalandhar- challenges and opportunities

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Abstract

This paper attempts to probe the impact of marketing of medical tourism in India, medical tourism. Medical Tourism is one of the important form of tourism which was developed by the competitor for promoting cities, states, and countries in order to attract the tourist with the main motive of getting good healthcare and people with rare conditions may travel to countries where the treatment is better understood. It can have both positive and negative impacts on urban communities. There is a scope of medical tourism in India. The government should encourage private and government medical to promote medical tourism.

Key words:-*Medical, Tourism, Treatments*

Introduction:-

Jalandhar is the fast developing city it is located at Doaba region and situated at the center of Punjab. Jalandhar is rich in culture land of the Punjab. Jalandhar is emerged as a fast growing place of health tourism for domestic NRIs (from Punjab) and international people they are coming city hospitals for low cost medical service facilities according to available high cost of treatment which country or destination they are living. Only Jalandhar have big civil hospital with various kinds of the medical treatment or service facilities. Recently research published says in 2014 43.5% foreign tourist came in the Punjab for the purpose of medical treatment till 2020 estimate growth will be increase 10% to 20% in Jalandhar. This is well Connected with all places through roads, highway, and railways. Recently open domestic airport at the sub city of Jalandhar at Adampur city so that all person or tourist may easily travel for the health tourism that's helps in attract more tourist. The doctors of various kinds of hospitals that they provide all types of treatments with national international medical service standard at nominal cost. Now day Jalandhar city attract domestic tourist for the purpose of medical because of these facilities and medical service available in the Jalandhar. International class health experts, state of the art diagnostic and other treatments service like medical and Surgical related are provide in the city. Jalandhar , recognized mainly for its sports activities items and leather-based industry, is rising as a medical tourism vacation spot with more than 400 nursing houses equipped with extremely contemporary equipment's.

Objectives of the Study

1. To discuss significance growing medical tourism in Jalandhar.
2. To Identify the Major Advantages of Jalandhar as a Medical Tourism Destination

3. To find out the feasibility in the present scenario regarding emerging health tourism as hub of Jalandhar.

4. To Describe the Punjab Government's Initiatives for promoting Medical Tourism

Advantages of Medical Tourism in Jalandhar

Affected person out flow health tourism normally entails transporting sufferers from advanced countries to developing international locations in which they are able to get best price-effective treatment. Those patients do now not necessarily belong to the highest social bracket of their very own international locations, but they're typically more properly-off than maximum sufferers in the vacation spot countries. Maximum developing cities governments see health tourism as an opportunity to generate greater national income and accelerate the economy and therefore guide it strongly. The hospitals want to hold top infrastructure, group of workers and services to preserve to pull in patients allow us.

1. Reverse "Mind Drain"

Health Tourism encourages nicely educated medical doctors and nurses to stay in their native land and exercise their vocation. A few of the top hospitals in popular scientific tourism locations pay comparable salaries (taking into account shopping strength parity) compared to the hospitals in developed cities given comparable pay scales and international magnificence hospitals, even doctors from developed cities/States /countries are shifting to work in hospitals in those nations/cities /States.

2. Advanced Healthcare High-Quality and Precision

Health tourism improves the great of healthcare supplied via the United States of America and additionally complements the precision of the treatment. The health tourists call for excessive first-rate remedies and expect worldwide requirements for numerous techniques. Since health tourism has now evolved right into a full-fledged enterprise, international locations and hospitals have advanced intricate infrastructures to preserve this boom. Improvement of these infrastructures leads to the domino effect of attracting greater patients, similarly boosting the economic system.

3. Growth of the Health Tourism Hospitality Industry

The tourists include plans to check out critical tourist locations and loosen up after going thru the various treatments. in step with a file by who, in 2008, scientific tourism in a popular clinical tourism united states of America - Thailand - generated forty six to 52 billion baht (1 America greenback [US$] = 30 baht) of sales from clinical offerings further to 12 to thirteen billion baht from related tourism.

4. Contribution to the tourism industry

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The average revenue health tourism has given upward thrust to the health tourism hospitality industry. Motels, Resorts have arise solely to cater to medical vacationers who're convalescing from ensue from hotel and tourist fees for the people accompanying the medical traveler turned into 15% of the full medical fees in 2011 for Jalnadhar .

5. Revenue generated

As a result of health tourism lot of sales is generated with the aid of the approaching of the medical tourists in a country. The sports of the patients and the people traveling with them like staying in hotels, consumption of meals, sightseeing and so on. A dolomite file, estimated Jalandhar affected person outflow in 2007 at 750,00and projected its growth to upward thrust to 18,000, by using 2015. It's been expected through the Asian journal of management sciences that the Indian scientific tourism enterprise will attain $1.5 billion with the aid of 2018

6. Contribution of medical tourism within the Jalandhar economy

Many hospitals in Jalandhar are approved via international institutions and are supplying global-magnificence treatment at that fee which is relatively 40 % -50%.cmuch less than that of any other destination us of a. Acknowledging the significance of medical tourism in Jalandhar , authorities is attempting to steer the worldwide tourist visitors via imparting clinical visa. Generally a clinical visa is valid for 365 days, or the duration of treatment whichever is much less. The duration of medical visa can similarly be prolonged for twelve months with the permission of country authorities or faros, if prescribed by means of the specialized physician/specialized health facility. Jalandhar not only offers the health remedy however also different offering study, near 10000 foreign fitness traveler. It is predicted that it'll grow at a compound annual increase fee of over 13% and could attain up to 3, 00,000 by means of 2013.

Potentials of Health tourism in Jalandhar

Health tourism is gaining momentum in growing nations, towns, states. It's far perceived as one of the fastest growing segments in advertising 'vacation spot Jalandhar'. Jalandhar has end up a heaven for scientific vacationers due to the provision of value powerful excessive great treatment and overhead costs like 110traveling, lodging, sightseeing, meals and shopping are very lower priced in Jalandhar. From much less than 5000 sufferers visiting Jalandhar for clinical remedy five years in the past, the clinical tourism marketplace in Jalandhar is well worth estimate us$ 111 million, with approximately estimate 20000foreign patients coming every year. The medical care infrastructure in Jalandhar includes over ten thousand doctors; estimate 1500 hospitals consist of eleven authority's hospital. No matter an extensive public healthcare infrastructure, private area now dominates the market. Health management of Punjab is governed through the ministry of health and family welfare, which has 3 departments including department of Health, branch of family welfare, branch of ayush.

Excessive exceptional treatment at a fragment of the price, in contrast to western countries, makes Jalandhar a really perfect healthcare destination for noticeably specialized hospital therapy. The potentials of Jalandhar in the region of fitness tourism are identified through evaluating the health tourism products and carriers of the United States of America or kingdom

and the aggressive benefit of Jalandhar over other countries or home in attracting health vacationers.

Disadvantages of Health Travel in Jalandhar

1. Malpractice: Misdiagnosis for the duration of the remedy can result in unexpected damages even though hospitals offer malpractice coverage. Since travellers aren't privy to the felony rules in Punjab, this will purpose further issues.

2. Coverage insurance: Your insurance varies at the form of medical remedy taken. so earlier than searching for any treatment apprehend all of the data to keep away from any needless fees at some stage in your stay overseas. And because scientific travelers are ignorant of prison problems, it may reason problems to them on the grounds that in countries like us & United Kingdom criminal procedures are very obvious.

3. Publish operation healing: Most of the instances after the medical techniques, affected person have to do routine health take a look at with the equal health facility. However problems arise whilst the restoration time of method is longer and in such instances clinical tourists in India should set up stays out of doors the health facility on their own.

4. Tour cost: It is always encouraged for medical tourists to accompany someone even as traveling abroad for medical treatment. But this spurts the journey, accommodation and different payments.

5. First-rate of service might also range significantly from on health tourism facilitator to any other: Health tourism facilitators are available all shapes and sizes, and, looking at their web sites, it is difficult to accurately decide the real scope and nice of the services offered. as with most rising industries, there can be a multitude of organizations – a few little multiple guy operations, promising the arena, without a regulatory entity ensuring they supply the products. the internet most effective amplifies this problem as one website seems as top as every other.

6. Bias towards certain hospitals and destinations:

Manifestly medical tourism facilitators do not have the time or resources to go to each medical tourism destination or work with thirty one-of-a-kind worldwide hospitals. They should pick accurately from a limited variety – always defined as "the excellent". Obviously, you'll be directed to those hospitals and no longer others – even though they aren't always the best hospitals in your unique desires.

7. Having a 3rd celebration increases the danger of miscommunication:

Though perhaps no longer a huge concern in most people's minds, using a middleman will usually growth the threat of a mistakes or misinformation happening between each parties. Some thing as apparently harmless as mistaking pounds for kilos in a medical tourism patient's weight records, may want to cause the surgery being postponed or maybe cancelled. To lessen

the probability of mistakes, ensure that any critical statistics that is communicated over the phone is likewise sent in writing. Then double test with the medical tourism facilitator that each one faxed or scanned documents are legible.

8. You can a must pay more: Health tourism facilitators offer numerous conveniences however do need to make their cash somewhere. This could usually come from a health center fee, service charge (concierge price), or both. One manner or every other, these charges do have a way of trickling all the way down to the medical tourism patient regardless of what the medical tourism facilitator or sanatorium might also say.

9. Must pay for health tourism facilitator: This will depend on the policy of the hospital and facilitator. A few facilitators will request an enhance deposit and ask that you pay the stability on the medical institution. Others will have you ever pay the clinic without delay

Health Tourism Vendors \ Providers

Health Tourism companies are enterprises worried in the system of health tourism include healthcare carriers, travel groups, excursion courses, accommodations and lodges. services of health tourism providers include session with the applicable medical professional prior to arrival by means of e mail, cell phone and if wished by video convention, flight preparations & extensions / visa help, airport choose-up together with an ambulance if wanted, motel lodging, appointments with scientific experts, scientific tests, scheduling of all clinical appointments, coordination of the admissions

10.Language obstacles: Language limitations pose important undertaking in scientific tourism. The u.s.a may also provide expert doctors and relatively state-of-the-art scientific systems but if the medical doctors, nurses and other clinical body of workers do now not understand the language of the affected person, the entire procedure becomes extremely difficult for the affected person in addition to the team of workers. So the cultural and language obstacles additionally have an impact on demand.

• Brain drain: Inside the international locations with a pool of proficient doctors and nurses like India, it's far a major challenge to hold those professionals. There is shortage of such professional specialists in maximum international locations across the globe and for this reason they are supplied the quality salaries overseas. Mind drain takes area due to loss of opportunities within the domestic.

• Loss of infrastructure: Many developing nations which include India face issues due to negative infrastructural aid in clinical offerings. There are problems related to proper water and electricity deliver, poor hygiene in hospitals together with unhygienic surroundings, untidy group of workers and low great food and accommodations, at the side of poor air connectivity to support sufferers' inflow inside the country.

• Lack of professionalism: The medical staff in maximum growing countries lacks professionalism and behavioral components. the soft capabilities of clinical body of workers like warmth, problem, and friendliness, and professional talents like interpersonal talents, loyalty

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and appearance are nevertheless underdeveloped and it negatively affects the clients' provider enjoy.

• Problem in advertising: The nations like India also be afflicted by troubles of advertising in health tourism. There is a loss of first-rate accreditation and regulation inside the hospitals and other clinical service vendors. Other than this there is no uniform pricing and standardization of offerings appearing as barrier in constructing clients' consider on the offerings supplied.

• Felony issues: One of the extreme worries in medical tourism relate to variations in laws in unique nations. There aren't any uniform legal guidelines and moreover, in most countries there are vulnerable laws for malpractice in medical services which go away patients with fewer options to fight for their rights in case they are cheated or if something goes incorrect at some stage in the complete clinical manner.

Other Challenges On the part of insurance and allied offerings, the scientific tourism industry in India is also facing a few key bottlenecks. They may be: inadequate insurance cover, under evolved insurance market in India, coverage frauds and distant places agencies refusing reimbursement.

Lack of communication with tourism industry and its agents: The following demanding situations, due to the infrastructural elements in medical tourism area in India, are: terrible accessibility, lack of capital, lack of community participation and attention, loss of involvement from rural zone, loss of concern for sustainability, complex visa methods, lack of properly language translators, and bad airport facilities.

 Apart from those, there are some precise issues to promote medical tourism in India. They're: exceptional accreditations to the Indian hospitals and carrier vendors, schooling and improvement to the medical doctors, nurses and Para medical staffs, lack of consumer oriented technique.

Role of Punjab Government on Medical Tourism

Nearby our bodies and tourism minister Navjot Singh Sidhu said Punjab became running on a plan to broaden scientific tourism in key towns of the State. Like Jalandhar, Ludhiana, Mohali, Amritsar, Chandigarh and so on.

Sidhu said there has been an extended waiting listing for surgeries in metropolitan cities and patients in Delhi and other places might choose Punjab alternatively for medical remedy. "Punjab can use its prime land in locations like Jalandhar and Ropar, that's near Chandigarh, or Patiala and Amritsar, as equity and collaborate with world class gamers for putting in place modern-day services," he said.

The minister introduced that the presence of worldwide airports for Punjabi Diaspora spread in over sixty seven countries, except proximity to massive markets along with Delhi, Haryana, Rajasthan, Himachal Pradesh, Uttar Pradesh and Jammu & Kashmir, besides passing out of

greater than sixteen,000 clinical experts every yr might additionally give a boost to scientific tourism inside the kingdom.

Recommendation and Suggestions

1. Quality of the service and facilities in hospital industry should be in improved. They have to follow up the international \ national quality system in all aspects.

2. For international tourist visa rule should be easy in case of health tourism. Its is important for that Punjab government have to do work on that factor or problem. If it will be improve so easily arrive by the international tourist in Jalandhar.

3. Jalandhar Health Tourism industry has to follow the rule of target market. So they can increase the potential health tourism in Jalandhar. Target market should be international and domestic.

4. In Jalandhar large number of NRI's are there so health industry as well as Punjab government have to do special work on attract to them in Jalandhar. That through currency of other countries will be come in Jalandhar and economic of Punjab as well as Jalandhar will be increase.

5. In Health industry (Jalandhar) competition factor is not there but many competitors in a national as well as international level. For increase the number of health tourist they have to make various strategies and implement it for growth oh health tourism.

6. Cost should be less and reliable from the others and easily affordable for the tourist.

7. Transport system should be good new roads should be constructed those link with the Jalandhar roads that through tourist easily arrive at the Jalandhar.

8. Punjab government has to make a special committee or health tourism department for boost up the growth of health tourism industry.

9. Punjab government has to make essential and standard rule, regulation for the health tourism.

10. Jalandhar has to prompt 'The Health Tourism".

11. Infrastructure of the city should be up for we attract the tourist.

12. Jalandhar has to increase the employment in the hospital industry so easily available the employ for the hospital industry. For the increase the medical institute and spread aware to the local public.

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Potentiality of Gastronomy to promote a state as a tourist destination: A case study of Jharkhand

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Abstract

In today's time Gastronomy has become an important tool in tourism development. It is also becoming an important and unique tool in establishing a good connection with tourist and the place they visit to. That is why, now a day's focus is also being given on gastronomy to promote regional flavors and tastes. As a new trend gastronomy tourism is coming up as a separate segment in the tourism market. ***According to Chrzan, "our minds often link places with food, especially when a place is a popular destination, since most travel involves eating some of the local cuisine" (Chrzan, 2007, p. 21).****The study was undertaken in state of Jharkhand to find out the potentiality of gastronomy to promote Jharkhand as a strong tourist destination for the tourist. The* ***tribal gastronomy*** *and all other regional delicacies of Jharkhand have wide range of food to offer to the tourist which can be act as a pull factor for domestic as well as for International tourist in the state. A Survey approach was used in the form of questionnaire to collect information on attitude and behavior of tourist with regards to above mentioned topic.*

Keywords: Gastronomy, Jharkhand, Tribal gastronomy.

INTRODUCTION

It's an old saying **"The way to win one's heart is through stomach"**. Foods not only satisfy the hunger of an individual but also create affection towards the person who cooks it and also connects him with love from the place where he has eaten that. Likewise in tourism industry also food is playing a vital role in attracting tourists towards a particular destination and motivating them to visit the place time and again. Tourists love to visit different places and now they are showing their immense interest in experiencing local food and culture of a region which are connecting them emotionally with a destination. The art of preparing and serving rich or delicate and appetizing food, the cooking styles of particular region is termed as **Gastronomy. Gastronomy** is basically the study of the relationship between **food** and **culture.** *Encyclopedia Britannica* (2000) defines gastronomy as the art of preparing and serving rich or delicate and appetizing food, the cooking styles of particular regions, and the science of good eating. According to Brillat-Savarin, "**Gastronomy is the knowledge and understanding of all that relates to man as he eats. Its purpose is to ensure the conservation of men, using the best food possible."**

One of the prime concerns of the tourist these days is to find the uniqueness in the place where they want to visit to. Food and beverages can provide that uniqueness to a place and can be used

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as a means of advertising and promoting a place as a tourism destination. A food identity can be used as tool for marketing and branding a region as a culinary tourism destination and can give a taste of a locality to the tourist.

Once Gastronomy Tourism was regarded as part of cultural tourism but now it has created has created a special and unique market for itself in various parts of the world. Gastronomy Tourism gives a reason to tourist to '**travel for food**' and to learn about new cultures through local gastronomic delights (Hall and Sharples, 2003). According to the UNWTO, Tourist love to spend their money on food and beverage during their visit and third of total tourist spending is dedicated to the food and beverages only. Apart from this, food is also a key factor in deciding vacation destinations for at least 25% of leisure tourists (UNWTO, 2012; 2017).

Although many studies identify and address the various factors which influence a tourist decision to opt for a particular destination, but very few **empirical** studies address the role of gastronomy in promoting a destination as a touristic place. Though majority of state & central tourism departments pay emphasis on culinary & tourism but the relationship between gastronomy and tourism is not well established yet and very few studies are reported in the hospitality literature that specifically address the gastronomy and tourism relationship.

Literature Review

The purpose of this research was to review prior studies involved in gastronomy and its connection to tourism. Moreover, main purpose is to determine how gastronomy can be utilized to promote a State like Jharkhand as a tourist destination and it can also be argued that gastronomy is a viable alternative for new destinations that cannot benefit from natural or cultural resources. Unlike other travel activities and attractions, which are considered to be seasonal, gastronomy is available throughout the year, any time of day, and in any weather.

(Hall and Mitchell, 2006), Food has got the recognition as integral part of the tourism product by the governments, business, and academics in the recent past. It is being considered as a means of differentiation for destination. It is also benefitted all the concerned stakeholders who linked the food with Tourism. Tourists may even feel to stay for a longer period in one place because of the availability of food products and related activities.

(Haven-Tang and Jones, 2006), Local food is one of the vital elements that can be helpful in creating a sense of 'place' and heighten appeal for a particular destination.

Howard (2001, p. 3), In his research conducted in the Napa Valley, reports that linking food with tourism has potential to increase number of visitor, increase the length of their stays and over all helpful in revenue generation.

*(**Wolf, 2002, p. 11**)*, explains that linking regional food with tourism can create a wonder for local populations in terms of economic development. Tourism inter-linked with local foods helps in supporting the livelihoods of producers who are involved in agriculture and also motivates them to maintain high standard of quality and purity in food and drink.

(**Jones and Jenkins, 2002, p. 115**) Food has developed from being a basic necessity for tourist consumption to being considered as an essential element of regional culture. Food is now used as a means of creating a new niche markets, supporting local identities, developing quality tourism in sustainable manner.

Jharkhand State & Gastronomy

Jharkhand is the 28th State of Indian Union which is carved out from the state Bihar in the year 2000. Jharkhand has 32 primitive tribal groups. Art, music, culture, food, dances and other such things of Jharkhand makes it a unique place. The state has blessed with beauty, heavily forest hills, wildlife, flora & fauna, enchanting rivers & splendid waterfalls. Apart from these Jharkhand state has good mineral resources and is a large producer of iron ore, copper ore, mica & asbestos. The State of Jharkhand is also blessed with immense bio-diversity, moderate climate, rich cultural and historical heritage, religious places of worship and ethnic aspects to make the State the ultimate destination for tourists.

Jharkhand state has wide variety of delicacy to offer. Here the traditional and regional food has great potential to attract someone in various ways. Though the state has major impact of its neighboring state like Bihar, Orissa, Chhattisgarh and West Bengal on their cuisine but still few of the unique features of Jharkhand cuisine could make it a place for food lovers and offers it distinctiveness.

Some of the prime ingredient used in the food preparation of Jharkhand makes them a unique in their identity. *Phooto, Khukri*, Bamboo *Shoot, Pumpkin flowers, Chana Peas, Urad Dal, Aloo,* Mutton, Ginger, Gram flour are few key ingredients of typical Jharkhand Cuisine. The state has tremendous variety of authentic food which could be offered to the tourists.

Phooto/Rugra is a type of edible mushroom that grows during monsoon season and is used as a vegetable. It has a high demand during the peak season. It is cooked with onion, garlic, ginger, turmeric & salt with cardamom & black pepper accompanied with both rice & parantha's.

Khukri can be considered to be a distinct cousin of *Phooto*. They resemble to Chanterelle Mushrooms. It has meaty & woody flavour. A typical Jharkhand meal includes **Dhuska**, which made up of urad dal & rice. Dhuska batter is left to ferment in the sun & then deep fried in oil. It is generally offered with spicy potato or tangy mutton and no curry is served. Dhuska is usually a breakfast item. It is normally served with traditional ghugni, which is a simple curry made with ghugni (black chickpeas preparation).*Chilka* is worth pancake. It is prepared by using rice flour and besan. It is mainly prepared in the households

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during festive seasons and special occasions served with a curry made with elephant's foot yam (called as "oal" locally), mutton curry, or chana dal chutney. ***Pittha*** is the famous steamed dish of Jharkhand having origin from West Bengal, usually stuffed with aloo ka chokha, different varieties of boiled dals, khoa, and etc. ***Bamboo Shoot Pakoras*** are relished by the people in state. Bamboo shoots are soaked in water for a week and then deep fried in besan batter gives a tangy taste in form of *pakoras.* ***Beng Saag*** is also one of the typical Jharkhandi Meal. ***Pumpkin flowers*** fried in besan batter are also included in a Jharkhand Meal.

In sweet dish ***dokkan dabba*** is served which is made of rice cooked in a special earthen pot without oil. They look like round stout puris floating in milk however tastes fantastic. ***Thikur, Dudhouri & Arsa*** is also served as desserts in Jharkhand. ***Arsa*** is basically a sweet dish prepared from rice flour and sugar or jaggery during festivals. The sweet dish considered as a symbol of a good harvest.

Meal can't be complete without a beverage. Jharkhandi's have their home made beer in the form of rice beer which is prepared by the local community locally known as ***Handiya.*** It is made from the 'ranu' tablet which is a combination of 20-25 herbs, which is mixed with boiled rice and left to ferment. Its hardy takes one week of time to being prepared. *Handiya* could be seen in almost every house. It is white, tangy, whey-like drink that is generally accompanied with roasted chana or *peas.* It is easily available roadside. One can find a women sitting under trees in haats, local markets with large earthen or aluminum pots & recycled beer/ alcohol bottles offering *handiya at* a nominal cost.

Despite such a variety in Jharkhandi food the dominance of Bengali, Oriya & Bihari food is very well accepted & appreciated in the state. However the limitation factor is that only a limited number of restaurants & other F&B Outlets promote Jharkhandi food thus many a times visitors are unable to relish the food of state. It is projected that the tourist inflow is going to grow many fold in the coming future & thus the requirement of food outlets would be there.

As per the **Tourism policy of Jharkhand, 2015**, Government of Jharkhand will put all the effort to promote rural tourism in a big way to showcase the customs, traditions festivals, **cuisines**, dances, art, music, etc. of the State so as attract foreign tourists in the State and augment the foreign exchange reserves of the country. Every effort will be made to promote the various fairs and festivals, traditional life styles and customs, dress and **food habits** of the people of Jharkhand so that tourists and visitors can get a chance to see and cherish the rich and varied cultural of the State.

From this literature review it can be observed that the local food preparations have a tremendous potential as a tourism product, and special interest of the tourists and spreading awareness among them about the local delicacy would be helpful in its marketing and promoting a place as a tourist destination.

Objectives
The current research has the following objectives:

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1. To find out the role of local food in attracting tourist.

2. To know about regional gastronomy of Jharkhand.

3. To identify the potentiality of Gastronomy in context to promoting Jharkhand as a tourist destination.

4. Use of gastronomy as a tool to market Jharkhand as a tourist destination.

Research Methodology

Research design

The paper is an exploratory research, which has been concerned with the analysis of available data as well as generation of primary data in terms of identification of regional cuisine. Quantitative approach of data collection was adopted in this study in order to find out the potentiality of Gastronomy in the state. The primary data has been collected through a structured questionnaire and secondary data through reliable web sources, news paper articles, journals, magazines, etc. .

Target population

The target population of the study included 100 people from various parts of Jharkhand. An exploratory study was conducted all over Jharkhand to take the opinion about the Jharkhand Gastronomy from the Local Population.

Sampling size

To conduct the survey, simple random and convenience method of sampling was used. The questionnaire has been circulated among the of people of various parts of Jharkhand

Data collection procedure

A Structured questionnaire is used. The questionnaire consist of ten closed-ended questions with predetermined set of responses helps to create better analysis.

DATA ANALYSIS & INTERPRETATION

The collected data has been analyzed in a systematic manner with a Likert's scale. Each question handled effectively in a sequencing manner. The data has been collected from the people from various parts of Jharkhand. The analysis and interpretation of data has been done with the help of pie charts. Following were the results of the questions requested.

1. **How often you go out and look for regional/Local food in a restaurant?**
   a) Frequently   b) Infrequently   c) Never   d) Can't say

Visitors look for regional/Local food in a restaurant

- Frequently
- Infrequently
- Never
- Can't say

47% | 38% | 10% | 5%
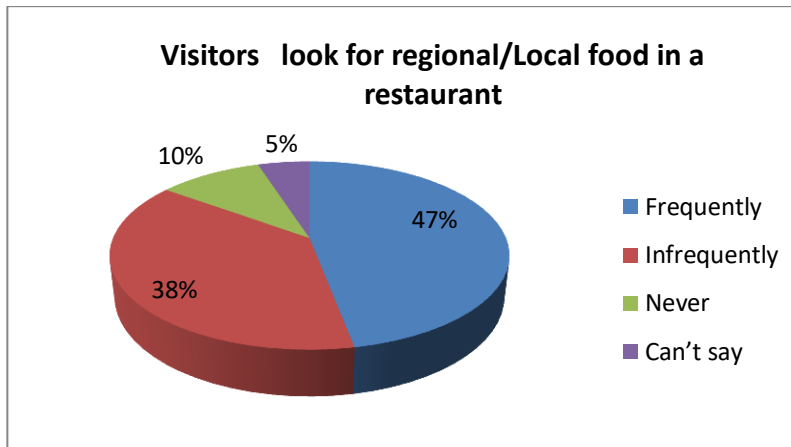
The first question asked the respondents about whether they prefer to have local/regional cuisine once they go out. About 47% of the look for local food quiet frequently, 38% love to have them occasionally, 10% of them are not at all look for regional food and 5% did not give their opinion. **This shows the interest of people towards their local cuisine.**

2. **What feedback do you get from a guest when you invite them at home and serve them some regional dishes?**
   a) Extremely Good   b) Good   c) Average   d) Bad   e)No Response

Feedback from a guest about homemade regional dishes

- Extremely Good-62
- Good-21
- Averag-7
- Bad-5
- No Response-5

62% | 21% | 7% | 5% | 5%
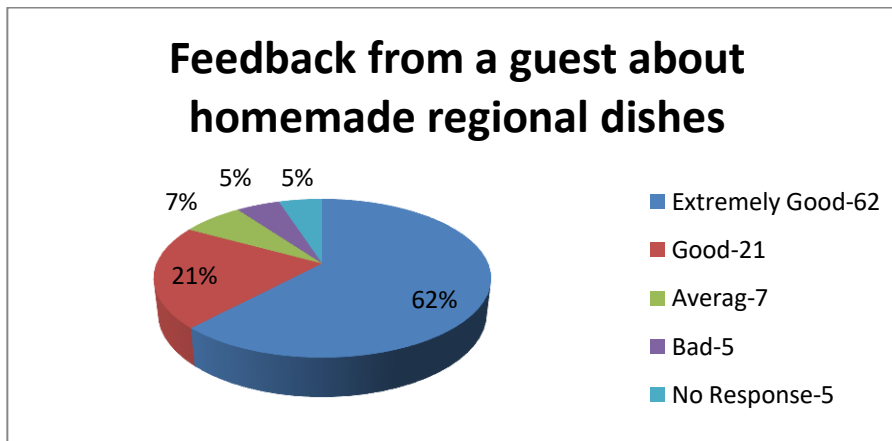
In the next question, the respondents were asked to give their feedback on the reaction that they receive when they invite someone at their home and serve them the regional dishes. As many as 62% of their guest really appreciate their food, 21% of guest says the food is ok. 7% of people find it average and 5% of people really dislike it. **It means there is a good response for the food of Jharkhand.**

3. **Do you have any idea about tribal's gastronomy?**
   a) Fully aware   b) Little bit   c) No idea- d) Just Heard

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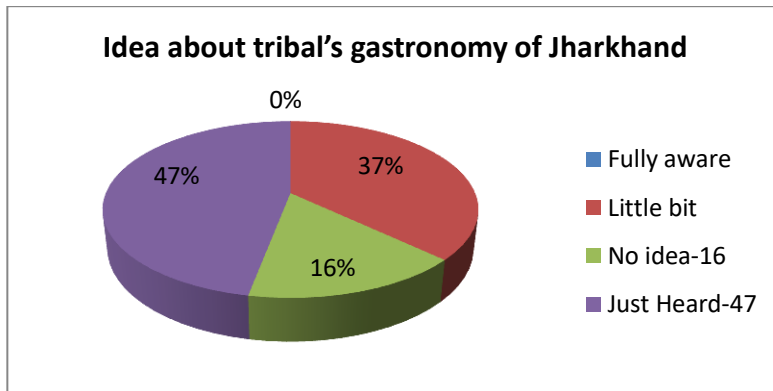
In the next question, the respondents were asked about the depth knowledge about tribal's gastronomy. Mostly around 47% of people have just heard about it, 37% of people know a bit about it, 16% of people have no idea about it and none of the people have in-depth knowledge about it. **It means Tribal's gastronomy is still to be explored nicely in Jharkhand to make a good use of it to get benefitted.**

4. **What do you feel about the regional/Local food of Jharkhand? Are they good enough to be accepted by the outsiders to satisfy their hunger?**
   a) Strongly Agree   b) Agree   c) No idea   d)   Totally   disagree
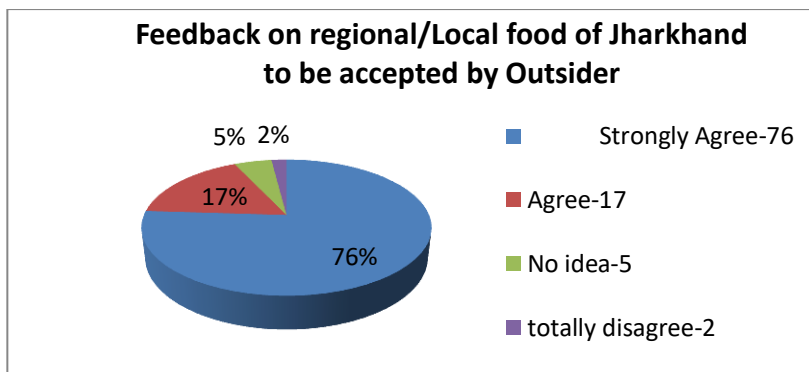
In the next question, the respondents were asked to give their opinion about the acceptability of food of Jharkhand to the outsider. 76% of total respondent were confident enough that Jharkhand food can easily be accepted by a tourist, 17% of them have also shown their upper hand, but 2% are not in the favour and 5% did not give any comment on this. **It means Jharkhand food has that potential which can attract a tourist to their location.**

5. **How do you rate the taste of local/regional food of Jharkhand?**
   a)   Extremely Good   b) Good   c) Average   d) below Average   e) Can't Say-
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Taste Rating on local/regional food of Jharkhand

- Extremely Good-51
- Good-21
- Average-11
- Below Average-5
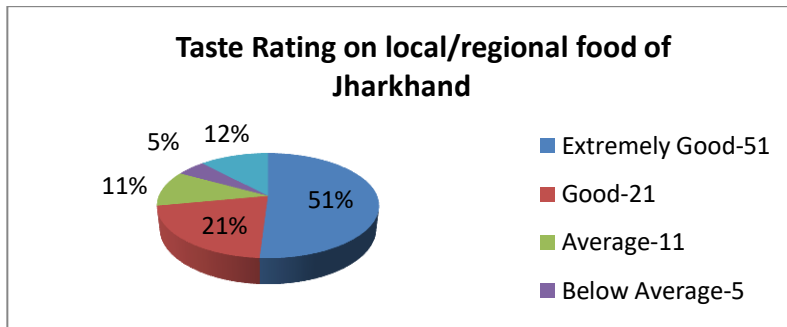
In the next question, the respondents were asked to give rating for the taste of Jharkhand regional food. It is great to see that around 51% of them are extremely influenced with the taste, 21% of them says that foods are good in taste, 11% rated it average and only 5% rated it below average. From this we can see that how delicious the food of Jharkhand is. It has potential to do miracle to pull the tourist to their place.

6. **Local / regional foods of Jharkhand are easily available in good restaurant of Jharkhand. What is your opinion?**
   a) Strongly Agree   b) Agree-18   c) Totally Disagree   d) No idea

Availability of Jharkhand's Local/regional food in good restaurant of Jharkhand

- Strongly Agree
- Agree
- Totally Disagree
- No idea
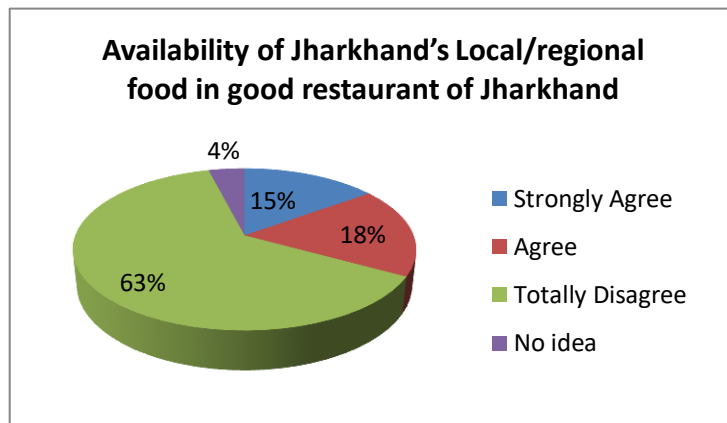
In the next question, the respondents were asked about the availability of Jharkhand Food in the good restaurant of Jharkhand but it is pity to see that 63% of people have the opinion that good Jharkhand foods are not available in good restaurants, 18% of them have opinion that foods are available in some good restaurant. 15% of them totally deny the availability and 4% have no idea. **From the above figure it can be traced out that food are not well promoted in the state.**

7. **How do you see the role of Gastronomy Tourism in promoting a place as Tourist destination?**
   a) Very effective   b)No impact   c) Average impact   d) No idea

Role of Gastronomy Tourism in promoting Jharkhand
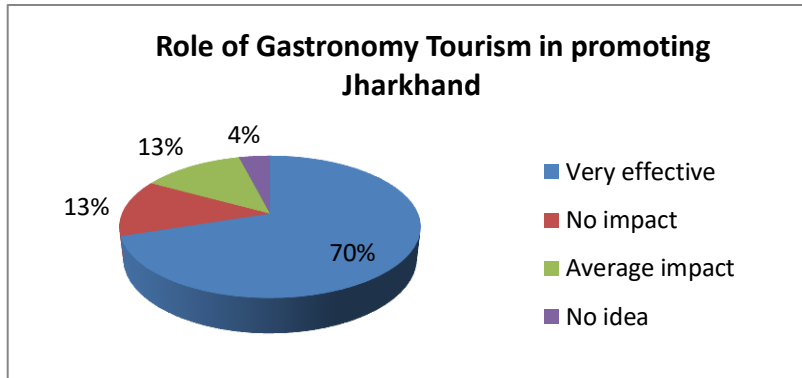
In the next question, the respondents were about the Gastronomy tourism to promote tourism in Jharkhand State. 70% of them have given their thumbs up, 13% of them feel that it is not going to led an impact on tourism, 13% of them find it not effective at all and 4% did not want to comment on this. **It is clear from the above figure that mostly people have faith that Gastronomy Tourism can be promoted in the state.**

8. **What is your opinion about the involvement of the Government of Jharkhand in promoting local/regional dishes for tourist in State?**
   a) High   b) Low   c) Average   d) No idea

Opinion on involvement of the Jharkhand Government in promoting local/regional dishes
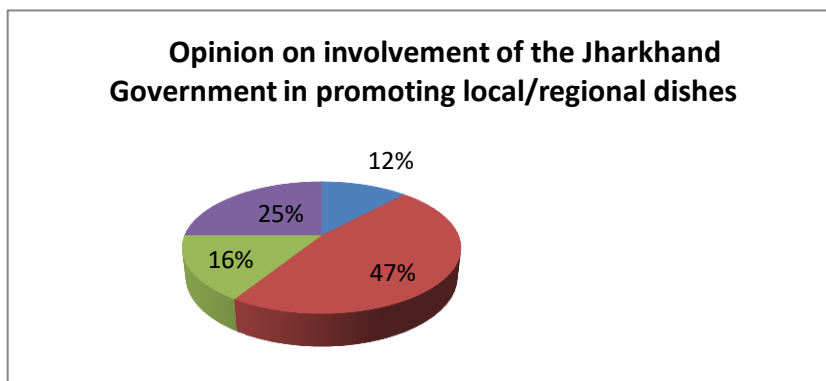
It is really sad to see that government involvement in promoting the local food of Jharkhand is not up to the marks. Around 47% of respondent feels that

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government is not very active in this regard, only 12% observe the active participation by the government, 16% considers the approach average and 15% of them have no idea.

9. **Did you find good restaurant in Jharkhand State serving authentic regional cuisine in any of the tourist destination?**
   a) Yes   b) NO   c) Few   d) Can't Say

Good restaurant in Jharkhand State serving authentic regional cuisine at tourist destination

- Yes-12 — 12%
- NO-66 — 66%
- Few-7 — 7%
- Can't Say-15 — 15%
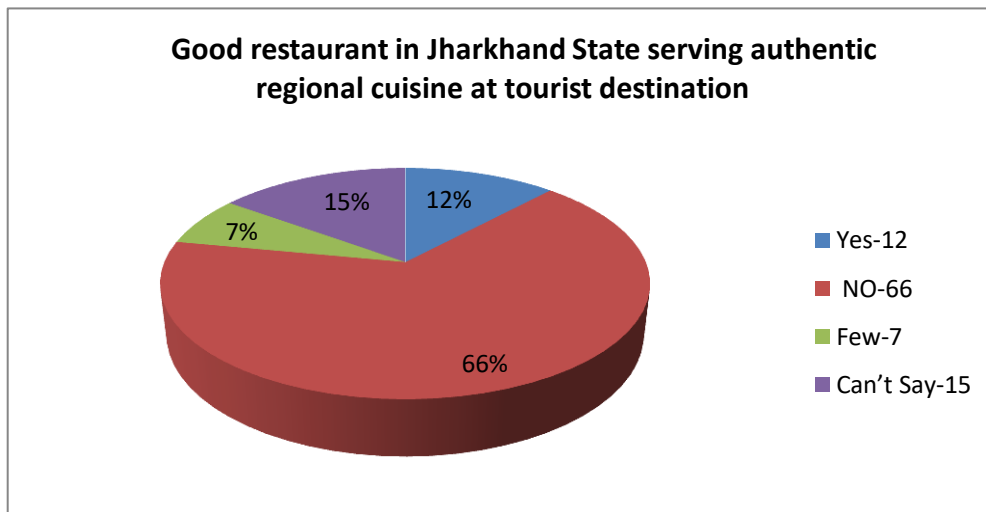
In the next question, the respondents were asked about the restaurant availability in Tourist destination serving authentic Jharkhand cuisine. 66% of them are not agreeing with it, 12% of them are only feels that it's available. 7% feels that there are restaurants but they are very limited in numbers and 15 % don't have any idea. **It means good restaurant are not available in most of the tourist places of Jharkhand.**

10. **Will it be fruitful if the Jharkhand cuisine be promoted nicely in the entire tourist destination of Jharkhand? Will that be able to attract tourist to the destination.**
   a) Strongly agree   b) Agree   c) Not very effective   d) totally disagree   e) can't say

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Jharkhand cuisine Can be promoted to attract the tourist
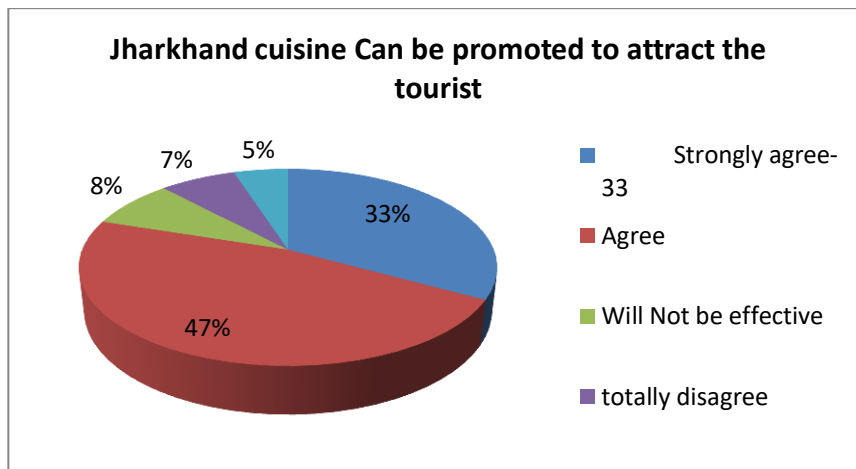
At last the respondents were asked that if the local cuisine will be well promoted in the state, will that be a good move to attract the tourist at different location of Jharkhand. 47% of them are agree with it and 33% of them were more confident to give their positive response towards it. It means majority of people are in favour of it. So, Food can be used as a tool to promote tourism in the state.

Conclusion & Suggestions:

From the above research we can conclude that Jharkhand state has variety of dishes to offer to the people but only concern is that it is not well promoted and explored in the state. Government of Jharkhand as well as local restaurant owners have to take that call to promote their regional cuisine on a good platform in such a manner that people coming to Jharkhand taste it and give their feedback to others to visit the place once for the sake of food as other state like Rajasthan is doing. Potentiality of Gastronomy can be used by Tourism Department of Jharkhand to promote the state as a tourist destination.

Though many efforts have been done by Jharkhand Tourism Development Corporation and other organisations in order to trigger tourism in Jharkhand below mentioned are few suggestions which could be used to promote the state tourism by using the tool of gastronomy.

➢ Promoting local or regional cuisine in good commercial restaurants and JTDC hotel's.
➢ Promoting village tourism as a package to make the tourist aware with the local tradition and food.
➢ Promoting research programme to know more about on tribal's gastronomy and other traditional gastronomy and incorporating them in to the cuisine which can be offered to the tourist to give them a authentic and traditional and unique taste.
➢ Promoting specialty restaurant offering Jharkhandi cuisine in major tourist place of Jharkhand.
➢ Promoting State Institute of Hotel management for giving their contribution in order to highlight the cuisine of Jharkhand by organizing event like food fest, etc.

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➤ Promoting Jharkhand cuisine on the tourism department website in order to create awareness among people.

➤ Developing literature on state gastronomy & proving popularity to it

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Enhancing Tourists' Experience through Technology

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Abstract

Information and communication technologies (ICTs) have been transforming the tourist experience drastically and is a major contributor in enhancing the tourist experience in the entire travel process. This paper sheds light on a three stage process by which technology influences customer experience and also includes newest modern trends shaping the tourism industry. Consumers are increasingly striving for experiences today. Due to digitalization and easy access to information on products and services available, consumers are more inclined towards unique, differentiated and captivating experience. In a market of increased global competition, companies could only gain competitive advantage by providing consumers with compelling experiences. To conclude, companies and consumers can jointly use digital methods to co-create enhanced tourist experience.

Key Words: Customer Experience, Technology, ICT, Social media

Introduction

Regularly evolving technology has become an important part of our lives. Also, newer technologies are taking the market by storm and the people are getting used to them in no time. Advancement in technology has influenced almost each and every sector of the industry in several ways. At times it makes employees work easier, quicker and quite conversely, on large scale technology had eaten up jobs of manual workers in manufacturing industries. Travel industry has been completely revolutionised with up gradation of technology. Undoubtedly, mobile technology and internet are the key drivers transforming travel. Planning customised trips have now became easier, affordable and convenient. In today's digital age where bookings are confirmed in a split second and an entire trip can be planned with a few taps of the finger, it's hard to imagine life back in 1950s, it would have taken 90 minutes to manually to process

the reservation, and the ticket would have cost more than today in real terms and not to forget visiting a travel agent for planning a family vacation was mandatory that time. However, now-days, plethora of options, travel plans, stay choices are available on websites such as trip advisor, quora and holidayiq according to the destinations you choose and budget you approve. Moreover, options of e-tickets and mobile check-ins saves you from standing in queues and carrying a lot of documents .Further, language is a major blockage while travelling to a foreign destination but translation applications has sorted this issue as well.

Taking about major players in tourism industry, use of ICT has speeded up operations, reduced operational costs, improved guest experience and enhanced facilities. Moreover ,digital advertising, hotels websites and review of past visitors speaks themselves.

Literature review

Consumers are increasingly striving for experiences today. Due to digitalization and easy access to information on products and services available, consumers are more inclined towards unique, differentiated and captivating experience. In a market of increased global competition, companies could only gain competitive advantage by providing consumers with compelling experiences (Morgan et al., 2010). The increasing use of ICTs not only influences society and people's everyday lives (Crouch &Desforges, 2003), but has drastically transformed the nature of how experiences are created (Crouch &Desforges, 2003).Gretzel, Fesenmaier and O'Leary (2006) identified the prominent role of technology in assisting travellers in all the stages of experience starting frompreliminary information search, decision making, planning, execution and after-travel experience sharing. In this process, technologies, such as websites, blogs, recommendation systems, virtual communities, social networking sites or mobile devices are implemented to facilitate travel activities and support the tourist experience (Gretzel et al., 2006). With these underlying forces,the traditional understanding of experience creation has changed and surely technological advances has levelled up the tourist experience.

Technology driven tourism (a three stage process)

Starting from the stage where "let's plan a holiday" is merely a thought and no location has been decided yet. This stage is called pre-planning stage in which information and communication

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technologies (ICTs) now support tourists throughout a range of travel activities from inspiration, preliminary search, to comparison, decision making and booking. In the pre-travel stage ICTs have unclosed new possibilities and ways for tourists to get inspired, receive personalised recommendations as well as plan and pre-experience tourism destinations online.

During travelling, mobile technology being your co-pilot moves with you and assists in navigation, communication, interaction, information retrieval and real time sharing through social media, blogs and location.

And the last stage is post- travel which constitutes sharing travel experiences, writing feedbacks and opinions. This stage gives immense power to traveller to share his hospitality experiences for airlines, hotels and other tourist's attractions. These reviews can add stars in your rating or can tarnish the reputation of a well-know hotel.

In this whole process, mechanisation has transformed travel, the way travel used to be done has changed completely due to gadgets, internet, social media and travel websites

Benefits of internet travel buying to customers

- The ease and convenience of searching, planning and buying online
- Online payment methods such as mobile wallets, internet banking and plastic cards saves time, hassle free transactions and even offers exciting cash backs fostering superior customer experience.
- Competitive prices, special discounts and unlimited add-ons
- Access to wide information regarding tourists attractions, markets, food and other recreational activities.

Latest trends augmenting travellers' experience

Luggage tracking: British airways are pioneers in this type of technology. They are providing RFID (radio frequency identification)chips to passengers for luggage enabling them to know the exact location of their suitcases in the loading process and ensure that luggage is being handled properly and safely.

Smart rooms: Using "ALEXA" and other alike devices in hotel rooms is genuinely raising the bar of facilities being provided. Adjusting room temperature, controlling lights, playing music, and so on. All and all, it gives a luxurious customer experience.

Virtual tours: Visiting a place, hotel and other destinations virtually before visiting it in reality. Hotels increasingly add online tours to their websites to offer an immersive visualization of their property and amenities. It not only increases foot fall but also provides and interactive experience to customers.

IOT (Internet of things) technology:it refers to physical objects, appliances or things having internet connectivity making them smart and interactive such as smart energy meters, internet connected vehicles and electronic key cards. It even allows customers to control other devices according to their needs.These resources stimulates automation, personalization and accelerates customer experiences.

Conclusion

ICTs as the catalyst of change (enhancer) which transforms the conventional tourist experience. This leads to a changed experience creation process (process) in which companies and consumers conjointly use ICTs to co-create enhanced tourist experiences. Finally, this leads to the new understanding of a Technology Enhanced Tourist Experience

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COMPARATIVE STUDY OF BUDGET ECO-FRIENDLY PRODUCTS USED IN 5-STAR HOTELS OF DELHI

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Abstract

This paper studied literature in order to find out the major factors affecting hotel guests and luxury chain hotel websites. Due to increased energy consumption and ozone depletion, the threat to the environment is constantly increasing. The responsibility of the hotels is much more than any other segment of the hospitality industry due to the 24-hour operational nature of the hotel.

Earlier research in this field suggested that the concept of ecohotels is increasing and traditional hotels are also being pressured by their guests to employ environmentally friendly practises and regulations have been pushed up by governments around the world. However, this study found that these procedures are not a major factor of attraction for the guest when choosing a hotel to stay, but may lead to dissatisfaction if there is no existing one.

A quantitative approach using close ended questionnaires was employed to gain an in-depth understanding of the beliefs of travelers in ecofriendly products. This study is a comparative analysis for the budget of housekeeping department.
This research also showed that while the hotels can only comply with government laws and regulations, they have a competitive advantage, but go beyond that.

Keywords-Hotels, Environment friendly, Ecotel, Guest satisfaction, Competitive advantage

Introduction

Demand for the hospitality sector is increasing day by day in modern times. People love holidaying and spending time in hotels for their various requirements resulting in hotels offering various services round the clock. This increase in demand and supply of hotel industry is creating a huge demand of energy and putting a heavy toll on the environment along with a heavy burden of solid waste and its management. In due course Water bodies, soil and air all are getting polluted.

These are the Hospitality Sector's negative environmental impacts. Because of these impacts, there is a longterm environmental impact as it leads to global climate change. Increasingly, this includes the greening of the hospitality industry and the development of carbon-neutral housing. Lodging is one of the hospitality sector's core fields. Hotel operations generate emissions of greenhouse gases, especially carbon dioxide, which is released into the air.

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The developmentof strategies, programmes and guidelines for green hotel management is currently fragmented in terms of formulation and implementation. Hence policies and guidelines on green management need to be put in place and those that have been formulated need to be implemented

The Indian Hotel Industry is having pivotal position among all the sectors of tourism industry of India. Hotel industry has significant potential due to its variety of services that leads to customer satisfaction. Initially hotel industry was homogeneous industry but now hotels keep taking efforts to stand out from crowd and attracting travelers by its differentiated products and services as well. Green concept in hotel industry is one of those differentiation strategies of the hotels to attract its customers. Now it is growing as niche because hotels differentiating themselves from their competitor hotels on the other hand they attracting customers through demonstration of less damaging hotels from environmental point of view. This technique of concern to environment helps hotels increasing their revenue and even save costs as well. This is because most of the traveler's population aware of the damage imposed on environment by day to day human activities, hotel industry demonstrating this concept of eco-friendly very strongly. Concern to environment by hotel industry leading to attract more and more travelers who having different mindset for environment friendly hotels. Being eco-friendly hotel one hand it giving a chance to compete market in different niche, and on the other hand it helps increasing hotel revenue as there is reduction of long term cost as well.

Concern to environment of hotels is in terms of waste reduction and recycling waste as well. It helps in increasing revenue because even cost point of view dispose of waste is expensive too, which reduces the significant profitability of the hotels. Other way of concern to environment in hotels is water management. Water efficient fixtures are being installed, even there is a practice of reuse of towel and linen with consent of guest keeping in mind environment issue of water conservation and reducing waste. Energy efficiency is also a way of environmental concern. Hotels has been using energy efficient lights, heating and cooling methods which conserve resources and there is cut down in energy bill as wellCombined with a clear policy aimed at highlighting environmentally conscious methods of service, these conservation methods ensure a lucrative venture in the hotel industry.

LITERATURE REVIEW

An interesting case is the hospitality industry, in that it exposes many of the conflicts that arise when environmental policies are implemented.

Environmental management is a broad term that covers issues such as environmental impact; sta in capacity, resource management and pollution.Sustainable innovation, as is widely recognised by experts and hotel managers alike, is a critical attribute in modern hotel management.

The impact of diffusion of innovation on the environmental marketing strategy will be increased by a supportive organizational environment.

The value of environmental conservation is important, and this definition is often used as a valuable marketing tactic to separate itself from competition.

The aim of a range of environmental conservation policies is on reducing electricity, water, chemicals, officeequipment, waste reduction, increasing the proportion of natural resources, aesthet icisation of the environment, noise and emissions reduction.

Consumers using hotel facilities are aware of India's environmentally friendly practises.

The competitive advantage of Indian hotels over comparable goods is that they follow green practises.

Environmental issues are becoming a global attention due to the decline of the environment quality. The industry can affect the environment in few ways such as over utilization of natural resources. Green public procurement is believed to have the potential to contribute to environmental improvement and diffusion of green technologies. Sustainable public procurement can aim broader and include all pillars of sustainability - economic, social and environmental.Green marketing covers a wide variety of practises, such as product alteration, improvements to manufacturing procedures, changes in packaging and promotional modification. Going green has become the latest mantra of success and people from all walks of life are talking about it. The Ecolabel would be regarded as essential instrument for environmental marketing. The supplier selection process is the most significant variable in the effective management of globalization, since it helps in achieving high-quality products along with environmental protection.
A combination of selecting suitable supplier selection criteria and tracking supplier output ensures that the advantages of buying strategic planning participation translate into improved cost, efficiency, execution, flexibility and innovation buying performance.

The ability of suppliers to provide product technology, assist in product creation and global scope, and the ability to foresee and respond to technological changes are essential determinants of their ability to provide a layer. Green practices are an environmental aspect that institutes and follows ecologically sound programs such as water and energy savings, reduction of solid waste andConsumption of energy. Environmental management embraces both technical and organizational activities aimed at reducing the environmental negative impact caused byfirm's operations. Environmental issues are increasingly recognized as a significant concern for tourism industries worldwide. Human resources can increase their qualifications regarding environmental environment and how to contribute to a better world. The concept of eco-innovation has gained an important role in adapting the tourism product to this new demand. The emergence of new technologies, increased environmental awareness, and changes in

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consumption patterns have led to marked changes in the tourism industry. Hotel guests consider some green practices, such as a reflective roofing system, a storm water management system, and guest training, as sincere efforts by hotels to be green and they complement them. Some hotel guests assert that hotels may just be using green practices as a marketing tool or to gain financial benefits. There has been a growing concern for a 'green' hotel in the view of customers as they experience an increased awareness of environmental damage and excessive consumption of goods, energy and water. The world is facing environmental issues, which include global climate change, ozone depletion, pollution, high consumption of resources and increasing amounts of solid waste.

Research Methodology

In order to study BUDGET ECO-FRIENDLY Goods, this study used a quantitative approach.

As the data collection tool, a questionnaire has been adopted. The questions were structured

to meet the study objectives. The questionnaire consists of closeended questions aimed at examining the budget for ecofriendly productsused in hotels and the budget for the use of these products in hotels.

The survey was performed using a questionnaire; the participant was Delhi's 5-star hotels.

Questionnaire contains a no question keeping in mind the different parameters/variables achieve the study goals.

Data Collection and Analysis

AGE X GENDER – CROSS TABLE

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * GENDER	40	100.0%	0	0.0%	40	100.0%

AGE * GENDER Crosstabulation

Count

| | GENDER | | Total |
	MALE	FEMALE	
18-30 YEARS	5	18	23
31-45 YEARS	2	3	5
AGE 46-64 YEARS	6	1	7
65 YEARS OVER	5	0	5
Total	18	22	40

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.878[a]	3	.001
Likelihood Ratio	18.494	3	.000
Linear-by-Linear Association	15.059	1	.000
N of Valid Cases	40		

a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is 2.25.

As significance value is .001 hence we can assume that there is relationship between the purchase of ecofriendly products in the Hotels.

Conclusion

The result which I found was hotels are using biodegradable products and they have plan to implement in future and the budget in comparison to normal products and biodegradable products is not much increasing. If the government makes a plan to go fully for these kind of products hotels are keen to implement and this way their budget is not much affected and the environment will be saved. This time this is the alarming situation and hotels are operational 24X7 so the concern is required the wastages coming for the hotels needs to decreases and they should use all biodegradable products.

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CLASSROOM TEACHING AND A PRODUCTIVE LEARNING ATMOSPHERE: A QUALITATIVE PERSPECTIVE

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ABSTRACT

Usually improvements in learning management include implementing different alternative learning approaches. Developing successful learning experience involves changing traditional learning. Teaching and learning synchronize guidance and evaluation of expected learning results. Despite the extensive literature on developing effective learning, the lack of clarification on how the relationship between effective teaching and efficient classroom will undoubtedly leave professionals and academia lacking specific guidelines about how to operationalize effective learning in real life. Between 2014 and 2019, a systematic literature review process was performed on articles in excellent educational journals. This paper adds to literature by collecting information about pedagogical strategies in successful learning development. In addition, a framework to operationalize producing successful learning is proposed to achieve a granular elaboration on the subject. Three elements constitute the system, namely the inherent ability of teachers, funding of educational institutions, and participatory participation of students. Every party's functions were derived from information in the examined literature.

Keywords: Productive Learning, Effective Teaching, Effective Classroom Management Effective Teaching, Management Effective Classroom

INTRODUCTION

Traditionally, developments in learning management include implementing different alternative learning approaches. Developing successful learning experience involves changing traditional learning. Teachers are expected to develop models of successful ways to execute lessons and help students create an engaging learning environment. It is argued that effective learning is specifically associated with teaching and instructional effectiveness.

Teaching and learning synchronize guidance and evaluation of expected learning results. Achieving the targets will be supported by including assignments in learning experiences that positively impact student learning effectiveness. However, imposing scores and grades as the performance indicator of quality education can mislead by assessing quality based on a collection of assessment instruments (Knight, 2017). The evaluation aim can be integrated into three key areas: feedback, inspiration and student learning (Kyriazi, 2015). Therefore it is critical that teachers have consistent teaching strategies during student interaction (Ismail, et al 2015). Teachers were accounted for creating an innovative classroom

environment. It underlines teachers' centrality in creating an innovative learning environment. Teachers are the central figure in identifying the most successful instructional techniques.

Several researches addressed different ways of using technologies and media to help students achieve their assignments (Alwi, Mahir, & Ismail, 2014). More open contact between students and teachers is expected to improve student knowledge absorption. Ngang and colleagues published another paper on the value of teacher leadership (2015). It is recommended that teacher leadership activities allow teaching and classroom management skills to be developed.

Despite the vast literature on developing effective learning, a lack of clarification on how the relationship between effective teaching and effective classroom will influence the development of effective learning seems possible. This situation would undoubtedly leave professionals and academia without specific instructions about how to operationalize effective learning by using effective classroom management and effective real-life instruction. This analysis discusses twenty-six articles in educational sources. Between 2014 and 2019, a systematic literature review was performed on papers written. This paper adds to literature by collecting information about pedagogical strategies in successful learning development. In addition, a framework to operationalize producing successful learning is proposed to achieve a granular elaboration on the subject.

The remainder of the paper is organized as follows: in the next section, the literature review process is elaborated. The next segment presents the viewpoint of productive literature learning. Findings from literature review are proposed in the fourth part. Discussion on finding and proposed methods for handling effective classroom and effective teaching to build effective learning is suggested in the next section. The final segment ends the document.

METHODS

The literature review was conducted under the Formal Literature Review Paradigm (Okoli & Schabram, 2010). About 26 publications were extensively reviewed in 9 excellent educational media outlets. Keywords such as Productive Learning, Effective Teaching, Effective Classroom Management Effective Teaching, and Management Effective Classroom were used to achieve the required publication. The core concepts of the reviewed papers were defined and then accumulated according to keywords.

This paper was published in the corresponding article in the literature review (Budiyanto, 2016). The observations obtained from the papers then pooled in Table 1. The matrix is the key source of structure construction in the article. Awareness built on the principles of effective learning, effective instruction, and effective classroom. More specifically, information of how to pursue the usefulness and reasoning extracted from such papers.

Learning Level	• Elementary	• Beginner
	• Intermediate	• Advance
Learning Method	• Using technology	• Interview
	• Formative test	• Observation

Development Method	• Web 2.0 • University Grant Commission resources • AICTE programs	• Constructivist Learning Environment Survey (CLES) • Learning Environment Assessment (LEA) • The Attitudes and Beliefs on Classroom Control (ABCC)

LITERATURE REVIEW

The theoretical structure proposed below was drawn from literature examined and other written material. The varieties and contradictions revealed by these short summaries can give some insight into successful learning study. Effective learning is seen as the best way to understand, monitor and verify if the methods and techniques applied have been effective for particular goals and contexts (Chris Watkins, Eileen Carnell, Caroline Lodge, 2002). Moreover, Chris Watkins (2007) summoned successful learning as the central processes of different contexts, and schools must be able to play a particular role in assisting learners in making an effective learning process during their time.

According to Tang & Chaw (2016) to determine learning efficacy could use updated Bloom's taxonomy pointers. The taxonomy was updated in 2001 with a few improvements in recall, master, introduce, perceive, measure, and realize groups. Rather than judging teachers, students must evaluate the efficacy of learning (Chris Watkins, 2007). Effective learning dimensions are all interconnected by four restrictions on future aspects, meta-learning, their learning process, how they learned. Active learners have learned to heed their tactics, priorities, performance, consequences, and meaning.

Productive learners are demonstrated by a variety of features such as being engaged, collaborative, vibrant conversation, and eagerly building teamwork knowledge. Students have showed the ability to formulate priorities and strategies, oversee their own learning, and be versatile under any circumstances (Chris Watkins, Eileen Carnell, Caroline Lodge, 2002). In the absence of a teacher who needs the active role of students in their own learning experiences, students cannot learn successfully (Chris Watkins, 2007). Such situation will likely diminish teachers' role in supplying student information. Therefore, the need for lesson plans is mandatory in establishing a healthy classroom management environment.

An successful learning model for education and learning practice, which has encouraged English by giving rich tools, an atmosphere, versatile time and space, will serve as SPOC-based, slipped-in school English classroom. (Zhang, E., Zhang, W., & Jin, C. 2018). Pedagogy of constructivism is ideal for teaching programming (Chis, A. E., Moldovan, A. N., Murphy, L., Pathak, P., & Muntean, C. H.2018). The most frequent grievances were long lectures, time limitations and poor morale in training and the position of teachers (Røe, Y., Rowe, M., Ødegaard, N. B., Sylliaas, H., & Dahl-Michelsen, T. 2019). Communitarian institutions invest in services to allow students more available and plan lessons such that professors acquire expertise in the course of the same lessons over time and build teaching strategy-based programs (Lancaster, J. R., & Lundberg, C. A. 2019).

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It can be inferred that successful learning can be accomplished by encouraging students to learn effectively anywhere, wherever. Teachers create a cohesive environment by encouraging cooperation within teamwork and community projects. Teachers will have real-world experience.

EFFECTIVE TEACHING WITH CLASSROOM MANAGEMENT

Effective teaching concept includes specific behaviours such as "talk expressive" or "highlight key points" It also includes universally perceived characteristics such as "active and energetic teacher" or "facilitate the lecture notes." These elements are independent of each other in that the student's assessment of the professor's organizational skills may differ greatly from the student's assessment of the professor's relationship with the student (Jimaa, 2013). The ultimate goal of teaching experience or education is to enable individuals to face the new situation of different association levels. It is understood that human reaction to a future life situation is affected by previous experiences (Olufunminiyi, 2015).

'Teaching characteristics' means the nature of the syllabus, evaluation and teaching concepts (Chris Watkins, Eileen Carnell, Caroline Lodge, 2002). Even if the teaching's external aspect is poorly prepared, classrooms and schools could implement effective coping learning. The syllabus discussing the big idea and giving the learner the big picture is very interesting. Learner compliance and ability to connect in different contexts should also be supported. In its decision, self-assessment uses social equality and increases learner's responsibility.

Literature identified effective teaching characteristics. The main behaviors for effective teaching involve the characteristics of teachers (Alemu, 2014). These include clarity in teaching delivery, instructional variety, task orientation instructor, and teacher involvement in learning process. The student success rate is the only external efficacy indicator. O'NEILL (2009) supports seeing the effective teaching characteristics from the teacher's attitude. Effective teachers would probably have high expectations of their pupils, while recognizing differences between individuals. They advocate a variety of pedagogy while controlling their teaching content. Teachers maintain responsibility promoting students. Effective teachers would prioritize providing a safe environment and building relationships among students. They monitor the progress of students to encourage them with appropriate feedback.

Effective teaching requires harmony between the characteristics of individual teachers and support from school administrators (Ismail et al., 2015). In a hand, teachers are accounted for specific attributes, such as well-prepared teaching materials and personal teaching and content delivery experience. On the other hand, school administrators are required to fully support teacher initiative in modifying curriculum and/or instructional strategies. Further support of school administrator may materialize in providing tools that facilitate teachers to effectively plan their lessons, including but not limited to internet access, LCD projectors, etc. While school administrators not only support teachers to innovate in new teaching strategies, they also need to enable teachers to acquire teaching and learning resources.

Effective classroom management is defined as the variable of classroom environment and general classroom instruction, supported by procedures, structure, expectations and feedback consistent across grades (Stichter et al., 2009). According to Talebi, Davodi, and Khoshroo (2015), the skills and techniques of effective classroom management are related to student academic achievement. What's more, the teacher-student emotional relationship potentially enhances student achievement. Verbal and

non-verbal skills are part of effective classroom management. Skills can influence individual student and community student behaviour. Depending on the teacher's behaviour, influence may be positive or negative.

To achieve positive educational outcomes, the ability of teachers to manage effective classroom and student behaviour management is substantial. In class management, teachers with behavior management and classroom discipline are often ineffective. Inability to manage their class could lead to low student achievement (Oliver & Reschly, 2007). There is a positive and significant correlation between academic achievement and classroom management (Talebi et al., 2015). Overall, student management and unconditional acceptance have the greatest impact on student achievement. Classroom teachers are suggested to be fair in dividing students' attention and avoiding discrimination. Teachers should be flexible to encourage classroom discussion and involvement of students.

An effective classroom setting requires class physical arrangement that facilitates learning processes (Oliver & Reschly, 2007). The arrangement allows teachers to mitigate existing problems caused by limited response to student questions and/or inability to control the behavior of the student. The arrangement optimizes classroom time utilization, especially during the transition of various classroom activities. It also benefits the nature and quality of student-positive classroom interactions.

Literature suggests an effective classroom has an overarching characteristic, is attributed as a teacher-led condition, but remains student-centred (Ismail et al., 2015). Such a condition can be created in a dynamic atmosphere that is expected to enhance student autonomy and initiative that led to a higher academic outcome Dobrescu & Grosu (2014). Effective classroom management, mainly due to the arrangement of the classroom's physical environment, management planning and programming activities, relationship management and communication in classroom and student behaviour management (Erdogan & Kurt, 2015).

Effective classroom management triggers positive student-teacher interaction. Students tend to be respectful when learning about them and indicate a equine response (Brown, 2005). Hence a congruent communication is considered contributing to creating effective learning. As the central actor in discussion, an effective classroom requires teachers to develop classroom management skills and knowledge. Teacher's understanding of classroom management is needed to improve teacher readiness for effective teacher training programs. Teacher leadership practice is an important aspect of improving effective classroom management practices especially for special education teachers, as Ngang et al said (2015). Teachers are responsible for creating a supportive, positive, orderly and conducive learning environment (Caner & Tertemiz, 2015). To achieve these ideal circumstances, school and classroom management strategies should be developed with constructivist approaches (Erdogan & Kurt (2015)). Classroom management should be prepared to create meaningful learning experience for all students, including those with disabilities.

DISCUSSIONS

This study started to answer the question: is there any relationship between effective classroom teachings to effective learning?

Across the literature, effective classroom management and effective teaching are necessary to create an effective learning environment. As Ismail and his associates (2015) suggest, determining the best learning strategy is an important aspect of teacher's creative role in the classroom. Effective teaching reflects effective learning and effective classroom management. Ismail et al. (2015) also theorized that effective teaching and effective learning is a function of interaction with the environment between teachers and their students, between students and students.

Literature shows that effective learning occurs for a number of reasons: when people are willing to be sensitive, students voluntarily play an active role in their own learning process, students learn from their failure, students actively seek knowledge, teachers develop lesson plans, and when classroom management creates a positive learning environment (Chris Watkins, 2007). Furthermore, there are several characteristics of the formation of effective teaching: clarity of lessons, instructional variety and orientation of teacher duties, involvement in the learning process and student success rate (Alemu, 2014) recognizing differences between individuals, using a variety of pedagogy, encouraging student responsibility, controlling their t content. And then there are also some features of effective classroom management, including: arrangements that facilitate learning, minimize distractions, use class time, ensure that the nature and quality of student interactions are positive, communicate the appropriate behavior for the classroom (Oliver & Reschly, 2007), creating a dynamic atmosphere that enhances student interest (Dobrescu & Grosu, 2014).

This paper, derived from reviewed literature, proposes a framework to help understand creating an effective learning environment. As shown in Figure 1, teachers may not create the expected learning environment independently but involve school administrators. Students also contribute to the environment as they must participate in learning processes.
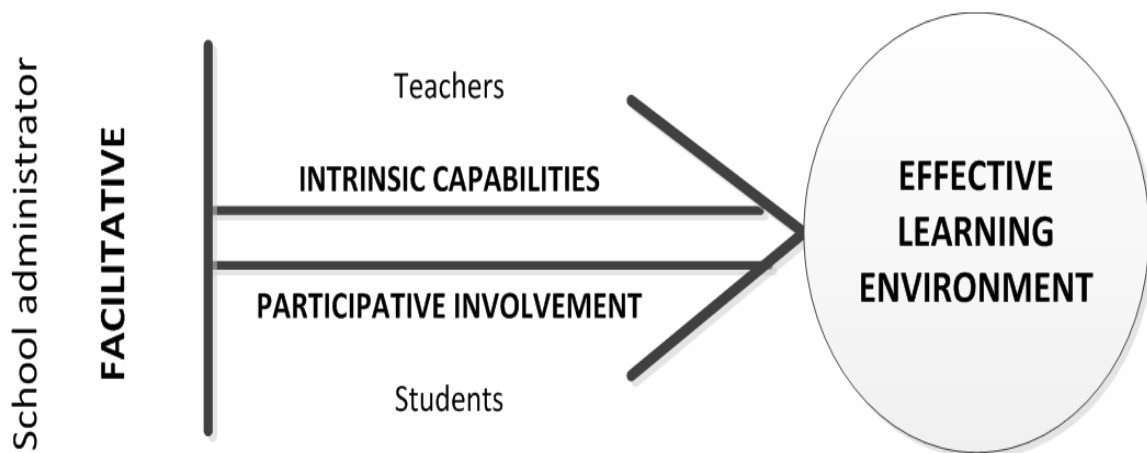
CONCLUSION

The findings of this study exemplify the importance of school stakeholders' participation in changing conventional classroom management. Teachers, school administrators and students are school stakeholders. Learning from this study's findings, when planning or delivering effective learning, it is necessary to change the organization of monotonous learning. Teachers need to create models or an

effective way to learn, and help students understand the development of related courses. And effective learning is directly related to effective teaching and classroom management.

This paper contributes to knowledge by proposing an overarching framework of contributing factors that affects creating an effective learning environment. Three aspects compose the framework, namely the intrinsic capacity of teachers, support of educational institutions, and participatory involvement of students. Each party's roles were extracted from knowledge in reviewed literature.

Besides the contribution suggested in this paper, future research is suggested to focus on teachers' skills to manage the classroom effectively. Processes for determining requirements of an efficient classroom environment must be systematically explored. Furthermore, an in-depth insight and understanding of effective classroom management should be planned and undertaken in any further studies.

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The Role and Contribution of Myths, Legends and Folktales in the Promotion of Cultural Tourism

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Abstract

Folk tales, myths and legends are representative of the unique cultural aspects of an ethnic community that differentiates it from the other. Many countries of the world are projecting legends in the promotion of its famous attractions as the authorities are fully aware about the power of legendary tales in attracting tourists. The inclusion of legends as a description of tourist attractions, projects their indigenousness thereby promoting oriental and otherness themes. As such, this present piece of research underlines the role of myths, legends and folk tales in promoting cultural tourism. The researcher, through this study attempts to highlight the significance of myths, legends and folk tales in promoting cultural tourism. Tourism should be viewed through the lenses of the folk in order to enhance the visitor perception about the folk culture and to enhance the image of the destination.

Key words: myths, legends, folk tales, culture, tourism

INTRODUCTION TO CULTURAL HERITAGE VIS-A-VIS TOURISM: ITS ROLE AND IMPORTANCE

Living heritage like arts and crafts, myths, legends and rituals having high risk of being forgotten by the younger generations may be revitalized by tourists who show interest in them. Moreover, the funds generated from tourism may help conserve heritage monuments (UNWTO, 2001). Folk-culture and its various expressions, namely myths, legends and folk tales are considered as Intangible Cultural Heritage[1] (ICH) or living heritage conceived from the three conceptual framework of folk[2], nation[3] and tradition[4] . The Organisation for Economic and Co-operation Development (2009) stated that culture is increasingly becoming an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace. Similar positive assessments can be found everywhere which are, usually based on UN World Tourism Organization estimates that cultural tourism accounts for 40% of international tourism (Richards,

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2007) According to the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage, ICH is "the practices, representations, expressions, as well as the knowledge and skills, that communities, groups and, in some cases, individuals recognise as part of their cultural heritage" (UNESCO, 2008). 2 Related to people, community, popular classes or groups. 3Under the name of which the knowledge and the work of the people were scanned in order to identify hypothetical elements to include in strategies of integration of the global society. 4 Related to rituals, culture, transmission.

OECD (2009) aims to develop a relationship between tourism and culture, to project culture as a source of identity and differentiation in the face of globalization and to analyze the relationship between tourism, culture and the attractiveness and competitiveness of destinations. Tourism and culture are therefore an extremely potent economic engine. According to (Europa Nostra, 2005) "more than 50% of tourist activity in Europe is driven by cultural heritage and cultural tourism is expected to grow the most in the tourism sector."

Thus, culture and tourism have a mutually beneficial relationship that can strengthen the attractiveness and competitiveness of destinations, regions and countries. Heritage tourism was a very popular word of the 1990's which was used to promote tourism to different destinations by packaging of an identity for sale (Palmer, 1999). As Smith (1991: 16) argues, heritage attractions are "sacred centres', objects of spiritual and historical pilgrimage, that reveal the uniqueness of their nation's 'moral geography".

Cultural identity communicates the past and the present tradition and history of a people enabling them to be identified as distinctive group (Palmer, 1999). Indigenous communities and traditions, such as ethnic groups and minority cultures are one of the typologies of cultural tourism product that can be developed and oral traditions and folklore play an important role (Smith, 2001). According to the United Nations Educational, Scientific and Cultural Organisation (UNESCO, 2003) the various things that binds a group together are, tradition or a way of life and the country they originate from. These things come in various forms such as objects that can be held and buildings that can be explored, or songs that can be sung and stories that can be told. These things form part of a heritage, and this heritage requires active effort on our part in order to safeguard it." According to Csapó (2012) folklore/folk culture is part of cultural heritage and heritage tourism. Traditions or living expressions inherited from our

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ancestors such as oral traditions which include myths, legends and folk tales are part of our cultural heritage (UNESCO, 2003). Intangible cultural heritage (ICH), is made up of all immaterial manifestations of culture and represents the variety of living heritage of a human race as well as the most important vehicle of cultural diversity (Lenzerini, 2011).

The local people play a vital role in keeping their Intangible Cultural Heritage alive and passing it on to future generations. Moreover, since ICH constitute oral traditions and other immaterial culture, appropriate conservation and management is vital to prevent exhaustion/extinction (Peil, 2005). Cultural heritage does not end at monuments and collections of objects but also includes traditions or living expressions inherited from our ancestors and passed on to future generations, such as performing arts, social practices, rituals, festive events, knowledge, oral traditions/folk narrative such as myths, legends and folk tales and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.

From the available literature, it can be deduced that cultural heritage has at least three different and intertwined meanings. The first meaning considers cultural heritage from the material objects perspective such as monuments, buildings, collection of objects. The second one considers cultural heritage from the arts perspective such as performing arts, social practices, rituals, festive events, songs, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. The third meaning considers cultural heritage from the inheritance perspective such as traditions or living expressions inherited from our ancestors and passed on to our descendants, oral traditions, stories (myths, legends and folk tales).

Indigenous communities and traditions, such as ethnic groups and minority cultures are one of the typologies of cultural tourism product that can be developed and oral traditions and folklore like myths, legends and folk tales play an important role (Smith, 2003). Heritage tourism according to Csapó(2012) is a form of tourism, which constitutes both natural and cultural attributes and is nature based. He further classified heritage tourism into natural and cultural heritage, material, non-material which includes folk culture and folklore such as myths, legends and folk tales. Heritage professionals dealing with tangible material culture find difficulty in managing ICH. Moreover, since ICH constitute oral traditions and other immaterial culture,

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appropriate conservation and management is vital to prevent exhaustion/extinction (Peil, 2005) and tourism can act as a driver for conservation.

ROLE AND CONTRIBUTION OF MYTHS, LEGENDS AND FOLK TALES IN PROMOTING CULTURAL TOURISM: GLOBAL PERSPECTIVE

The desire to escape the mundane and high disposable income has given rise to a more experienced tourists (Fandos & Puyuelo, 2012), who desire to learn more about people's culture, to live like them and to find out about the real identity of the places they visit (Richards, 2009). Culture is considered a major source of differentiation and innovation (Zukin, 2004). Myths, legends and folk tales which is part of intangible cultural heritage has the power to enhance the destination image (Razak, 2012) differentiates it as a tourist destination and improves attractiveness (Pérez-Aranda, Guerreiro, & Mendes, 2015) prompting a sense of imagination and escapism, such as in the case of Robinhood festival (Everett & Parakoottathil, 2016). Myths, legends and folk tales generates place narratives which impacts consumption experience (Pérez-Aranda, Guerreiro, & Mendes, 2015). As such, this present piece of research underlines the role of myths, legends and folk tales in promoting cultural tourism.

History and culture are interesting sources of myths and legends which can be used to differentiate it as a tourist destination. Myths and legends could be used as word clouds which could help communicate about the tourist destination (Aranda, Guerreiro & Mendes, 2015).

Myths, legends and folk tales are incorporated for tourism promotions as they have the power to enhance the appeal of tourist destinations. The inclusion of mythological aspects can contribute to the imagination of places as Oriental or otherness destinations, a reputable approach to attracting tourists (Razak, 2012). From the available literature it was found that some unusual and peculiar myths are being exploited to lure tourists and used in destination marketing to highlight the uniqueness of a particular ethnicity and a place's identity (Razak, 2012). The Robinhood festival which is a historical re-enactment of the legend in Nottinghamshire, UK play a role in generating and promoting tourism. Such historical re-enactments similar to myths, legends and folk tales associated with a place creates a sense of freedom and escape, camaraderie and inter-personal social authenticity and the transformation of self and creation of alternative (additional) social identities (Everett & Parakoottathil, 2016). Folk narratives like myths, legends and folk tales connected to a

place can be effectively used in the development of themes and promotional campaigns (Yavuz, Sumbul, Ergecm & Derdiyok, I. C. 2016).

From an extensive review of literature, the researcher has learned that myths and legends are yet to carve a niche in the study of cultural tourism. Destinations like the Grimm Fairytale Route in Germany and the Dracula Legend in Transylvania in Romania have been successful in pulling multitudes by projecting the fairytales and legends as the main attraction of these places. Hence, this study is an attempt to project the myths, legends and folk tales of the ethnic group and how they are inextricably connected with certain tourist destinations, both popular and yet little known. The application of folk tales and local myths to promote tourism is eminent in Thailand's four central Isan provinces: Kalasin, Khon Kaen, Maha Sarakham and Roi Et. Infact folk narratives/tales were considered as an integral part of of their cultural heritage since 2009 by the Department of Cultural Promotion at the Ministry of Culture. Interestingly, folk narratives and tales are retold to encourage cultural tourism. Thailand's policy initiative is to boost its culture as a tourist attraction that involves both nature and ancient remains. Studies reveal dominant features of reproduction and redefinition of folk narrative/tales of famous Sin Sai Tales into mural art to popularise "Sim" one of the popular attractions in Khon Kaen which became famous among Thai and foreign tourists (Wannakit, 2015). Stories of "Mahsuri" in Langkawi and "Cerita Tok Syeikh" as well as "Batu Kapal" in Mount Jerai in Kedah are regarded by the local community as credible in terms of their existence and sacredness. Studies reveal that in order to promote such narratives digital technology was used. It was also reported that a tourist guide cum story teller in these two famous spots were deployed in order to facilitate tourists understanding of the legend, stories. Replicas in the form of Mahsuri's tomb and house in Langkawai and historical museum of Mount Jerai was constructed with the aim of informing the tourists about these stories which would otherwise be forgotten and this has attracted the attention of visitors. In the context of the oral story of Langkawi and Mount Jerai, there are evident reports of rituals being practiced at the sites (Rahman, 2019).

The folk culture/narratives connected to a tourist attraction will highlight the characters, plot and story motives which are distinct thereby enhancing the knowledge and experiences of the tourists. The island of Bali, Indonesia and Langkawi in Malaysia are perfect example of how a country in Southeast Asia exploits sacred narratives and rituals for the purpose of cultural tourism. Bali has been successful at using its stories for the survival of tourism. There is a very

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close and meaningful link between sacred narratives and cultural tourism in Malaysia and should be encouraged for tourism purposes (Rahman, 2019). Therefore, folk narratives can be used to promote tourism on a global scale and regain its lost luster.

The usage of myths such as Mt Kinabalu and Monsopiad as a promotional tool in tourism brochures in Malaysia show that Mt Kinabalu's myth has been incorporated in promotional brochures from 1969-2015 while the legend of Monsopiad has been incorporated in brochures from 2007-2015. It is therefore evident that places connected with myths and legends has the power to attract tourists and packaged as a product (Razak & Romle, 2016). In South Western Transylvania the The Land of Hateg which has the richest heritage and natural diversity in Romania (Muntean, 2012) with an aim to develop tourism the SENS (Society for Nonformal and Social Education) proposed to the Romanian Ministry of Tourism in 2013 an integrated tourism promotion model based on Legends which is one element linking all the features of the region (Vesa and Muntean, 2013). "The Land of Hateg—Where Legends Live" became a reality after three years and went on to become a successful branding and tourism strategy. Even academically, this brand has been recognized best practice model in the scientific research magazine of the University of Bucharest (Vilsanescu, 2016). A very unique and creative approach have been adopted to safeguard and preserve the legends –the LegendaRoom-- meant to be an education centre, a cultural heritage preservation method and also a tourist attraction. It is more of an exhibition with legends similar to a museum comprising two components: 1) Visual component- legendary characters, legendary context (outfit, position, posture, objects, visual framework) and 2) the emotional component- stories about legends (Mundean, 2017). LegendaRoom can be considered as a real museum of legends (SENS, 2015). LegendaRoom model is a big step in the development of a sustainable and attractive tourism which gives the tourists a unique experience of walking on traces of legend thereby enhancing their knowledge about folk-culture (Mundean, 2017).

The importance of myths and legends is very much evident in Malaysia and legends have been used as promotional campaign for many years now, for e.g Langkawi island is promoted as "Isle of Legends" (Ahmad, 2008). Stories based on legends have inspired people to travel to far off destinations (Laing and Crouch, 2009). Various scholars (e.g. Hennig, 2002; Pritchard and Morgan, 2001) have acknowledged the vital role played by myths and legends in tourism marketing and promotion. Myths and legends are representative of the unique cultural aspects of

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an ethnic community that differentiates it from the other. Interestingly, Michael Herzfeld calls the making of headhunting as a visible icon of tourism by the indigenous tribes of Sabah, Malaysia as "cultural intimacy" which he describes, "the recognition of those aspects of cultural identity that are considered as a source of external embarrassment but that nevertheless provide insiders with the assurance of common sociality" (Herzfeld, 1997, 3). The natives of Sabah have embraced their otherness with "a headhunting past" which has become a common ground with which they can respond to the outside world on their indigenousness (Gingging, 2007). Otherness[5] has been used as a theme by marketers to promote places via myths, legends and folk tales (Echtner & Prasad, 2003). Malaysia is one of the countries that employ legends in the promotion of its famous attractions like Langkawi as the authorities are fully aware about the power of legendary tales in attracting tourists. Legends are an important part of Langkawi Island's promotion as a tourist destination. The inclusion of legends as a description of attractions in Malaysia, projects their indigenousness thereby promoting oriental and otherness themes (Razak, 2010).

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5otherness-indigenousness of an ethnic group perceived to be different from the other world e.g headhunting.

ROLE AND CONTRIBUTION OF MYTHS, LEGENDS AND FOLK TALES IN PROMOTING CULTURAL TOURISM: INDIAN PERSPECTIVE

Intangible cultural heritage like myths, legends and folk tales have important historical value. In India, there is a skeleton lake in Uttarakhand who's mystery was unveiled by scientific testing at Centre for Cellular and Molecular Biology (CCMB) at Hyderabad, whereby three of the DNA samples matches with a particular group of people of Maharashtra and the human skeletons found at Roopkund had injuries on the skulls, suggesting that they may have been caught in an avalanche or a blizzard. According to folk tale Raja Jasdhaval and his wife, Garhwali princess Rani Balampa, while undertaking a pilgrimage to Nanda Devi perished in a blizzard near the lake. The mysterious lake attracted interest after some skeletons were found in the region way back in 1942 by a forest ranger (Kazmi; 2009), clearly reiterating that mysterious folk tales thus have the power to attract travelers. It is interesting to note that Government websites too are now citing 'Tribal/folk- culture' as reason to visit (Source: Chattisgarh Tourism).

In Andhra Pradesh 'tolubommalata' in Telugu which means leather puppetry is a folk play where artists travels for nine months a year with their family from village to village and show

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puppeteers door to door, collect money & rice for their livelihood (Chiruthoti, 2019). Such shows are crowd pullers and an attraction in itself. Kerela tourism promotion, fully projects its folk culture, highlighting Kathakali dance, Kaliapattu marshal art, snake boat race, spa. (Source: Official website and brochures of Kerala Tourism) and they have been successful in their attempt. Incredible India ad campaigns highlights Kathakali folkdance, rural life of Rajasthan and mask dance of Sikkim etc as a tourist attraction thereby emphasizing and using the folk-culture to promote tourism.

Bhaint Dwarka in Gujarat is another place with mythical nature that has attracted a lot of tourists especially hindu pilgrims. The place has stirred the curiosity of archaeologists because of the mythical claim that points out that this place actually had been lord Krishna's original house (source:https://www.gujaratexpert.com/bet-dwarka/).

It is safe to say that oral traditions and prose narratives like myths, legends and folk tales enhances the destination's image. In Rajasthan's Amber District, there's a ruined-city which was cursed by a tantric priest who was spurned by princess Ratnavati, the daughter of the then ruler of Amber, Rajasthan Chatr Singh. He tried to cast a spell on her through her maid when he found out she was buying perfume for her but Ratnavati who later came to know, in her anger threw the bottle which later turned into a boulder that hit the tantric crushing him under its weight and before he died he cursed the princess, her family and the entire village. After one year, a battle broke out between the forces of Bhangarh and Ajabgarh which led to the death of Ratnavati and most of the army and left the city into ruins. Till today, no visitor is permitted to enter this ruined-city before sunrise or after sunset. This curse has left a huge dent in the village which is irreparable, forever condemned to desolation and inhabited by ghosts. Furthermore, no one in the village or fort could be reborn and any attempt to build a shelter, remains unsuccessful as the roof mysteriously collapses (Safvi, 2017). This ruined city, though little known yet has attracted many visitors from near and far, and is one of the tourist attractions of Rajasthan.

Conclusion

The projection of fairytales and legends has been a successful promotional strategy for destinations like the Grimm Fairytale Route in Germany and the Dracula Legend in Transylvania in Romania. Similarly, the island of Bali, Indonesia and Langkawi in Malaysia are perfect example of how folk narratives like myths, legends and folk tales are being used for the

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purpose of cultural tourism. Therefore, folk narratives can be used to promote tourism on a global scale and for the survival of tourism (Rahman, 2019). The Land of Hateg which has the richest heritage and natural diversity in Romania (Muntean, 2012) is another leading example of integrated tourism promotion model based on Legends which is academically recognized as best practice model in the scientific research magazine of the University of Bucharest (Vilsanescu, 2016). Stories based on legends have inspired people to travel to far off destinations (Laing and Crouch, 2009). Various scholars (e.g. Hennig, 2002; Pritchard and Morgan, 2001) have acknowledged the vital role played by myths and legends in tourism marketing and promotion. Myths and legends are representative of the unique cultural aspects of an ethnic community that differentiates it from the other. These stories provoke the thoughts of people and have great influencing power. Linking stories to tourist's attractions could animate and instigate people to travel. Stories not only instigate but they also enhance the image of a destination. For e.g the sight of a beautiful water fall might enthrall a tourist just like any normal attraction but what makes that water fall unique and stand out is the story (myths, legends and folk tales) connected to it. Intangible Cultural Heritage such as myths, legends and folk tales enhances the image of a tourist attraction and holistically as a cultural tourism resource and can even be a power force leading to successfully sustainable tourism and local development in destination areas (Girard & Nijkamp, 2009).

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Promotion of Tourist Shopping in Uttar Pradesh: *A Case of Varanasi*

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Abstract

Tourist shopping has now been a very demanding phenomenon during the trip that most of the tour- ists seek to experience, which can obviously be seen not only in case of cross-border tourism, but also in domestic tourism, as well. Uttar Pradesh, as one of the richest states of India in terms of tour- ism resources/attractions, is fabulously bestowed with enormous arts and crafts practices across the state. Hence, in the present document attempt has been made by the scholar to explore tourist shop- ping opportunities at one of the globally famous tourist destination of Uttar Pradesh state - Varanasi including Sarnath.

This research document provides detail information regarding the handicrafts practices, at present, existing and flourishing at the said tourist destinations, along with, covering all the available tourist attractions at and around the destination where tourist traffic occurs. Moreover, expenditure patterns of all sorts of tourists (foreigner, inter-state and intra-state) on shopping in the state in general, and at the destination in particular, has been properly examined and described. Thus, this paper provides an insight on tourist shopping opportunities available in Varanasi environ.

Though, the most part of the research work is based on secondary data, the scholar once visited the said destination to authenticate secondary information regarding handicrafts practices as well as to collect comprehensive and genuine information on it.

Keywords: *Shopping Tourism, Handicrafts, Shopping Tourism Stakeholders, Promotion of Tourist Shopping*

Introduction

'Shopping' has historically been one of the integral parts of tourist engagements at the destination irrespective of their basic purpose of visit. However, as now, many destinations have emerged as *'tourist shopping heavens'* where the tourists mainly visit for shopping pursuit. Some tourists take shopping as a recreational pursuit irrespective of the fact whether they are actually interested in buying something. Shopping tourism, now, has turned as an increasingly popular phenomenon among all sorts of tourists. Interestingly, for many tourists trip may not suppose to be complete without having experiences of shopping at tourist destinations *(Hudman & Hawkins, 1989).*

Interestingly, today"s exponentially advanced ICTs system that paves way to get comprehensive information conveniently within a short period of time regarding any sort of inquisitiveness, has been turn into a noteworthy apparatus playing a decisive role in shifting tourists" travel motivations towards getting familiarity with the tourist destination"s socio-cultural; socio-religious; historical; and mythological perspectives. The fact remains that traditional artefacts/souvenirs vividly represent a holistic manifestation of all the spheres *(destination's socio-cultural, socio-religious, historical and mythological perspectives)* of the people"s lives of the particular region. And therefore, tourist shopping, now have been a widespread phenomenon, not only limited to buying necessary goods/ services, advanced technology equipped electronic gadgets and fabrics, but also to be indulged in traditional artefacts/souvenirs/memoirs purchasing activity at the destination, in order to get familiar with the destination regions" *socio-cultural; socio-religious; historical;* and *mythological perspectives*, in tangible form.

Shopping tourism has gained a tremendous momentum and considerations from the Governments of across the globe because of its pervasive multifarious positive benefits to the various tourism stakeholders directly or indirectly.

(a) Artisans/Craftsmen - get direct employment and entrepreneur opportunities; explore their latent/ hidden entrepreneurship ability; get support and motivation for improving and also creating new and ever innovative diverse designs of art and craft products/artefacts; entailed

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the artisans/craftsmen for rediscovery of lost art and craft practices and patterns which ultimately lead to revival and re-existence of the art and craft products/practices that either have been extinct or at the verge of extinction; provide financial support to artisan families to uplift their living standard; get earning their sustenance in a respectable manner by practicing their inherited skill which also lead to restraining shifting from their inherent family *driven legacy to other earning sectors; develop* harmony among the artisans/craftsmen community; realizing the sense of self-belief, self-respect and self-reliance among the artisans/craftsmen; and also put control on movement of population to other places for their sustenance; *etc. (b) Tourist Destination* - art and craft practices prevailing in the destination area is directly proportionate to the image building of the destination; artefacts/souvenirs act as a brand ambassador for the concerned destination; it also acts as a marketing agent of the concerned destination; availability of shopping opportunities at tourist destination stimulate the tourists to stay longer and also spend more money by indulging in shopping activities; and lastly, allure the tourist to visit the destination again and again; *etc. (c) Tourist -* get more experience through indulging in shopping activities at the destination thereon getting more satisfaction; get insights pertaining indigenous social and cultural values of the destination region; get a good chance to see and observe the crafts products manufacturing process while visiting the craft villages; souvenirs/artefacts while decorating their office/house boost their trip experiences by remembering the trip as well as feel them proud while describing to others - *relatives, friends* and *colleagues,* about the products/visit; and no doubt, it influences tourists decision while selecting their next trip/ destination, keeping in view the availability of shopping perspectives; *etc. (d) Artefacts/Souvenirs sellers -* cross-cultural behavioural experience takes place between sellers and tourists lead to mutual understanding and harmony in both community; craft sellers find a good deal of chances to improve their professional and communication skills; bound the shopkeepers/sellers to keep a good stock of authentic and genuine craft products, and having deep knowledge about ingredients, peculiarities and manufacturing process of the artefacts to satisfy customers queries; and most importantly, they get a new option of employment and income; *etc. (e) Tourist guide/escort -* in order to get a good amount of commission they are bound to have genuine and authentic information about art and craft practices prevailing in that specific destination area and to provide the same to the tourists which ultimately lead to promotion of shopping in particular and the destination

in general; and

(f) Government - in terms of international tourists, government gets foreign exchange on each and every expenses *(as shopping is one of them)* made by tourists while on trip; community based approach of development of tourism already become fulfil to some extent if, shopping tourism is promoted at the tourist destination; hidden tourism resources/products - *traditional art and craft forms,* become exposed with a little government efforts; and the traditional handcrafted products purchased by tourists *i.e., artefacts/souvenirs*, act as a „*word-of-mouth marketing'* agent when reached to the tourist originating region, significantly contribute to some extent, the marketing strategies adopted by the government for the destination promotion; *etc.*

Theoretical Background

Among various important tourist pursuits, now 'shopping' is strongly surging ahead as an integral part of destination experience for both international and domestic tourists. *'It has turned itself as a major leisure activity'* opine Law and Au (2000). Kent Shock, and Snow (1983) go even further as they state, *'for both domestic and international tourists shopping has becomes number one tour activity'*. Here, claiming 'shopping' as number one activity appears to be largely an exaggerated statement. However, the statement of Hudman & Hawkins (1989) has some rational that *'for many tourists without spending time on shopping trip is not seems to be complete'*. These works reiterate that 'shopping' is steadily emerging-forth as one of the favourite pursuits of majority tourists but still not the exclusive or number one travel motivation.

Though, shopping is not only a leisure phenomenon related to tourists but also a considerable contributor to an economy (Di Matteo & Di Matteo, 1996; Jansen-Verbeke, 1991). „*A number of tourists do not feel trip completed without spending time and money on shopping'* (Heung & Qu, 1997). Facts from previous studies reveal *that tourists' expenditure on shopping is most of the time greater than expenditure on food, lodging or other pleasurable facility and services* (Turner & Reisinger, 2001). Tourists spend a reasonable percentage of money and time on shopping activity, instead of it, the phenomenon of shopping as a tourist activity has not yet been a serious part of research.

Evidently, *Variations in economic, social and cultural trends across the globe have created a new kind of behavioural and consumption patterns as well as new demands which have changed the role of shopping in leisure time. Now, shopping is no longer viewed only as an activity of acquisition of daily life products and serving purely a utilitarian function* (Tosun, Temizkan, Timothy & Fyall, 2007; Timothy, 2005).

Fodness (1994) has stated that *engaging in shopping activity with friends and relatives, spent time on shopping for having fun and experiencing endemic culture act as an influencing factor that affects tourists' mind while taking travel decision and also affects tourists' consumptive behaviours.* Further, Kim and Littrell (2001) observe that, *'the products/items purchased by younger and senior travellers may vary from culture to culture'.* This means, just not the age but cultural background also has vital bearing on the buying behaviour. How much the tourists will spend on shopping, *'will depend on tourists' cultural and demographic background; trip typology; tourist travel motivation and travel style and diverse range of shopping opportunities prevailing in the tourist destination area* (Wang and Ryan, 1998).

Interestingly, products of similar generic nature may be purchased by different tourists for different reasons. Thus, *'young tourists mostly emphasize on crafts which could remind them of exhilarating purchasing instances and active tourism experiences while older tourists value craft souvenirs for artistic pleasure through their considerations at home* (Littrell, 1990; Littrell *et al*. 1993). By and large, the tendency for shopping is more prevalent among females, irrespective of their cultural background or even income level. This well supported by Jansen-Verbeke (1987), *'the most optimistic approach towards purchasing was found in young female respondents beneath age of 35, behind them were middle age group of females of age 45-55'.*

However, in terms for inclination for shopping, Jansen-Verbeke (1987) observed that *'visitors under 35 years age and between 45-55 years age reflects the most positive attitudes towards shopping. 'What so ever, no differences of gender existed in defining authenticity. For both males and females, authenticity is described from uniqueness, workmanship,*

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*aesthetics, usage, cultural integrity, craftsperson, shopping experience, and genuineness of souvenirs' (*Littrell *et al.,* 1993).

In attempt to understand the association between shopping behaviour of tourists and their preferences *vis-à-vis* their socio-demographic characteristics, Lehto *et al.* (2004) found in the study using a quantitative approach that the significant factors influencing shopping budget of tourists and their purchase patterns of tourist" products or services were „*trip purpose, travel style, age and gender'.* Jansen-Verbeke (1987) stated in his finding that *'the tourists of younger age and higher income status expressed their least interest in shopping in comparison to those of lower and middle income tourists as well as older and middle age visitors.* It has been generally observed, especially in Indian context also, that lower and middle income group people especially females have more inclination towards shopping. However, since they cannot afford to buy quality products, therefore their overall spending remains moderately less.

Smith and Olsen (2001) have observed that, *Tourist's purchasing activity is a developing process in which it moves along with tourist's travel proficiency expansion and improvement. In that way, tourist would have better chance to develop diverse criteria for utilizing tourist products or services throughout their travelling career* (Littrell *et al.* 1993; and Smith *et al*. 2001).

Ambience of Shopping Area may also influence the shopping patterns of the tourists. Thus, Bloch, Ridgway and Dawson (1994) opine that *'while acquiring goods, many travellers may search for a unique experience of specific surroundings (the shopping street) in different ways'. 'It is considered that parents with young children will favour mutual shopping environments that are present near the facilities or attractions for the family* (Snepenger *at el*, 2003). Timothy (2005) in conjunction with other researchers concluded that „*In case of bad weather or at a destination where outdoor tourist activities are not available tourist like to perform indoor shopping as a preferred activity'.*

Research Objectives

Since time immemorial, Uttar Pradesh has always been bestowed with fabulous diversified socio-cultural manifestation in terms of *history, religion, fairs and festivals, traditional customs & rituals,* and *folklores, etc,* which can be easily seen even in today"s lives in every corner of the state

and can also be experienced in visible/tangible form in *'the local traditional arts and crafts practices'* prevailed in that area. Thus, the objective of the study was to identify and document the available tourism resources/attractions including indigenous/local traditional handicraft practices presently exist and flourish in Varanasi city environ and accordingly, to promote tourist shopping opportunities, especially with reference to handcrafted products, available at the internationally/ nationally popular tourist destination - *Varanasi including Sarnath.*

Research Methodology

To understand the concept and theoretical background of shopping tourism the scholar went through extensive literature survey covering relevant articles/research papers published in various international/national repute journals. In order to understand International and national tourist traffic trends and their expenditure patterns in the state of reference various relevant official websites like, Ministry of Tourism (Government of India), Uttar Pradesh State Tourism Website, and Report of NCAER (RTSA, 2019) were deliberately studied. Fact remains that Varanasi is one of the oldest cities of the world and there diverse kind of handicraft practices flourished from the time immemorial to then, the scholar went through various relevant websites, articles, and magazines, *etc.* to identify and explore existing art and craft practices still prevailing in the said area, and, also once personally visited the study area to authenticate the flourishing handicraft practices. Thus, the present study is almost based on secondary data.

Tourist Attractions in Varanasi Environ

Varanasi, one of the oldest living cities of World, proudly stands among the most venerated

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religious destinations of Hindus. Considered to be incepted sometimes during 800 B.C., this holy township has ever remained as an eminent centre of religion, spiritualism, philosophy, yoga, astrology, literature and even, ayurveda and music. The famous **Vishwanath Temple** is the seat of one of the *Twelve Jyotirlinga - the most sacred abodes of Lord Shiva.* History reveals that the ancient Vishwanath Temple was, again and again, scratched by the Muslim Rulers. The existing Temple constructed on the initiative of **Rani Ahalya-Bai-Holkar** of Indore in the year 1776.

There is a firm belief among the Hindus that *taking a dip in the holy waters of the Ganges at Varanasi leads to cleansing of all the sins* and that, *cremation of the departed souls at one of the 88 Ghats of this sacred city pave way to the heaven for them.* Notable among these Ghats are; *Manikarnika Ghat, Assi Ghat, Harishchandra Ghat, Kedar Ghat, Dashashwamedh Ghat, Man Mandir Ghat, Lalita Ghat, Scindia Ghat, Chauki Ghat,* and *Chausathi Ghat, etc.*

Alongside the *Vishwanath Temle* some other prominent shrines in the city are *Durga Temple, Kedareshwara temple, Sankat Mochan Temple, Shitala Temple, Chausath Yogini Temple, Tulsi*

Manas Temple and *Bharat Mata Temple.* The last one, located in on Kashi Vidhyapeeth University Campus, has its own significance, the enshrined sculpture depicts the personification of Mother India.

It is indeed a mesmerizing experience to watch the reflection of the fascinating „sun rise and sun-set scenes" on the Ganges waters. Likewise, watching the famous „*Ganga Aarti'* is a life time experience on account of its „religio-spiritual" and „captivatingly aesthetic" ingratiation.

Among other key attractions of Varanasi are *Ramanagar Fort, Jantar Mantar* (observatory constructed by Raja Jai Singh II) and *Bharat Kala Bhawan*. Ramnagar Fort, located at about 14km away from the city on the opposite banks of the Ganges, was built by the Maharaja Balwant Singh in the 18th century. The ground floor of the fort houses a temple

devoted to **Ved Vyasa**, and a beautiful museum containing vintage cars, antique clocks, palanquins, ivory objects and, swords and old guns. Housing a good collection of paintings, sculptures and other artistic objects, *Bharat Kala Bhavan* is located in the Campus of **Banaras Hindu University (BHU).** With its glorious background, sprawling Campus, colossal institutional buildings and excellent academic environment, BHU in itself is a tourist attraction apart from being „*a prestigious seat of higher learning and quality research'*. Need not to mention that the Varanasi is also a big name for intricately made **Banarasi Silk Sarees** and **Carpets**.

Sarnath, approximately 11km away from Varanasi is the renowned Buddhist Pilgrimage Centre where **Lord Buddha** delivered his **first sermon**. „Alongside its religious and philosophical significance, Sarnath is a treasure trove of Archaeological findings. The smooth glistening pillar established here by Emperor Ashoka in 273-232 B.C. marks the foundation of the Buddhist Sangha, and the Lion capital atop the pillar is now **India's National Emblem'** *(http:// www.uptourism.gov.in).*

Incidentally, this sacred site remained in oblivion till late 18th century until Jonathan Duncan published a report on the findings of an excavation carried-out there. Subsequently, a number of monuments and other important objects came on the fore as a result of the successive excavations. The pristine glory of Sarnath is aptly evident from **Hiuen Tsang's** writing that here existed a Sangharama (monastery) with 1500 resident monks following the Sammitiya School of Hinayana Buddhism. From among the various important attractions at Sarnath, ***Dhamek Stupa, Dharmarajika Stupa, Dharmachakra Stupa Chaukhandi Stupa, Ashokan Pillar, Mulagandha Kuti Viha, Sarnath Museum, Nichigai Suzan Horinji Temple/Japanese Temple, Migadawun Myanmar Temple, Temple of the Tibetan community, Burmese Buddhist Temple, Buddha Statue*,** and, ***Sri Digamber Jain Temple*** are especially noteworthy.

Figure- 1
Tourist (Intt & Dom) Traffic Trends in Varanasi and Sarnath During 2012 - 2019

	2012	2013	2014	2015	2016	2017	2018	2019
■ Intt. Tourists	278573	285252	287761	302370	312519	334708	348970	350000
■ Dom. Tourist	4783012	4966161	5202236	5413927	5600146	5947355	6095890	6447775
■ Intt. Tourists	355294	362113	374268	388102	409242	430682	435752	336136
■ Dom. Tourists	833500	838566	899457	924552	957320	1024589	1070035	1132615
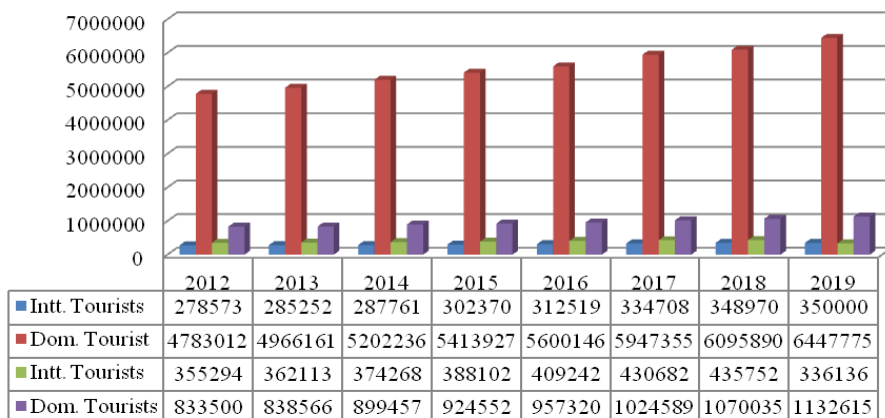
The Dhamek Stupa is believed to be the site where Lord Buddha delivered his first sermon after attaining the enlightenment. Likewise, **Chaukhandi Stupa** marks the site where Buddha first met his first disciples while travelling to Sarnath from Bodh Gaya. **Dharmarajika Stupa**, located close to the **Dhamekh Stupa** marks the place where remains of the bones of the Lord are kept. **Sarnath Museum houses** numerous *Buddha* and *Bodhisattva* images in additions to wide range of artefacts found here in the course of excavations. These include antiquities ranging from the 300 BC to 12th century AD include some of the finest specimens of Buddhist art. The museum is organized in five galleries and two verandas. **The Bharat Kala Bhavan** incepted in the year 1920 has a tremendous collection of paintings from the twelfth century to modern times, not only representing the different schools, styles and regions; but fabrics, tapestries and sculptures belonging to different periods, as well.

Tourist Traffic Trends in Varanasi and Sarnath during 2012 - 2019

The available statistics (Figure-1) reveals that a total of about, *5,166,512* Indian and *633,867* foreign tourists in the year 2012 and, respectively *7,580,390* and *686,136* in the year 2019, visited Varanasi and Sarnath Destination, which clearly exhibit that the growth rate increased about almost double (46%) in terms of domestic tourists flow and 8.24% only in terms of international tourists flow dur- ing year 2012-2019.

Though, the growth rate of foreign tourist arrivals to the concerned destinations have not increased considerably during the 8 years (2012-2019), but a positive side to this effect is that the tourists flow both (foreign & domestic) are slow but consistently and gradually increasing (Figure-1), which gives

a positive direction on account of tourism growth to the concerned destinations in future.

Tourist Expenditure Patterns on Shopping in Uttar Pradesh

International Tourists *(NRIs, PIOs & Others)* **Expenditure Patterns**

Average per-international tourist expenditure in the state of reference can clearly be understood from the Figure-2, in which foreign nationals spend maximum amount (Rs. 99,461/-) on a trip to Uttar Pradesh followed by Non Indian Residents (Rs. 61,522/-) and People of Indian Origin (Rs. 46,023/-). Now, while fragmenting tourists" expenditure in various consumption segments, tourism connected products lies on 2nd position (18.44%) after accommodation sector in which international tourist spend about 63.68% of their total trip budget (Figure-3).

National Council of Applied Economic Research, conducted research on Regional Tourism Satellite Account - Uttar Pradesh, published its report on Dec, 2019, has included „*tourist shopping activity'* as a part of „*Tourism Connected Products'*. Accordingly, information derived from the given Figure

- 2&3, describe that foreign nationals (Other) spend Rs. 18,340/- on „*tourism connected products'*,

Figure-2
Average per-tourist expenditure (Rs) by international tourist in Uttar Pradesh

Figure-3
%age Distribution of International Tourists expenditure by Products & Services in Uttar Pradesh

Source: India: Regional Tourism Satellite Account 2015-16, NCAER Report, Ministry of Tourism, GOI.

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followed respectively by NRIs, Rs. 11,345/- and PIOs Rs. 8,486/-. Thus, in a nutshell, it can be concluded that of the total budget of their trip to Uttar Pradesh, foreign tourists (Others) spend (Rs. 18,340/); NRIs (Rs. 11,345/-) and PIOs (Rs. 8,486/-) on shopping activities.

Domestic Tourists (*from Other States*) Expenditure Patterns

The Figure - 4 describes the purpose of visit *vis-à-vis* per-tourist expenditure patterns of those domestic tourists who are not the residents of Utter Pradesh state. The statistics given in Figure – 4 explicitly speaks that with regard to the motive of visit, shopping stands on the fourth loving activity, respectively after *business; health & medical;* and *Holidays, leisure & recreation*; on which tourists spend a good amount of money like, for the purpose of Business travel (Rs. 54,868/-); Health & Medical (Rs. 27,498/-); Holidays, Leisure & Recreation (Rs. 14,187/-) and for Shopping (Rs. 13,398/-).

Figure - 4
Average per-tourist expenditure (Rs) by domestic tourist (other state) in Uttar Pradesh with regard to Purpose of Travel

Figure - 5
%age Doemstic Tourist Expenditure (Other states) in Uttar Pradesh by Goods & services

Source: *India: Regional Tourism Satellite Account 2015-16, NCAER Report, Ministry of Tourism, GOI.*

In order to know the parts of the total expenditure made by domestic tourists (*other states*) on different tourism service consumption segments, the scholar went through the statistics given in Figure - 5. According to it, domestic tourist having different motives of visit spend

different amount of money on availing different services like, transportation, tourism connected products, restaurant, health & medical services, hotels and travel agencies. Among which shopping – *'included as a part of tourism connected products'* stands at the second position (25.50%) after transportations sector (50.90%), followed by restaurant (11.70%), health and medical (7.80%), hotels (3.20%) and travel

agencies (0.80%).

Thus, after going through the arithmetical calculations from the data given in figure - 4 & 5, it was inferred that the domestic tourists (*other states*) visit the state of reference for business purpose spend an amount of Rs. 13,991/- on shopping, followed by Health & medical purpose (Rs. 7,012/-); Holidays, Leisure & recreation purpose (Rs. 3,617/-); shopping purpose (Rs.3,416/-); religious purpose (Rs.2,962/-); Education & Training purpose (Rs.2,872/-); Socialization purpose (Rs.1,331/-) and Other purpose (Rs. 2,040/-).

Domestic Tourists *(from within State)* **Expenditure Patterns**

The data given in Figure - 6 describes about the average per-tourist expenditure according to the travel purposes of those tourists originating from the state of Uttar Pradesh and visit different places of the same state. The most interesting thing that the figure depicts is that shopping stands on the second most factors for which tourists spend money (Rs.12,644/-) on their trip after health & Medical purpose (Rs.22,431/-) followed by respectively other purpose (Rs.4,359/-); Holiday, leisure & recreation (Rs.3,071/-); Training & Education (Rs.2,813/-); business (Rs.2,806/-); religious (Rs.2,111/-); and social (Rs.1,683/-).

The expenditure patterns of domestic tourists (within state) can be segregated in different service consumption sectors as given in Figure-7. Since, NCAER report (RTSA, 2015-16) considered
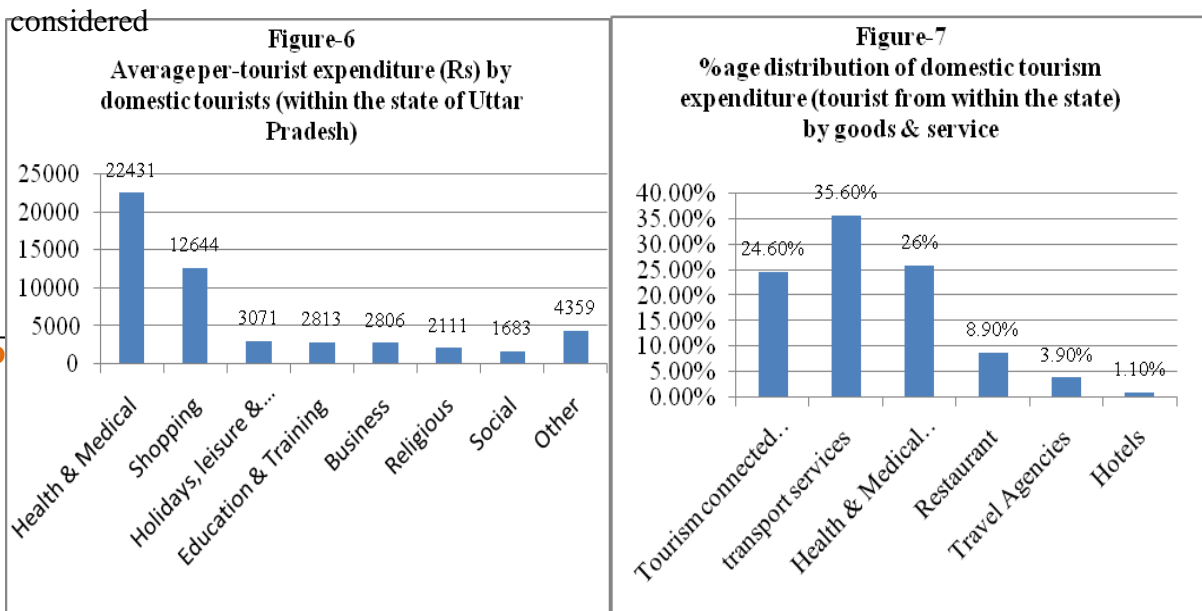
Figure-6
Average per-tourist expenditure (Rs) by domestic tourists (within the state of Uttar Pradesh)

Figure-7
%age distribution of domestic tourism expenditure (tourist from within the state) by goods & service

...urce: India: Regional Tourism Satellite Account 2015-16, NCAER Report, Ministry of Tourism, GOI.

tourist shopping in „*tourism connected products'*; we can get average percentage expenditure of the total trip budget of tourists visiting the said state for different purposes by applying simple arithmetic calculation. And thus, it can be inferred that tourists while visiting the state of reference for different purposes spend maximum amount of money on shopping are for health & medical Purpose (Rs.5,518/-), followed respectively by shopping purpose (Rs.3,110/-); Other purpose (Rs.1,072/-); holidays, leisure & recreation purpose (Rs.7,55/-); education & training purpose (Rs.691/-); Business purpose (Rs.690/-); religious purpose (Rs.519/-); and social purpose (Rs.414/-).

Thus, from the above analysis of the expenditure made by national and international tourists on shopping while visiting Uttar Pradesh, we can firmly state that foreign tourists spend Rs.18,340/; Non Resident Indians (NRIs) spend Rs.11.345/; and People of Indian Origin (PIOs) spend Rs.8486/ on shopping. On account of the domestic tourists, (a) tourists from other states of India spent money on shopping while visiting Uttar Pradesh for business purpose are Rs.13,991/, followed by health & medical purpose (Rs.7,012/-); holidays, leisure & recreation purpose (Rs.3,617/-); shopping purpose Rs.3,416/-); religious purpose (Rs.2,962/-); education & training purpose (Rs.2,872/-); socialization purpose (Rs.1,331/-) and other purpose (Rs.2,040/-), and (b) tourists from the same state of reference while

visiting various destinations of Uttar Pradesh for different purposes spent maximum amount of money on shopping are, visiting for health & medical Purpose (Rs.5,518/-), followed respectively by shopping purpose (Rs.3,110/-); other purpose (Rs.1,072/-); holidays, leisure & recreation purpose (Rs.7,55/-); education & training purpose (Rs.691/-); business purpose (Rs.690/-); religious purpose (Rs.519/-); and social purpose (Rs.414/-).

Handicraft Practices Prevailing in Varanasi Environ

Varanasi has, since times immemorial, been hailed as a premier centre for some of the finest handicrafts. The most renowned craft of the city is Silk weaving. „*Banarasi Sarees'* produced by local craftsman are among the most preferred, not only in India but across the world. *Brassware, copperware, glass bangles, wood, stone and clay toys and exquisite gold jewellery, enamelling metal or soft stone, brocade work on fabrics, woods* and *stone, etc.* are some of the other crafts the city is famous for. Carpets and musical instruments are among the other shopping attractions. Varanasi is especially the home of wooden toys, masks and decorative fancy items, in addition to utility furniture. Khojwa and Kashmiriganj area of the Varanasi city is known for beautifully crafted birds, animals, orchestras, ducks, cows, horses, tortoises with moving necks and tails, dolls of all shapes and sizes and dance ensembles available packed in boxes.

Various types of popular craft works practiced in Varanasi environ has been enlisted in Table - 1, with its a few production locations.

**Table - 1
Handicraft Practices Prevailing in Varanasi Environ**

S.N.	Generic Craft Work	Specific Craft Products	Production Site/Location	Photo
1.	Silk Craft Work	Banarasi Silk Sarees	Bajaddiha, Lohta, Ahair- pur, Madanpura, Sunder- pur, Badi Bazar, Nati Imli, Lathapura, Philkhann, Chittanpura, Ram Nagar, Chiragaon, Baburi, Baragam, Ashapur and Batuapura , *etc.*	

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2.	Imitation Jewelleries/ Beads Craft Products	Imitated Bracelets, Gir- dle, Necklace, Mangal- sutra, Bangles, Ear Rings, Anklets, Ladies Ornamentation Items, *etc.*	Kachnaar (12 families); Bhaironath (15); Harsosh (08); Mehdiganj (09); Birbhanupur (16); Basant-patti (10); Maduadeeh (20), *etc.*	
3.	Wall Hangings	Silk Wall Hanging, Woolen Wall Hanging, Jute Wall Hanging and Home Decoration Items, *etc.*	Sarai- Sarjan (05 families); Bajardeeha (13); Kashipura 8); Chhittanpur (12); Koila Bazar (10); Narayan- pur (09); Ramnagar (06); Baburi (11); Chakia Road (04); Lohtiya (16); Adam- pur (13); Baharia Tola (08); Nauwa Pokhar (07), etc.	
4.	aster of Paris Craft work	God/Goddess, Legen- dary Personality, Pea- cock, Parrots, Dear, Li- ons, Wedding Couples, etc.	Sarai-Sarjan (02 family); Ranipur (01); Kali Mahal (02), *etc.*	
5	H a n d l o o m / Powerloom, Brocade Work, Zari-Zardoji Em- broidery and Hand Printing / Screen Printing	dies Dresses, Saree, Suits, Purse, Bed Sheet, Cushion Cover, Table Cover, etc.	Bajardiha (25 Firms); Lohta (20); Paterwa (5); amanagar (15); Chittan- pura (11); Koyal Bazar (15); Pathantola (25); Shivala (09); Gauriganj (13); Kelia Bazar (14); Lallapura (24); Shibala (13); Jaitpur (18); Bhadoni (21); Badi Bazar (19); Nadeshar (24), *etc.*	
6	Clay Crafts/Toys	Clay Made Toys, Souve- nirs, Decorative Prod- ucts, Figurine of God/ Goddess, Decorated Mask, Door Hanging Items, Animal, Birds, and other Kind of Figu- rines, Decorated Pitcher, *etc.*	Kashmiriganj, Khojwa, Chunar, *etc.*	

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7	Metal Crafts	Copper Ware, Brass Ware, figies of God/ Goddess, Animal, Birds, Decorative Items, Orna- mentation Products, Sou- venirs of Vishwanath Temple, *etc.*	Ramnagar (06 families); Baba Vishwanath Gali (15); Sarnath (06); *etc.*	
8	Stone/Marble Crafts	Stone/Marble Effigies of (God/Goddess/Animal,/ Birds, etc.), Souvenirs, Calligraphy on Stone/ Marble, Temple Replica, Ashtray, Office Decora- tive Products, **etc.**	Shuklapur (12 families); Patiya (08); Hadaha-Sarai (13); Bajardeeha (11); Ranipur (07); Sarai-Sarjan (10); Chaukaghat (06); Kalectrifirm (12); Lal- lapur (08); Sonarpur (05); Bhelupur (09); Banda- rahwa (08); Gudaulia (12); ishwanath Gali (35); Loha Mandi (08); Luxa (13); Kashmiri Ganj, Kho- jwa (11), *etc.*	
9	Wooden Craft	Chairs, Toys, Souvenirs (National Emblem, Gau- tam Budha, Vishwanath Temple, etc.), Key Rings, Fancy Pen, Mo- bile and Pen Stand, Vari- ety of Craft Products for Decorative and Utility Purposes, *etc.*	Dashashwamedh, Central Jail Road, Kashmiriganj, Khojwa, Kathuapur, Sun- derpur, Laksa, Gauriganj, Sonarpura, Kedarghat, and Rajghat, *etc.*	
10	hameling/ Meenakari Crafts	corated Box, Utensil Pots, Decorated small size Stool, Glass, Ele- phant, Horse, Camel, Metal Box, Multicolor decorated Window, Decorated Pitcher, God/ Goddess Effigies, etc.	Bhaironath to Prahladghat Area, about 40 craftsmen family work in this craft- work. Minimum Rs. 500 to above 25000.	

All the types of handicraft practices given in Table - 1 are manufactured and designed in the main centre of the city and outskirt area of Varanasi district. During the field visit it was found that there are many colonies/villages where most of the households are engaged in making a particular type of craft work and are fully dependent on it for their sustenance and they are also well versed in their profession caused of the transfer of the skills from generation to generation.

Conclusion

Varanasi including Sarnath, one of the internationally renowned tourist destinations situated in the eastern part of Uttar Pradesh state of India, is bestowed with diverse kind of art and craft practices which are still flourishing in and around Varanasi environ like, Silk crafts, artistically designed wall hangings, carpets and durries, PoP Craft products; various types of embroidery and fabric printing craft work; Imitation jewellery and beads craft products; clay-made craft products; Metal/stone/ marble crafts; wooden crafts; soft/block stone crafts; enamelling and brocade craft products; etc. There are various popular attractions like Ramnagar Fort, Jantar-Mantar, Bharat Kala Bhavan, Vishwanath Temple (one of the twelve Jyotirlingas), Durga Temple, Kedareshwara temple, Sankat *Mochan Temple, Shitala Temple, Chausath Yogini Temple, Tulsi Manas Temple and Bharat Mata Temple* and *worldly famous Ghats of the Ganga River,* in Varanasi city and *Dhamek Stupa, Dharmarajika Stupa, Dharmachakra Stupa Chaukhandi Stupa, Ashokan Pillar, Mulagandha Kuti Viha, Sarnath Museum, Nichigai Suzan Horinji Temple/Japanese Temple, Migadawun Myanmar Temple, Temple of the Tibetan community, Burmese Buddhist Temple, Buddha Statue,* and, *Sri Digamber Jain Temple,* in Sarnath city, attract lacks of international and domestic tourists every year. Further, year-wise successive increasing growth in terms of international and domestic tourist arrivals from 2012-2019, gives a positive growth indication in tourist arrival trends in future, as well (Figure - 1). Further, expenditure made on shopping by different sort of tourists i.e., *foreign nationals, NRIs, PIOs, Indian tourists (from other states)* and *Indian tourists (from within the state)* evidently depict the underlying tourist shopping potential in terms of expenditure on shopping in the state in general, and in Varanasi including Sarnath in particular.

The fact remains that tourist shopping has been turned as one of the determinant factors for many tourists while selecting destination for the trip, along-with creating a good number of employment opportunities for the locals in general, and the poor artisan community in particular. Thus, Varanasi including Sarnath has a competent potential to be promoted as one of the tourist shopping destinations of Uttar Pradesh, if integrated strategies adopted and effectively executed on the under- lying issues like, up-gradation of artisan skills and design in handicraft products, facilitating artisans with advance technical equipments/machines and its know-how; marketing and promotion of indigenously handmade craft products along-with destination promotion - *as a tourist shopping destination.*

Limitation

For collecting data on expenditure patterns of tourists, the scholar had to be dependent on the only available report published by NCAER, Dec. 2019, in which expenditure made by tourists on shopping activities were considered in „*Tourism connected products'*. Hence, expenditure made on Tourism connected products has been taken as expenses made on

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tourist shopping. Existing status of artisan community presently engaged in making craft products are not incorporated in the study caused of lack of manpower, time and money to this effect.

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Farm Tourism: Upcoming trend in India and Use of agriculture land in terms of income

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Abstract

In modern era, the farm and agricultural tourism concept with its importance is rapidly growing. Now a days the boundaries of farm is not limited to bowing seeds and harvesting. In this article I am going to cover the various activities performed at farm, infrastructure development, local people behavior, response of visitors and how to overcome barriers. Personal experience as well as local views are discussed and focus during research. Farm tourism as already emerging but to boost farm tourism different types of strategies and approaches are adopted. Farm tourism is now coming up with new trend i.e. organic farming. Employment rate is also being increasing steadily. The positive and negative impacts are discussed in this research paper. Various aids and modes are discussed in order to amplify farm tourism. Response related to farm tourism research is observed in which it is clear that most of people are having positive favour.

Introduction

Farm tourism concept is not a new concept, it was discovered around 100 years ago. From ancient times land were using only for agriculture purpose, but with the change in time some new techniques in ode to set some extra income from agriculture land. In earlier time it was observed that the level of income from agriculture is declining, therefore new concept come into existence in the "form of farm Tourism ". Agritourism is one of the concept to revolutionize the India Farming in itself may not be viable for most people. There are number of traditional games and sports played in rural areas like Bat and trap, coconut shy, Gravy wrestling, kubb etc. will attract more tourist from domestic as well from international market. It is always be to set up an alternative source of income from the existing resources that farmers have. With their fast paced and stressful lives in cities, people want to de-stress themselves in such rural and raw settings. People who want and spend their valuable times away from urban areas are likely to stat visiting country sides. Farm tourism stated offering variety of activities and amenities to their quests in order to unlocked the boarders of farm tourism concept. Farm tourism is all about a healthy and relax feel. Different types of activities are enhancing form tourism some of them are pluck fruits , plough the fields , milk course , drive a tractor, take a drive to a nearby forest , bull cart riding, sowing seeds etc. These all are the basic activities which every visitor must want to do. These are the core products of farm tourism in which a guest enjoy various activities which can only be performed at form tourism. At their farm stay, guests get to try their hand at how farming is actually done in the agrarian state . Night stay in luxury tenting or glam ping will definitely enrich the mind of a guest. Infrastructure facilities are also being

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increasing in farm tourism as this concept is start shining in tourism industry. Farm museums are introduced so everyone get through farm life. Under one roof every visitor will be guided and educate. tourist are used to visit different farms for farm tourism at domestic and international level annually and to serve them in a better way various modes are used like restaurants , café's ice cream huts, roadside stalls, farm shops, picnic sites etc so the guest get all the urban amenities in farm. These all facilities led to increase farm tourism globally.

Many types of barriers and challenges are to be faced by the enterpreneur or owners while running farm tourism at their land . In order to cop it all it is observed that lack of information is main barrier among owners and local residents. Local residents feel that tourists will destroy nature environment and resources. The another reason is cultural. Some resident believe that while other tourist come to their land will affect their sort cultural believing. In order to sort out these barriers information will relevant knowledge must be distributed among local residents change hurdles into benefits & opportunities. Social evils will only be reduced with the participation of all. Enormous job opportunities, increase in revenue, improve living standard, development of infrastructure, friendly relationship, helps preserve local culture and green tourism. Local products and services which are limited to farm only will get international credit. All form of tourism comprise of A's in which every A has its importance, one cannot break it's chain. Similarly in order to run farm tourism smoothly owner must fulfill the demand of as per the results recorded from tourists it is observed that visitors enjoyed at agri tourism. They feel more comfortable as compared to urban areas. Their experience show positively towards this concept.

Various modes are to be used to boost this agri based concept. Marketing skills should be adopted mode by which one can expand their business. As we are discussing about farm tourism grapevine communication model is enhancing this industry. Owner must be honest , having a good founding story and make it easy people to leave update reviews . Time to time keep update tools and staff with training via different modes are very necessary. Organic is emerging now a days. A new concept is introduction in farm tourism. Guests used to visit farm to undergo the organic concept that how vegetables, cereals are produced with nature process without using chemicals.

Conclusion

It is observed in this research study that farm tourism is acting as a supplementary in agriculture business. Bed and breakfast and a warm hospitality will enriches the mind of guests. Farm tourism is also acting as a safeguard to local and traditional ambience. By the time, farm tourism provide a lot of opportunities to agriculturist and consumer and the scale of revenue will definitely boom.

AN EXPLORATORY STUDY ON ONLINE RESTAURANT MANAGEMENT SYSTEM

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ABSTRACT

Customers count on an excessive general and quickly carrier from enterprises. In addition, opposition amongst companies necessitates that organizations renew them set yes, meet purchaser expectations at most level, and increase the popularity of merchandise and services. Traditional restaurant administration is insufficient to grant all this. This state of affairs led to the search, und restaurant administration structures (RMS) have been developed. RMS, which emerged in the 1970s, is now a great dear greater developed, facilitating each the operation and administration manner and presenting an ex pert administration opportunity. RMS has made it viable for eating places to institutionalize und set up chain enterprises. Moreover, earnings and cost manipulate can be made greater high quality by wayof RMS. This chapter explains RMS and the operation or RMS through a pattern program.

Keywords: - RMS, android app, RMS Software

INTRODUCTION

Over the many years, Updation in the technology has made various changes in the restaurant industry. Most of such innovations have seen with POS (point- of- sale) operation. Moreover, the trend of e- menu brings comparison and additional information to the customers. This availability of ordering food on finger tips make easier to get the order and more raise is sales. Services in the restaurant is more efficient and faster now. This helps the restaurant to get more e- customers and build reputation through rating and feedbacks. Today, people gets more attracted towards informative and creative displays rather than being followed traditional ways. Technology has taken this industry completely to the new level. Digital system has removed all deficiencies of physical methods of serving the people. Orders are being taken on time and completed in the same way. This also helps to track the order along with time displays on it. With the help of this digital technology, we can make

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any changes in the order with the terms specified and accordingly changes in the price will be made. Algorithms are used to support the orders as it shows the list of previous orders too. This helps the customer to make purchases and they come to know about the most popular dishes.

OBJECTIVES

1. To develop an android application for management system and update the whole hotel industry by developing software that will be maintained in one place only.
2. To enable Customers enter the feedback about the service by rms software or app.

3. RMS Software will help for customer to book advance for anytype of service .uploading there documents

EXISTING SYSTEM

The current machine is paper-based also as well as some software base applications are there but there was no security protocol. Papers and software's are used in consuming locations for exhibiting the standard restaurant booking services, taking down the orders of customers and storing the archives of customers. Weakness of paper- based record is that it can be easily damages by any means like stain marks, misplace the documents which leads to wastage of time and money.

Another thing is menu cards are physically printed and any changes on it means re- print the whole menu which means resistance in change as it involves huge cost. It involves lot of time also. Customer has to wait for waiters until he/she gets free taking orders from other customers. Another possibility is of misinterpretation and wrong service means wrong impression.

For placing orders consumers go to lodgesor ingesting locations to understand meal requirements and then region an order and pay for which strategy time and information is required.

When customers place an order over the phone call, customers don't have menu physically and lack pictures of the food which may create problem in ordering the food.

Restaurant requires highly skilled personnel to take order over the smartphone and person, to supply ingesting trip and accuracy while payment. In today's era, labour prices develop each day with the useful resource of day making it hard to stumble on personnel when needed.

PROPORSED SYSTEM

An Android app menu totally revolutionizes the patron's eating perience as well as Room Booking. Existing packages furnish an app that room services & eating places can use to record their menus into iOS &arnp; online -based pills which makes it less complicated for diners to flip, swipe & faucet thru the menu. We have goal of supplying best room services as well as superior menu show the usage of android cellular telephones at eating places along with pill menu that would suggestdishes based totally on basis of algorithm. With all this, we run app, an Android-based pill and now requiresan iOS-based pill which is an extra high-priced alternative. Cloud-based server is used for storing the database which makes it less expensive and more secured. Developers of comparable functions preserve clients who seat at tables geared up with capsules spend about 10% extra than these at different tables ('people purchase greater when they do so instantly, besides ready forservice").

Here we are provide one more extra service with security for payments ,documents and using services .there we are using one OTP generate for all service like room booking, hotel menu

The proposed gadget consists of the following modules.

Module 1: Login Module

Login module helps to get the information about customer, if they are already registered. Every user has their own id passwords to login the application.

Module 2: Registration module

This module is for order placements and new registrations are accepted for those restaurants who wants to expand their business online.

Module 3: Add/Update/remove Menu

admin use this module. Admin can insert, update or delete the data as per his/her own requirement.

Module 4: Account Management module
This module will record all online transactions and account manager will be held responsible for all the transactions. He will issue printed copies of all the receipts and payments.

Module 5: Station Tracking Module

As the name suggested, this module is used to track the order i.e. location of placing an order and estimated delivery time. This module describes particular area using current location with the help of internet.

Module 6: Place Order Module

It is used by registered customers. On the verification of application, order is delivered to the customer's address.

Module 7: Carting Module

This module is like cart where food is added to get its delivery or ordering it for later delivery. If he/she is new user, then he/she must register to application to make order successfully.

Module 8: Order Manage Module

This module is to manage order as customer wants. If customer feel food is not good or delivery time is more than expected period, then customer can manager order accordingly.

Module 9: Messaging Module

This module is for queries taken from customers. If customer feels any issue, window is open for 24/7 where customer executive is ready for help.

Module 10: Logout Module

After performing all the activities, customer can log out the application.

Primary objective is to bring efficiency in ordering the food and reduce human errors with the purpose of maintaining high quality service. Application is the best source of communication. Like in the figure, it can be seen first customer will open the application, search the food which he/she wants to make an order and check its availability nearby.

Customer can check the e- menu card and can check the availability of food either log in or not. The person can add food to the cart. Before making any order, login details will be checked. If customer hasn't done, then application will ask for log in details before placing an order.

While doing this, this application will helps to collect data of all the customers who are ordering the food and their wish list, their spending ways etc. after completion of login, customer can place order from the nearest restaurant using server. Verification will be taken after making call to the customers. Then he/she will check e- confirmation of the order placed and proceed further with all activities.

After meeting all activities, admin will transfer the data to particular restaurant. In the last delivery will be given to the customer within estimated time. If customer really wants to make changes in an order, then such modifications will be made on the screen and same will be shown to the both.

Fig1. Flowchart of Online Restaurant Android Application

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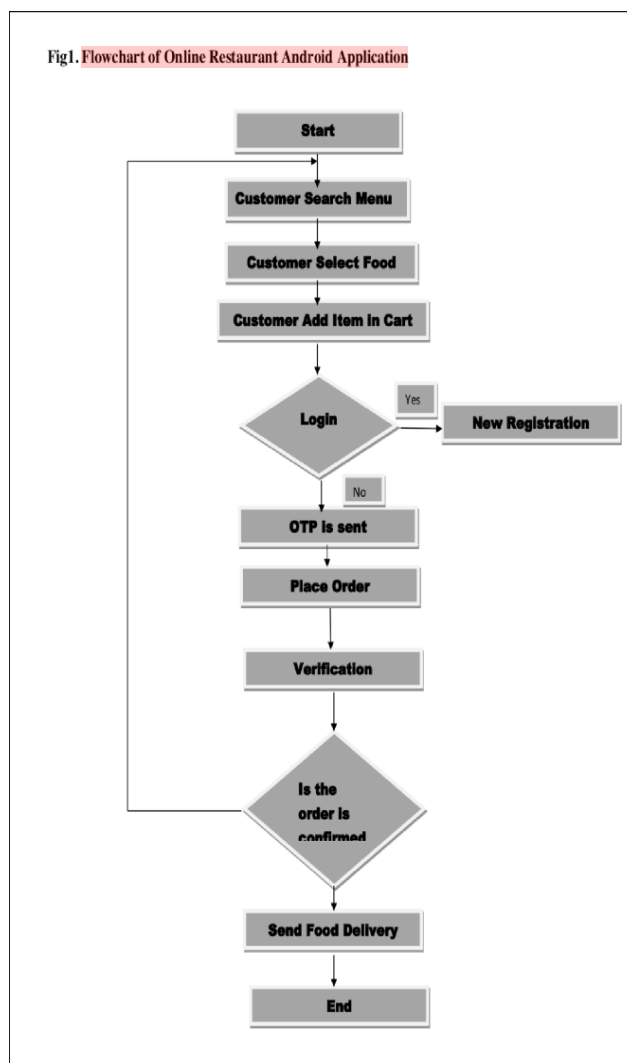
ADVANTAGES

1. No confusion for the orders.

2. 24/7 service will be given.

3. Easy usage of online menu.

4. Enhance in number of customers.

5. Growth of business in real terms.

CYBERCRIMETHATCOULDOCCURDURINGTHEPROCESSAND PRECAUTIONARY MEASURES THAT SHOULD BE TAKEN AGAINSTCRIME

I .Data Breach: Data Breach refers to the stealing of customer data by an unauthorized person and then sometimes, the hacker sells the data to gain money benefits. To be safe from data breach, high security application are used to secure the data of consumer so nobody can steal it at any cost.

2. Identity Theft: 1dentity Theft involves compromising a customer's account where attacker can perform actions in their own name. In order to safeguard customer account that no other person can use it, the system will generate a OTP when any customer places a order so that without OTP the order will be incomplete.

3. Phishing: Phishing involves sending misleading messages through email, other channels, which means leakage of personal information, access malicious websites or download malicious payloads. As customers share their contact number, so it is the prime aim of us that no extra messages will be sent to the customer and moreover it is advised to the customer that they will not click any link if some messages is sent to them.

4. Financial **Loss:** As in this system, the customer is providing their financial details to pay the order. There may be chances that their financial details may be compromised and attacker may provide financial loss to the customer. So in order to safeguard from this, the OTP is sent to the customer and after

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that the confirmation message will also be sent to the customer.

CONCLUSION

Every industry requires change and the need for online food ordering is being analyzed over the traditional manners. The benefit is of time saving and less error. This helps to add more customers and to maintain efficiency of the business. E- Commerce is the modern way of growing the business. Everyone is using android phone and it becomes easy to make an order over the phone. Now orders are easily made with the finger tips but with more accuracy. There are options available for modifications. Further, GPRS module can be used to make this industry more advanced. With this, orders can be monitored and web links can be used for the item purchased.

Enhancing Authentic Tourism and Hospitality of the Indian Villages

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Abstract

Tourism and Hospitality have been defined by the locals and its cultural experiences of cuisine varieties. Cuisines are an integral part which helps in combining the essence of Hospitality to Tourism. Nowadays, the role of cuisines has been leading tourism and hospitality sector in the development of cultural excellence to tourists. The locals and culture along with the varieties of cuisines of Indian villages have been bonding like a heritage system for tourists nowadays. The Indian villages are that area of India which require every necessity for people. Tourism and Hospitality have become a major commodity for the locals of Indian villages as to authenticate and enhance its heritage and culture to tourists through the different taste of cuisines. The objective of this research study tends to focus on bringing up the essence of tourism and hospitality of Indian villages in the lives of tourists. The research study focuses upon the matching criteria of tourism and hospitality of Indian villages with Indian developed areas. The research paper would like to study the recent upbringing trends of tourism and hospitality to increase the awareness for the authenticity of villages. The research study would like to analyse the growth of Indian villages in the economy market of India. The research study would like to analyse the obstacles and challenges faced by locals of Indian villages to promote its heritage and culture of tourism and hospitality to the tourist visitors.

Key Words: Tourism, Hospitality, Cultural excellence, Cuisines, Heritage system.

INTRODUCTION

Tourism and Hospitality are those terms which are depicted by the role of services provided to its customers. Tourism and Hospitality of Indian villages are based on the traditional attire and heritage for millions of tourists

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who travel to a village in India. An Indian village is that part in India which is an inclusion of basic necessities used on a usual basis. Villages of India are the soul of India and Indian locals. Indian villages considerate mainly about 50-70% of population. Indian villages also considerate a population of tribal groups. The Indian villages are tend to known as a free, peaceful and calm areas with a full of greenery and fresh air system from a city or an urban area in India. The Indian villages are identifiable by small huts or homes to tourists or other people. Indian villages are very eco-friendly in nature. With the reason of eco-friendly nature, the Indian villages have been seen depicting a traditional outlook for today's times for locals and other tourists. Main occupation of village people is agriculture and farming. Nowadays, village farming leads to the best quality of culinary preparations than the culinary preparations of a city or an urban area. Tourism and Hospitality have become a major commodity for the locals of Indian villages. Tourism and Hospitality is a dependable part also over different cuisines, and culture experiences. Cuisines have always been an integral part for tourism and hospitality sector which make tourists experience memorable and make them to travel again with a positive word of mouth experience. Cuisines depicts the culture of India as well. Nowadays, the role of cuisines along with its varieties are becoming a major part in the development of cultural excellence for tourists. The concept of cuisines is the backbone for increasing the awareness of culture for both developed and undeveloped villages of India. However, on this particular context, cuisines tend to make the culture of Indian villages unique for tourists nowadays comparable with urban and rural India. Cuisines of Indian villages are of unique culture for tourists nowadays as with the comparison of cuisines of urban and rural India. The survival of Indian villages are based on the traditional society outlook as nowadays the Indian villages are known to be in the category of heritage system or an ideological category. The Indian villages require traditional varieties of cuisines along with the traditionality of cuisine equipments. The traditionality of cuisine and its equipments nowadays lead to increase the awareness of culture of Indian villages in tourist minds. The Indian villages have always been through an authenticate native life for the locals of villages. To expand and enhance the authentic life of villages, cuisines are the better and helpful way in bringing up the tourism and hospitality to its authenticate level of every Indian village on tourists. Cuisines also help in increasing the image of culture of villages on the locals as well as on tourists.

BACKGROUND REVIEW OF INDIAN VILLAGES AND IT'S AUTHENTIC CUISINE CULTURAL TASTE

After going through the references of the cultural lives of Indian villages, it have been studied that villages has a unique taste in convincing the tourists to spend their experiances towards it's own culture and environment. From many previous studies, it have been studied that the village life is a kind of representative perspective in it's taste for the lives of present times. With the notion of previous writings of authors, we must tend to set a unique tone of Indian village culture and community in the era of times to come. The Indian village communities believe in the mark of being independent in the relations of tourists and locals. With the discourse of it's historical background of pre-independence era, the Indian village is a self sufficient community in the way of culture, economy and occupation. The villagers of India tend to believe in the simplicity and authenticity harmony in their every status.

With the discourse of it's background in the post-independence era, the Indian villages were intended to be described as a unit of society of India. Through the perspective of academic studies, it was depicted that the Indian villages has been among the personality of sociologists and social anthropologists working for Indian villages. At that time, they focussed on the work of exploring the village's cultural life to India. After the post-independence era, these studies have shown a way that the life of a Indian village could also have a revelance image taste of it's culture and cuisine into present times to come.

OBJECTIVES OF THE PAPER

The present study aims to look on the following criterias:

1. To study on bringing up the essence of tourism and hospitality of Indian villages in the lives of locals and tourists.

2. To understand and evaluate the match up criteria of tourism and hospitality of Indian villages with the Indian developed areas.

3. To find out, what are the recent upbringing trends of tourism and hospitality to increase the awareness for the authenticity of villages.

4. To create a cultural image taste of publicity of villages with the help of promoting varieties of cuisines to locals and tourists.
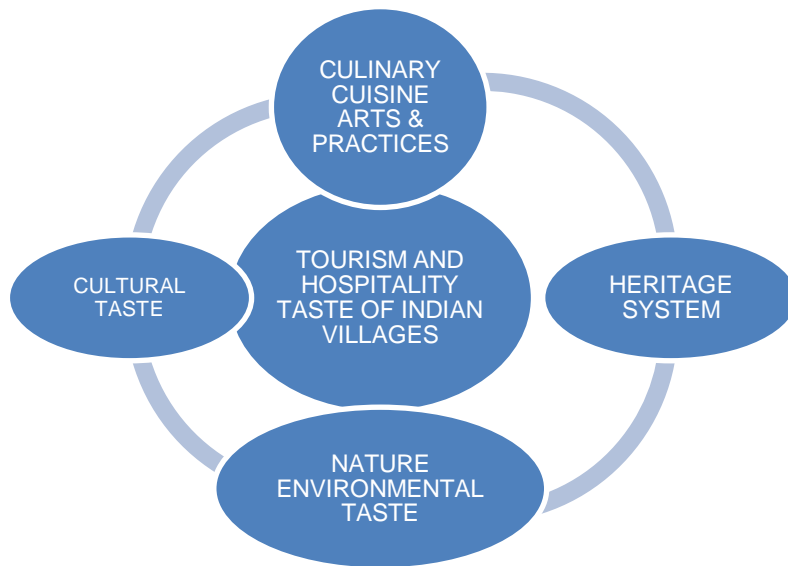
METHODOLOGY OF THE PAPER

The methodology section of this paper has been articulated the division of this paper into some key categorical perspectives, namely data collection, data analysis and the data approach to be taken for the study. The data of this

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paper is all original in every aspect, but the ideas related to the study have been referred from secondary sources and respective published journals of some authors.

DATA APPROACH

The approach considers itself around qualitative in nature for this study. The qualitative and comparative approach has been taken for this study in the sense that, to examine the role effect of tourists and the local people of Indian villages towards the enhancement perspective of authentic taste of culture, culinary arts and practices, tourism and hospitality of Indian villages.

DATA COLLECTION

The data of the paper can be collected using the probability sampling technique where we can get to see that there are chances of increasing the awareness of Indian village's authentic taste of culture, cuisine practices, tourism and hospitality.

DATA ANALYSIS

The analysis of this paper are done by taking the comparable technique in comparing a modern city's tourism and hospitality with a village's tourism and hospitality. And even, we can use this comparable technique also in comparing one village's culture of tourism and hospitality with the other village of India. For this paper, we need to survey a groups of locals in villages and tourists who visit villages to have a memorable experience. To survey, we visit number of villages of India and meet the local people of villages and interviews them with some of the questions related to the culture of village and how they promote their authentic culture of tourism and hospitality for tourists with the help of their culinary cuisine practices.

ANALYSIS OF INDIAN VILLAGES

Villages of India are the soul of India and Indian locals. Indian villages considerate mainly about 50-70% of population. Indian villages also considerate a population of tribal groups. The Indian villages are tend to known as a free, peaceful and calm areas with a full of greenery and fresh air system from a city or an urban area in India. The Indian villages are identifiable by small huts or homes to tourists or other people. Indian villages are very eco-friendly in nature. With the reason of eco-friendly nature, the Indian villages have been seen depicting a traditional outlook for today's times for locals and other tourists. Main occupation of village people is agriculture and farming. Nowadays, village farming leads to the best quality of culinary preparations than the culinary preparations of a city or an urban area.

The analysis of this paper are done by taking the comparable technique in comparing a modern city's tourism and hospitality with a village's tourism and hospitality. And even, we can use this comparable technique also in comparing one village's culture of tourism and hospitality with the other village of India. For this paper, we need to

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survey a groups of locals in villages and tourists who visit villages to have a memorable experience. To survey, we visit number of villages of India and meet the local people of villages and interviews them with some of the questions related to the culture of village and how they promote their authentic culture of tourism and hospitality for tourists with the help of their culinary cuisine practices.

FINDINGS OF THE PAPER

1. This paper finds out that through the perspective of present times villages of India can have more focus of tourists visiting than the modern cities of India.
2. This paper confines to the point that villages of India are having a unique outlook of culture, tourism and hospitality and even culinary arts and practices than the modern cities outlook of hospitality taste.
3. With the linkage of present times culture of local people as well as tourists, they would like to find a unique taste of hospitality and tourism services in their experience of visits to different villages of India.
4. This paper will also find the change of effect in the market economy of Indian villages through the help of culinary and the culture taste of tourism and hospitality.

LIMITATIONS / DRAWBACKS OF THE PAPER

1. This paper confines the drawbacks in the sense that there could be the less number of tourists visits to modern cities after the expansion of the awareness of authentic culture, tourism and hospitality of Indian villages.
2. This will put severe effect on the market economy of modern cities in terms of the culture taste of tourism and hospitality of modern cities.

RESULTS

1. The result of the paper is based on the analysis aspect of the paper which shows the effect of tourists on Indian villages will be more than the effect of tourists on modern cities.
2. The result of the paper depicts that there will be the chances for the authentic culture of Indian villages being in the known category of locals and tourists even in present times when people are more in the awareness about the culture hospitality of modern cities.
3. The paper also shows that there will be more chances of tourists arrivals to Indian villages in order to have a unique taste of village's culture, culinary arts and practices, tourism and hospitality.

SUGGESTIONS

1. This paper suggests to increase the awareness of Indian village tourism and hospitality taste in the minds of local people as well as other tourists.
2. It will help in increasing the taste of economy of Indian villages through the helping need of increasing taste of awareness.
3. This paper suggests to increase the awareness taste even in present times because it will have more effect on tourists arrivals to Indian villages as nowadays the locals as well as tourists find a unique taste in the culture, culinary, tourism and hospitality of Indian villages than modern cities.
4. The paper suggests to maintain a balance between the economy of Indian village and Indian modern cities for the upcoming future.

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CONCLUSION

The paper has been concluding in the point that the authentic culture, tourism and hospitality could also consider a number of tourist visits to Indian villages due to the unique cultural outlook. This paper helped in reaching to the conclusion by completing the survey using a comparable technique, which compared the cultural outlook of Indian village's culture with the cultural outlook of modern cities. And this comparable technique have made easy for this paper to reach out to a minor confirmation in the sense that even linking with present times, villages can also develop an image for tourists in the terms of culture, tourism and hospitality and its services. The developing cultural image of villages can be transformed with the help of cuisines and its varieties of villages. Tourists and the locals of Indian villages can benefit their experiances through the unique cultural outlook of villages for present times. This paper works on the survey of local people of villages and their views about enhancing the authentic culture of hospitality and tourism.

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FAIRS AND FESTIVALS-AN EFFECTIVE TOURISM MARKETING LEVER FOR ECONOMIC DEVELOPMENT AND HERITAGE CONSERVATION

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Abstract

Purpose – This paper aims to discuss the opportunities and challenges that India offers in terms of catapulting the cultural and economic potential of the fairs and festivals. This paper prepare the base for the theme by analysing "fairs and festivals" being organized throughout the year for attracting tourists from all areas of the country, as drivers of economic progress and cultural continuity with special emphasis on Kumbh mela at Prayagraj.Room for practical application– There are a number of practical applications for practitioners and policymakers that will enable India to optimally leverage the large cultural and economic potential through sound policies on tourism industry that the varied fairs and festivals provide. This needs a holistic understanding which will make sure that aspiration and considerations of all key stakeholders are given importance. Originality/value – The analysis through this theme issue can document the cultural and economic impact of selected fairs and festivals in India like Kumbh mela whose success story can help to design innovative tourism marketing strategy to form a symbiosis of development of local community and preservation of cultural heritage. Will these cultural resources be sustained and deployed effectively to produce a positive economic impact on the lives of communities connected?

Keywords: leverage, fairs and festivals, synergy, tourism

Overview

The fair is an ancient tradition, and numerous sections of society hold such fairs on grounds dedicated for such events; others celebrate in public places, roads or spaces in colonies, or even in large private gardens. Fairs are organized in connection with an important event, such as the anniversary of a local historical event, a seasonal event such as harvest time, or with a holiday or a festival or some religious function such as Makar Sankranti or Nandashtami or Vaisakhi etc.The word fest derives from the Latin word festivus borrowed from Anglo-Norman French. Festival was first used as a noun in 1590. Previously it was used as an adjective from the 14 th century and it symbolized to celebrate a church holiday. Festivals which have religious significance are celebrated as religious festivals.

Uttarakhand is a rich land of culture and heritage. Fairs are celebrated with full pomp and show. They are an entwined with the social and cultural life of Uttarakhand. Fairs and festivals highlight the cultural richness of this state. It is at these fairs that give a life to ancient art forms that are on the brink of dying and getting lost, so that they can be appreciated and revived

People from all section of the society come together in these Melas and one can see the cultural unity and balance among the common people, reflected within the collective joy experienced by all.

Fairs and festivals can make a significant contribution to the economic growth of a region. They can produce interest among tourists and lift economic value of the destination where they are organized. There are social advantages as well. Local people can earn a good income; it creates a strong bond of harmony and unity. These festivals help to preserve and strengthen cultural roots and values and help the local people to sustain and conserve their traditions too. The paper answers the question: "How can the economic and heritage of region fairs and festivals in India be leveraged?" To find more about the question, research focussed on Kumbh mela, a major fair in Bharat which elevate Uttarakhand tourism culturally and economically.

According to Harsh Bijlani ,a Bangalore based brand expert "**Religion and size may be an excellent combination and Kumbh has both. Imagine Woodstock or soccer leagues in Brazil and the UK, and multiply the measure by ten.**"

RESEARCH OBJECTIVE

The main objective of the study is to investigate the economic leverage of the KumbhMela 2019, organized at Prayagraj, to tourism of Uttarakhand and culture preservation. The study was directed to learn about the native perception of effect of fairs and festivals instead of quantity of actual impact. For the analysis of the economic and cultural impact community group's residents were designated at varied points of Prayagraj.Data collection was by measuring of the responses of the native people towards tourism development by descriptive data point analysis and the answer given by respondents recorded for each indicator which was calculated through percentage method.

SCOPE OF THE RESEARCH

The Kumbh Mela is taken into consideration because of the largest gathering of humans at a time on the planet. It was designated as a district for 2 months. The estimated value of Maha KumbhMela 2019 was a huge income of one and a half lakh crore rupees for Uttar Pradesh. Although the Kumbh Mela is religious and non secular in nature, the economic actions connected with it created of over seven Lakhs jobs for people irrespective of community and thus justifying the scope of the study. There was a large scope to analyse the social and economic aspects of the demography, which pulled the researchers from around the globe.

LITERATURE REVIEW
Kumbhamela and Economics

The Kumbhamela has revolutionized social, economic and political conditions (Lochtefeld 2006) so this fair has a great influence on economy and this is an interesting piece of research. It is a great subject for spiritual tourism research study by Tomar& Yadav (2015) where they confirmed that in 2019 Kumbha over hundred million people assembled there to engage in this holy celebration. So Kumbhamela is not only a religious function but there is some economic significance in it. In this connection the CII report stated that one and a half

lakh crore revenue was generated for Uttarapradesh.Therefore economy and spirituality relating to Kumbhamela incorporates a deep relationship.

Kumbhamela and Spirituality

In India the modern spirituality are often simply derived back 2500 years (Kroeber 1944) once it is understood that Kumbhamelas began inception from the first millennium. In Indian context human spirituality stresses on Moksha i.e meeting with God after death (Inbadas 2017) and the people believe that particular religious practices needed to be performed forgetting moksha. Kumbhmela is also called as simhasta parva as Jupiter (Guru) and Sun (Surya) enters in Leo (Simha) zodiac sign and the astrology is an exemplary spirituality in India. Spirituality is the foundation of joy(Dhar, chaturvedi& Nandan 2011) and a mela (fair) is a symbolic place to get equal treatment (Google Online Dictionary) therefore Kumbhamela is a place where unity of all sections of society harmonises with purification of soul. It is a belief that a dip in river Ganga during a Kumbha can eradicate all panacea for all and empirical evidences tell that spirituality can act on palliative care as an adjunct relief (Narayanasamy 2007). Beyond doubt ,Kumbhamela is a place of pilgrimage which is necessary and purposive for life and spirituality (Maheshwari & Singh 2009) so Kumbhamela is very effective on the field of spiritual wellbeing.

RATIONALE OF THE STUDY

Kumbhamela is not a common insignificant religious practice termed as spiritual. But it is a great to understand the intelligent strategy for a superb symbiosis of economy, environment and spirituality. Here the study is taking a place in policy document storage. The study has reviewed previous works in analytical and comprehensive practicality. This study is required for spiritual understanding and social sustainability with two most valuable elements of society and culture.

KUMBH MELA: A short description

In India, collective practice of taking holy dip in river Ganga is scheduled in the gangetic plains where a huge fair is organised popularly known as Kumbh Mela. It is a massive gathering of pilgrims either from India or overseas with the purpose of bathing in the holy Ganga. The word Kumbh is derived from Sanskrit where **Kumbh** means pitcher . The Kumbh Mela 2019 is the Ardh Kumbha Mela held at Triveni Sangam . The fair began from 15 January to 4 March 2019 with three Shahi snan (royal bath) and three snan.

The Kumbh Mela is divided into five types :

a. Maha Kumbh Mela

The Maha Kumbh Mela takes place every 144 years in Prayagraj (Allahabad).

b. Purna Kumbh Mela

The Purna Kumbh Mela takes place after every 12 years in Prayagraj (Allahabad).

c. Ardh (half) Kumbh Mela

The Ardh Kumbh Mela takes place in every 6 years at Haridwar and Prayagraj (Allahabad).

d. Kumbh Mela

The Kumbh Mela is a very important event that takes place every 3 years following four locations in India: Prayagraj (Allahabad), Haridwar, Ujjain and Nasik.

e. Annual Mini Kumbh Mela

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The Annual Mini Kumbh Mela, popularly called as the Magh Mela is celebrated every year at Prayagraj (Allahabad), except the years of Purna Kumbh Mela and Ardha Kumbh Mela.

ECONOMIC IMPLICATIONS

The economic importance of Kumbh Mela is reflected in the huge revenue creation through different sectors involved directly or indirectly and the employment opportunities connected with the Kumbh Mela in various sectors.

➢ Hotel industry had 100% occupancy rate for Maha-Kumbh which was earlier 70% and saw a growth of 25% during Maha-Khubh from earlier growth rate of 14% including small, budget and luxury hotels. A wide coverage of National and international media which poured in large numbers. Foreign tourists stayed in India during Kumbh for 20-30 days an created employment of over 6 lakh skilled and unskilled workforce.

➢ A forecast assessment of the economic -implication of the Ardh Kumbh Mela of 2019 was made by the Confederation of Indian Industry (CII). Uttar Pradesh government of a budget for expenditure was Rs 4,200 crore for the 50-day Kumbh Mela2019, which is three times more the budget of the Maha Kumbh in 2013, making the mega pilgrimage the costliest ever.

➢ As per CII, this gala Kumbh fair of 2019 produced income of Rs. 1.5 lakh crore for the State. CII report added that there was approximately six lakh workers associated with the fair at various ancillary sectors.

➢ The hotel industry employed 2,60,000workers, airlines and airports around 1, 50,000 and tour operators around 45,000. The employment figures in different types of tourism estimated at 85,900.It also created 55,000 new jobs in the unorganized sector comprising of tour guides, car drivers, translaters, volunteers etc.This increased revenues for government agencies and individual traders.

➢ Neighbouring states like Rajasthan, Uttarakhand, Punjab and Himachal Pradesh also attracted a large number of national and foreign tourists visiting the fair and created income in their respective regions.

The breakdown of jobs in various sectors is shown in the following chart:

Number of Employed in different sectors

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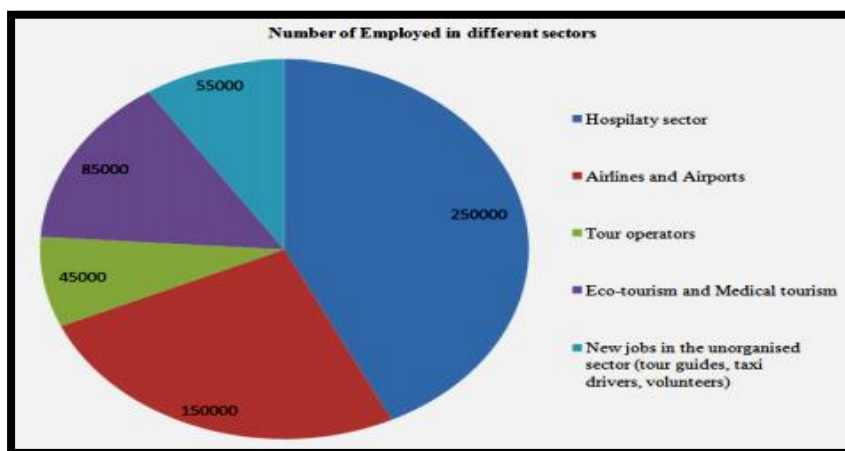
Source: Compiled from Economic Times

The chart points out that the rise in job levels increased revenue for the businesses as well as local people. Besides the fair, not only pulled huge crowd of domestic tourists from all parts of India, but it also attracted huge number of international pilgrims as well as tourists of the globe. The countries comprised of UK, Canada, Malaysia, Singapore, Australia, South Africa, New Zealand, Mauritius, Zimbabwe and Sri Lanka among others.

Table;1 Economic indicators of fairs and festival

S.No	Positive points	Negative points
1.	Opportunity for work	High price of land and housing
2.	Rise in the number of hotels	Increase price of goods and services
3.	Rise in the income of local people	
4.	. Opportunity for spending and buying	

For analysis of economic impact of Kumbh mela on the local ,responses were recorded at selected tourist's centre in Prayagraj. Impact of fairs and festivals is calculated through percentage given in the **Table no.2**

Distribution of % of attitude of local in Prayagraj(Economic impact)

S. No	Pointers	Yes	No
1.	Opportunity for work	80.94	19.06
2.	Rise in number of hotels	78.44	21.56
3.	Rise in the income of resident	70.35	29.65
4.	Opportunity for shopping	84.17	15.83
5.	Rise in the cost of land and housing	74.27	25.73
6.	Rise in general price of goods and services	65.35	34.65
	Total	75.58	24.42

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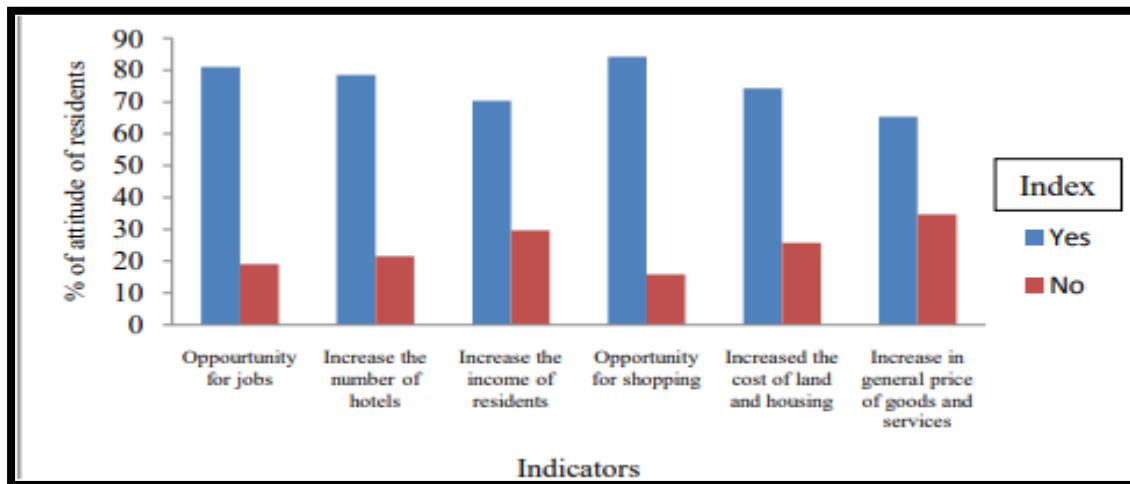
Table indicate a big effect on economy through Kumbh mela because a huge number local people depend on tourism activity. So, there is no other choice for economic developments of this area.Prayagraj is a land of many cultural, natural, historical and religious attractions. It is observed that the impact of Kumbh mela on the local economy of Prayagraj is nearer to equal and has good effect. That show the positive impact of fair which will help to develop the economy of the destination such as rise in earning power of the local community, increasing jobs and shopping facilities.

Table No. 3 Cultural impacts pointers

S.No	Positive points	Negative points
1.	Stimulate general awareness towards the conservation of cultural heritage and traditions	Commercialization of tradition and customs
2.	Spreading of diseases	Change in values, norms and customs

Table no :4 Perception of local people response to cultural Impact

S. No	Indicators	Yes	No
1.	Commercialization of tradition and customs	48.47	51.53
2.	Spreading of diseases	49.63	50.37
3.	Stimulate general awareness towards the conservation of cultural heritage and traditions	71.41	28.59
4.	Change in values, norms and customs	59.46	40.46
	Total	57.29	42.71

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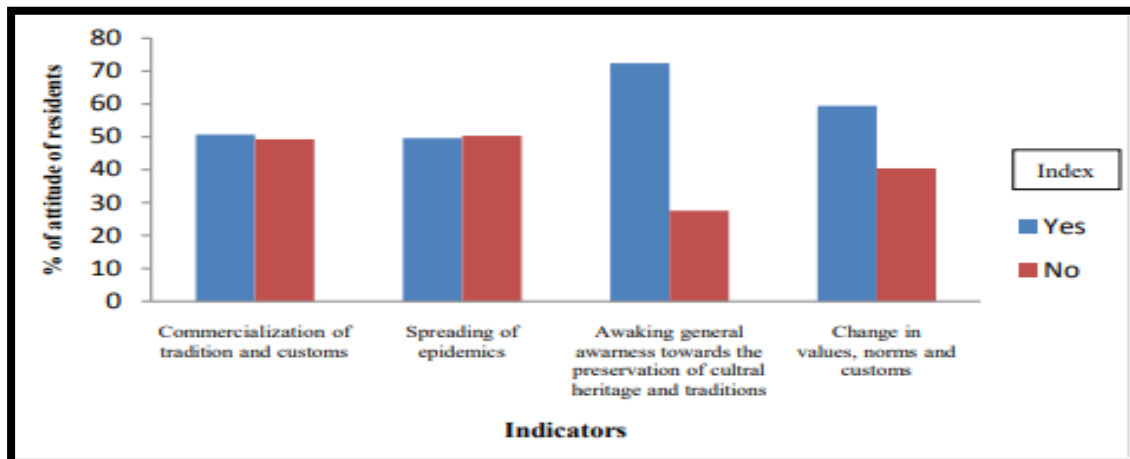
The positive cultural indicators show good sign for the development of tourism at Prayagraj. The local economy of the place depends on tourism activity through Kumbh mela. Majority of domestic and foreign tourists visit to Prayagraj during holy snan at Prayagraj.

FACILITIES PROVIDED FOR THE KUMBH MELA 2019
The facilities made available by the KumbhMela Authority are as follow:

1. **800 extra trains by the Indian Railways**: The Indian railways ran 800 special trains from various stations of Allahabad district along with the regular trains run by the North Central Railway.

2. **Application of Artificial Intelligence** (AI): The Railways employed artificial intelligence (AI), to control and monitor the huge crowd of passengers during the Kumbh Mela. IBM Intelligent Video Analytics was used for crowd survellience at the stations and nearby areas. **Kumbh Rail Seva,**a mobile app so designed to provide information to train users and others events linked to Kumbha Mela. This made the Kumbha Mela 2019 as a **Digital Kumbh**.

3. **Disaster Management:** A Disaster Management Control Cell (DMCC) was arranged for services across the Mela premises. In addition, a vector control unit was formed to counter infectious diseases. Efficient arrangements were made to combat epidemic, fire hazard, flood, stampede, etc, and a well trained work force was formed and operating procedures designed accordingly.

4. **Setting up of Lost-and-Found digital centre**: As the Mela city was spread across 3200 hectares, it was likely that people get lost. To mitigate this issue, digital lost-and-found centres was set up. All centres were interconnected with a central server. Information of lost and found pilgrims was broadcasted with photos on LED screens at each centre. This made the Kumbha Mela 2019 as a **Safe Kumbh**.

5. **Public accommodation**: More than 20000 public accommodations was built by the Mela authority for the pilgrims with facilities of overnight stay along with safety measures. In order to deal with multitude, authorities built a mini-city of quite 4,000 tents. The city was being lit by installing over 40,000 LED lights, say local authorities. Tent city with five-star hotel like facilities geared up to host 15 crore pilgrims. The tent city in Prayagraj was built to accommodate all those who preferred to keep away from the Kumbh Mela rituals and enjoy the fair and explore India's rich culture and heritage. These tents were crafted keeping in mind the number of visitors and guests of Pravasi Bharatiya Divas. The tent arrangement for accommodation was spread on a place of 100 hectares and built by six companies. The tent

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city also consisted of villas, dormitory style tents within the Arail ghat area. These tents could be booked online. Tourists booked these tents by logging on to – https://kumbh.gov.in/en.Nearly 1,200 cottages were built to accommodate tourists. The tent city was had 3 categories — **cottages- deluxe, super deluxe and villa.**

Villas were the most expensive ones due to the dimensions of bedrooms. Each villa consisted of 2 bedrooms and a common area. It was located near the river Ganga.The entrance of villa went inside the drawing room. Tourists were able to enjoy the view of river Ganga right from this villa. For one night here, one had to pay Rs 32,000.

6. **Ganga Pandal**: A state-of-the-art cultural hall was set up for nearly thousand pilgrims. Ganga Pandal showcased many events of artists from all over India.

7. **Convention Halls**: There were around 6 convention halls in the fair for displaying 500 cultural programmes from 6000 artists. This made the Kumbha Mela 2019 as a Sanskritik Kumbh.

8. **Media Center:** Modern international media centre was set up for the media persons and journalists coming to the Kumbha from across the globe.

9. **Vending Zones**: More than 900 stalls of food items, utensils, grocery, clothing, etc stalls were installed in selected vending zones to fulfil the needs of pilgrims. Five star restaurants were built for pilgrims and tourists. All restaurants sold only holistic food. Besides, they served speciality cuisines of all Indian states.

10. **Amusement Zones**: Three amusement zones had 3D projection theatres, numerous attractive games and other engaging activities.

xi. **Paint My City**: More than 20 lakh square feet of the city was chosen and had been painted by many artists. This wrapped the city into a beautiful bride.

xii. **Waste management and cleanliness**: About 1, 15,000 toilets were installed and around 1500 swaccha workers busy in the monitoring of the operations and usage of dustbins and toilet. In order to make awareness for the protection of the biodiversity of the river Ganga, various roadshows, workshops, etc were organised and banners, hoardings, etc were distributed to disseminate information regarding the importance of cleanliness. This made the Kumbha Mela 2019 as a Swach Kumbh.

CONCLUSION

The Kumbha Mela 2019 was a model for future cultural events. The upcoming Kumbha Mela in 2021 at Haridwar had to be organized and upgraded on the footsteps of Kumbh mela 2019. More the freedom more is the resurgence of peoples" interest and participation. The deep effect of such gathering of religious tourists from the viewpoint of growth and potential of the tourism industry is enormous.Surprisingly, Kumbh Mela though has been celebrated from olden days , there have been little efforts to understand the huge effect it does to local economics within the region where it is held. But time has come to analyse the Kumbh Mela for what it really is – a strong tonic to local economies in parts of India which are otherwise economically backward (north and central). It is also a major boost to travel industries as many tourists travel from long distances to perform at the Kumbh.

It is a great medium of transferring money tothe needy, both from the government and from private industry.

In fact, I might argue that the USP of this fair has a distinct record of being one of the, if not the largest peaceful gathering of people from the globe, it provides a threefold benefits. It

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creates jobs, transfers money to needy people, and leverage socio-cultural activity and maitain peace.

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Association between Service Quality & Customer Satisfaction: Theoretical Perspective in Tourism Industry

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Abstract

Tourist behavior has become more multifaceted and difficult regarding the selection of tourist attraction and services. The main focus of this paper is to understand the relationship of service quality and customer satisfaction in tourism industry. From the previous studies, it was established that that there is a positive association amid customer satisfaction and service quality which attracts tourists to visit the destinations. This paper discussed the dimensions of service quality and customer satisfaction from the previous researchers' viewpoint. In addition, authors also discussed the importance of SERVQUAL Model and highlight its criticism also. The paper is based majorly on secondary data collected from different published research articles, book chapters, reports etc. This paper also discussed the future implication with some management strategies to improve service quality for tourists.

Keywords: *Services, Service Quality, Customer Satisfaction, Tourists, SERVQUAL*

Introduction

There is a widespread exposure in the study of satisfaction among tourists and service quality in any tourist attraction (Andreassen, 1994; Burns et al., 2003). It is to be noted that there are many conceptual and theoretical debates on the subject of the resemblances and dissimilarities amid satisfaction and levels of quality. According to Oliver (1981) and Parasuraman et al. (1994) the most significant distinction is that the outlook applied to depict service quality and satisfaction are dissimilar in nature. Further, Storbacka et al. (1994) also found the association among the notions of service quality and satisfaction by means of a table with four groupings. In their study, price is the reason of distinctions. In addition, Tian-Cole & Crompton (2003) assume that the perceived quality is directly correlated to consumer satisfaction in tourist attractions and also satisfaction is associated to loyalty towards the destinations while making choices in selecting a destination.

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According to Berry (1980), services are described as performances, activities or actions. In contrast, goods can be characterized as objects, resources, or belongings (pp. 24-29).

Definitions of Service Quality

Service quality has been defined as a "distinction amid the consumer's expectations of a service and the consumer's perceptions of the service received" (**Parasuraman et al., 1985**).

Grönroos (1984) described service quality as "the result of an assessment procedure while purchaser evaluates his expectations through the service he has actually delivered from the suppliers.

Bitner and Hubbert (1994) labeled service quality as "the buyer's general intuition of the comparative inadequacy and supremacy of the service providers (p. 77).

Definitions of Customer Satisfaction

Hu et al. (2009) described consumer satisfaction as "an emotional response that appears in reaction to a particular and extended set of services" (p. 115).

Kondou (1999) in his study described customer satisfaction as an optimistic expressive reaction resultant from consumers' prejudiced appraisals of their understanding.

Bitner and Hubbert (1994) noted satisfaction of consumers as a "meaning of pleasure with numerous service deliveries and understandings with the organization".

Importance of Service Quality and Customer Satisfaction

In service sector consumer buying activities is multifaceted and an evenly composite network of varied decisions. Service providers are concerned in expressive equally, the diverse mechanism of consumer activities and the aspects that contains noteworthy controls on these activities. Promotion strategy has strived to build up into the procedure of buying activities and diverse representations have been claimed to elucidate it. The mechanisms of these models are acknowledgment of need, information seek out, assessment of substitutes, purchase and spending and post purchase assessment.

From the scholars standpoint, service quality also entrenched in service escape procedure is consequently tough for participants to reproduction and business can achieve a viable benefit through improved service quality. In addition, services are also mechanism of promotion in state of goods industrialized production. When manufactured goods start on to vanish, service quality presumes value for goods also.

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Review of Literature

In service sector, attributes of perceived service quality and consumer satisfaction have conventionally measured. According to Howat et al. (1996) satisfaction is appraised by utilizing items relied on the 5 proportions of perceived service quality advocated by Parasuraman et al. (1988). From the "expectancy-disconfirmation paradigm" that shaped the root of the SERVQUAL model, service quality was described as the "*gap amid expectation and perception*" **(Parasuraman et al., 1988).** In contrast consumer satisfaction was recognized when expectations can be matching with the actual service or ahead of these prospects" **(Oliver, 1980).**

Although researchers now commonly agree on the subject of the uniqueness and descriptions of perceived service quality and satisfaction, the fundamental association is still not clear. Researchers like (Bitner, 1990; Bolton and Drew, 1991) have recommended that "satisfaction of consumers is a precursor of perceived service quality". They argued that satisfaction arbitrates a position of coherent credits concerning the prospects of customer's services and their assessment.

Relationship between Service Quality & Customer Satisfaction

In his study, Oliver (1981) stated that "tourist satisfaction can be analyzed after purchasing tourism products". In several literatures, satisfaction is explained as a precursor of trustworthiness (Kozak, 2001; Jang & Feng, 2006).

Seetanah et al. (2020) analyzed the satisfaction of tourist and their relationship with service quality of airport at destinations and revisit intention. An empirical study was conducted and effect of tourist satisfaction with destination on behavioral intention was studied. Meng and Cui (2020) found that there are some important constructs for the creation of revisit intentions in home accommodations. Manan et al. (2019) found that precursor of "customer satisfaction" like "atmosphere" "food quality" "service quality" "perceived value" and "other consumers" had significant influence on "customer satisfaction" in Bangladesh tourism industry.

Chi and Qu (2008) declared that "satisfaction among consumers has constantly been judged as a crucial aspiration in service sector because it was implied that pleased consumer would purchase more as compared to unsatisfied consumer". Likewise, Baker & Crompton (2000) and Jang & Feng (2006) argued that "satisfaction is the principal precursor of intention to revisit". Prominently, an argument is still amid numerous researchers that satisfaction provides a view for high publicity of products and recommendations of destinations which can augment satisfaction (Kozak & Rimmington, 2000; Yoon & Uysal 2005; Chi & Qu, 2008).

SERVQUAL Scale

It is to be noted that the establishment for the SERVQUAL scale is the gap model anticipated by Parasuraman et al. (1985, 1988). Within the concept of disconfirmation paradigm, the gap model sustains that consumer satisfaction is correlated to the dimension and aspects of disconfirmation of an individual's familiarity (Smith and Houston, 1982; Churchill and Surprenant, 1982; Parasuraman, Zeithaml and Berry, 1985). In addition, Parasuraman et al. (1988) argued that "dissatisfaction occurs in consumer's mind *when final services are smaller than predictable services.* In contrast, *"if apparent services are greater than anticipated service it creates satisfaction in the mind of consumers.*

SERVPERF Scale

Cronin and Taylor (1992) were the initial scholars who criticized utmost the concept of SERVQUAL instrument. They raised the question on speculative source of the SERVQUAL scale and initiate it mystifying with consumer satisfaction. For that reason, they claimed that prospects elements of SERVQUAL can be superfluous and in its place performance element can only applied. They anticipated the new instrument known as the 'SERVPERF' scale.

Research Methodology

This research is a based on majorly secondary data collected from different published research articles, book chapters, government policies, reports, tourism policies and websites . In addition, this paper carries out the effect of discussion with tourist, service providers and officials.

Determinants of service quality

Many scholars like Sasser et al. *(*1978), Berry et al. (1985) & Johnston and Lyth (1991) argued that expectations of customers are multidimensional in nature and not focus on the only single aspect. According to Parasuraman et al. (1985) there are ten factors of service quality which are courtesy, communication , access , competence , reliability , credibility , security, responsiveness , tangible and understanding. Berry et al. (1985) investigated the relationship among security, credibility, competence, courtesy and communication and between understanding and access. After that they applied the five main aspects of service quality which are empathy, assurance, reliability, responsiveness and tangible. They measured the service quality with the help of these five dimensions and used SERVQUAL scale of (Parasuraman et al., 1988; Zeithaml et al., 1990).

Criticism of SERVQUAL

There is also a criticism from many researchers on using the SERVQUAL model and various studies challenged the disparity between expectations and perceptions. According to Carman

(1990) and Babakus and Boller (1992) there should be usage of only perception scores and there is am impact of overall service quality and had stronger co relation. Further, Babakus and Boller (1992) emphasized that dimension of service quality is mainly relied on the kind of sector which is investigated and also the planning of a particular industry is more suitable as compared to the general one. Also, Parasuraman et al. (1988, 1991) discussed the wide area of strength and weakness in the delivery of service quality. Several researches which are related to quality of services are assessed by this model and bring attention to the mind of customers.

Conclusion and Future Implication

This paper highlights the affiliation amid customer satisfaction and service quality in tourism industry and explained the major review of tourism scholars. According to researchers service quality dimensions over customer satisfaction are positively correlated. If we take into account that tourists when choosing a tourist destination for their vacation it is vital from service provider to endow in service quality to improve the experience of tourists and enhances their satisfaction which can increase loyalty.

The insight of this study also facilitates destination managers and service providers to enhance the service quality in tourist destinations. This study can also contribute for the scholars in future to recognize the notions of service quality and customer satisfaction.

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Religious views on tourism

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Abstract

India is one of the world's most ancient civilization, and while Hinduism is dominated by religions such as Islam, Buddhism and Christianity, most of the world's population has inspired niche religions, such as Sikhism, Jainism, and Buddhism. It can be recognized that religious tourism is inspired by religious types or the elements it induces, such as literature, music, rituals and architecture. Biologically, economically and socio-culturally, the effects of accelerated growth is negative. Independent scientists develop various perspectives and instruments to solve this dilemma. A robust package is intended to target non-religious tourism industries. In India there are various religious centers all over the country. Main or supporting products should also not be generated. Faith tourism is accepted above and above the rite and now respects the website importance. The new work helped travelers, such as different social and moral values, to understand their backgrounds. This paper contributes to the understanding of services and traditions as a relevant field of research at and near religious locations.

Keywords: background, current scenario, sustainability, socio-economic events.

Introduction

While tourism can be an important means of economic development, it can damage environments and vulnerable ecosystems unless properly controlled and can help to harvest natural resources, such as wetlands, forests and marine life. Tourism has in many countries led to extreme water shortages, affecting both local communities and agriculture, habitat degradation and coral reef damage. The relationship with tourism has been established long before pilgrimages were defined as their oldest form (Eliade 1969; Fleischer, 2000; Smith, 1992). Religious travelers tend to fly dramatically or to visit sometimes sacred places (Buzinde et al., 2014; Kruger & Saayman, 2016; Wang et al., 2016). In improving the awareness of such phenomena, the worsening issues indicated by the prevalent impact of

publications in leading tourist journals indicate. Religious tourism is a diverse and/or broken cohort for those looking to meet their secular broad-based needs such as spirit, reflection, tranquilly and direction owing to its distinguishing feature (Andriotis, 2009; Rodrigues & McIntosh, 2014). Systematic literature research is a productive tool for cultural-dependent understanding of tourism. It also makes a deeper understanding of the linkages between progress and success and offers guidance on alternative research routes. This study will also include comprehensive recommendations for future work.

Literature Review

Indeed, religion is one of tourism and travel's most powerful motivators. Religion is one of the most primitive forms of tourism. Local resource fiscal, environmental and social growth. Indian holy tourism represents pilgrimage possibilities and India retains a solid base for ancient culture: 50 different religious and 845 different languages, more than 3 million gods, goddess and historical monuments. The idea of holy pilgrimage stops, as does culture. From the very beginnings of humanity, Guy attended holy places almost. Many researchers concentrated on religious heritage and growth concerns such as marketing, marketing and administration in conjunction with religious patrimony sites and pathways (e.g., Shackley 1999, 2001, 2003; Olsen 2003, 2006a; Pavicic et al. 2007; Kitiarsa 2008, 2010; Henderson 2011; Eid 2012; Wiltshier and Clarke 2012; Ornella 2013; Haq 2013; Wiltshier and Griffiths 2016; Qurashi 2017; Olsen et al. 2018; Terzidou et al. 2018; Timothy and Olsen 2018). However, the field of religious tourism has been broader and more segmented in recent years. Religious tourism has long been an important driving force for faithful and interested tourists to go to religious sites. Indeed, some of the world's oldest patrimony sites are sacred. Religious tourism, also known as faith tourism, is a form of tourism in which people travel, individually or in groups, for pilgrimage, mission or entertainment purposes. Religious tourism is one of the oldest forms of tourism. With mankind's sunrise the idea of the spiritual path almost ends. Religion plays a big role in people's actions effectively. Religion provides a wealth of common principles that enable people who pursue and practice their sustainability, whether religious or secular, to recognize and practice. The Centre for Cultural Advancement, Govert Buijs, (2004) calls for caritas restore to be 'unstoppable source of hope in order to relieve the suffering of the individual.' Also, understanding and practicing Hindu

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dharma as the assurance that Hindu faith and sustainable development would have a most positive relationship, as the notion of "service," "ethics," or "true" implies. Scientific and theological complementary capability became the concept of dharma survival. While dharma is of importance, immortality should be the technology for life and understanding.

History and current situation of religious tourism in India

Religious tourism is a fusion of ancient as well as recent traditions, including the migration from the past to today, where religious tourism is now at the forefront of tourism. In this situation, the invention should mix the religious ritualistic element with insightful, cultural and philosophical feedback. The itinerary must be incorporated into traditional dances, music and theatre related to the religious shrine. Speeches on the nature of religious faiths, yoga seminars and ayurvedic rituals will bring tremendous value to religious tourism. Every year in northern Kashmir valley the lakh of people come to the woman deity Vaishno deviate and will be famous where people every year visit different deities to pray. Sikhs are visiting the famous Gurudwara of Patna to recall the birthplace of Guru Gobind Singh Ji. In this region, there must be a wide range of special needs. Dietary styles, athletics and music are some of the things to remember. Know religious calendars and special days, including travel ban fast days. The creation of an overall faith-oriented offering is necessary instead of a mix of similar deals for hotels and restaurants that link with the arts and cultural communities. We need to improve safety in those environments and emphasize the safety of travelers. The values, rituals, habits, rituals and beliefs that are important for you to preserve, and retain are the basis of religious tourism. You can only deliver a true and original religious tourist product by maintaining these local traditions and activities. International visitors can appreciate the richness of the culture of India through tourism. In terms of increase in numbers of international tourism as well as in terms of sales, according to official figures the Indian tourism market has outperformed the global tourism industry. The research demonstrated that social goals accounted for three fifths of all night trips, while in the year preceding the survey, only one out of ten of these trips was pilgrimage and faith (Pranav gupta, 2017).

Debate Talks

Tourism is one of the rising and growing markets in the world. It was the key source of income in many countries in particular in developed countries. In several countries, tourism is the main GDP engine. India has numerous faiths and hence several world renowned places of pilgrimage. Real, tourism promotes rapid activity in different areas of the host region's economy. More than 70% of the gross domestic product of industrialized countries is made available to the service industry. In the Maldives, Greece, Bermuda, Italy, Spain, Switzerland and the Caribbean Islands, tourism is the main revenue basis. He is the largest employer in Australia, Bahamas, France, Hong Kong, Brazil, the United Kingdom and the United States. There have been many more people visiting places like Hong Kong, Singapore and Seychelles. In order to reshape the public view of the religion, the creation of religious heritages coincided. As all the dominant religions are against the destructive impacts on environment and society of their tourism activities. Every tourist has other customs, before he is a tourist. He will certainly want to do so because we can illustrate his principles of religion, in which environmentalists and community are encouraged. A number of foreigners, Arabs and Europeans came to India for trade roles. Christopher Columbus, the great adventurer, set out on a new journey to India and explored the new planet. Thus through integrating religion, the government of India acknowledges the economic importance of renewing both religious and sacred places by taking innovative actions that encourage spiritual tourism at home. It has developed tourism and transport spirits, such as bridges, airports, smartphone applications and a PRASAD mission to foster tourism's spiritual development and encourage it (Farooq Haq, 2018).

Religion and maintained safety

Religious Tourism is the substructure of community in India and promoting governance, administration and growth goals through the order of religious history, heritage and values. Any pilgrimage to India is also a common attribute in India's long and historic culture. Many people globally require more services and add to the loss of natural resources. Problems of waste management occur and without adequate intervention the situation could intensify. More footfalls, more cars, more noise, inadequate management of garbage, emissions emission and the city's environmental balance are on the increase. In areas where the facilities

have historically been minimal, if environmental infrastructure increase, tourism would place stress on natural resources as a result of water runoff, earth degradation, solid waste and waste scrubbing. Every human is responsible for protecting the environment as guardians of the planet. The crucial point is that the environment is balanced with a natural equilibrium. Inadequate ecosystem equilibrium has had a detrimental effect on visitors. The solution can be model in this scenario of training of the local population that is a source of tourism's livelihood. The United Nations chose 2017 as the 'World Year for Sustainable Development Tourism.' Natural resources represent an essential part of the values of religion, climate and protection. The philosophy of conservation is well illustrated by the idea that we should be mild in using the water while we make ablutions (wudu), since a river is available to us. The humans, including soil, climate, water, animals and plants, support their lives. A core purpose of Islamic teachings and prophet activities is to create and conserve a healthy and clean environment free of pollution and violence.

Religious, social and economic occurrences

The social impact of tourism development concerns changes in tourist residents' quality of living. External effects not only lead to the growth of tourism, but also foster social improvements and ties between residents and tourists. The degree, frequency and magnitude and direction of social implications need to be considered when trying to decide what causes social impacts. Social and cultural influences such as changing in belief systems, human behaviors, relationships with the family, lifestyle, protection standards, confidence, faith, language and individuals at their destination affect tourism. Social and cultural aspects are influenced by tourism. This socio-economic influence depends on the indigenous community in the host communities in detail and indirectly. Tourism has two components of the social culture of a single destination, all of which have a number of adverse and beneficial effects on its social and cultural climate. It results in social tensions, ethical issues, aggression generation, slave labor and female harassment. Faith practice tends to be highly capable of grappling with today's social problems which are compounded by tourism. Strong and clear analysis shows the beneficial implications of regular religious practices on virtually all social and political realms.

Conclusion

Religious tourism fosters ethnic diversity, spirituality; international trade brings jobs and allows masses to exchange their beliefs, societies, customs and lifestyles. In addition, it helps to control international affairs soft strength of the nations. In India religious tourism was diverse and rich in history. Global religions are a huge motor for inspiring and promoting human beings in general. Ultimately, all sects are pleased with themselves. When the essence and reverence of all religions in the world is harmonized, an atmosphere of human unity and peace can be formed. The philosophy of all faiths offers a clear and coherent basis for harmonizing individuals, nations and cultures. This paper represents the role of faith to make a positive and harmful judgement on the nature of human life and on the need to mitigate detrimental effects from the tourism of religion. Tourism and religion may also influence tourism for example through the influx of attractions, tourist wishes and religious benefits and services for tourists. Religion also plays a crucial role in reducing the detrimental effects of tourism on the climate and social.

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Role of Industrial Training in Increasing Practical Knowledge: Study of Hotel Management undergraduates

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Abstract

Industrial training programmes in the hospitality sector for undergraduate students are mutually beneficial that help in student development, improve partnerships between university and industry, and encourage the faculty to provide up-to-date data. In particular, the hospitality field requires hotel management graduates to be well equipped with knowledge and skills in order to anticipate the working atmosphere. The main objective of the study is to examine students' industrial training experience and to know the impact of Industrial training on the learning of Hotel Management students. Overall, the study showed that based on variety of moderating variables and students' preferences, the impression of students from their internship participation may be positive or negative.

Important Term: - *Industrial Training, Hospitality Industry**, Training Experience, Undergraduates*

Introduction

India is the second most populated country in the world with around 1.324 billion people (World Bank, 2018). In addition, it has one of the youngest populations in the world. The hospitality industry in India is becoming more competitive day by day. Employers of organizations have higher expectation from freshly graduates and they want that they should perform good from the first day of joining the organization.

One of the key improvements that higher education providers (HEPs) have had to make around the world is to sensitise themselves to the need of the employers in order to ensure a better match between the graduates they generate and the demand of the Industry**.** (M, 2000).

Study showed that hospitality is treated as a glamorous profession and the students are fascinated to enter the hotel management institutes and Colleges with the perception of achieving a great career prospect in the hospitality industry (Ross, 1994).(Lewis, 2001) Study showed that the passing out students from school have a constructive attitude towards hospitality industry career and their perception about different jobs in hospitality industry is that it has great career opportunity to excel in life and they are well paid jobs as well.

Hospitality Industry

The hospitality industry is a broad category of fields within the service industry that includes food and drink service, theme parks, lodging, event planning, cruise line, transportation, airline and additional fields within the tourism industry.

The hospitality industry is widely known as a segment of the broader service industry, with an emphasis on leisure, rather than more basic needs. (Revfine Optimising Revenue, n.d.)

Training

The Hotel management courses has been planned to bring students and prepare them to enter the hospitality industry with the required skills and knowledge. Hotel management curriculum is designed to improve the interpersonal skills for the present and future prospective. Industrial training in hospitality industry gives students a real-world experience to perform different task which they have learned throughout their theoretical classes in colleges/Institution. Training in hotel management deals with subjects that will enable students to know different positions in hospitality industry. During the training the skills which students will develop will help them to work in any sector of Hospitality industry. Hotel management education can be gained either through theoretical study or practical. (Sunder Srinivasan, 2014)

For hospitality students, Industrial training is essential as this allow them to experience real working environment while they are in colleges/Institutions so that they can have realistic expectations about their careers (Ayres, 2006)

A major component of many hospitality programmes in the world has been internship or Industrial training. The relation between industry and academia is seen to be very important for the development of students. One of the they key responsibility of universities is to fulfil the needs of the stakeholders. (Nordin Jamaluddin, 2013)

6 Months Industrial Training is imparted with the following objective in mind- (Cetpa Infotech Pvt. Ltd., 2017)

- To provide comprehensive learning platform to students where they can enhance their employ ability skills and become job ready along with real corporate exposure.
- To enhance students' knowledge in different technology.
- To Increase self-confidence of students and helps in finding their own proficiency
- To cultivate student's leadership ability and responsibility to perform or execute the given task.
- To provide learners hands on practice within a real job situation.

Review of Literature

Hospitality, being a service sector, is 100% driven by individuals. Professional training, specially in the current highly competitive and dynamic environment, is an important necessity. In the hospitality industry, the pace of employment growth and job transition is

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among the fastest relative to any other industry. As new technology evolves, the role of hospitality staff will continue to evolve**.**(Manoj, 2013).

(Montgomery, 1998) claim that "experiential education offers the ability and atmosphere for learners to observe behaviour and functions directly related to application of knowledge." As individuals learn in different ways by hearing, seeing, and doing things industrial training also helps the students to know what things they want to pursue in life as their perception during the classroom teaching and while during training many vary (A. Z. Reich, 1994),

Internship is an effective way for students to learn about the business world by working in it and to put into practice the knowledge they have acquired during classroom sessions.(P. B Gupta, 2010)

Industrial Training are useful for ambitious students who want to gain some real-world experience by working in business environment. They give the young candidates the opportunity to practice their theoretical knowledge and develop their skills and experiences within the sector (L.Mihaela, 2012)

Fox (2001) stated that a bad internship experience could quickly turn a young person away from the industry. So, it is easier to find the issues than to conceal them, so we have to hear what they want and what they expect their lives as students to be like. According to (R.C. Ballinger, 2000) Industrial Training provides opportunity to undergraduates to apply what they have learnt in the university.

A primary objective of industrial training programs is to train students to become reflective professionals who based on clear understanding of theory, can make good decision in real life(Ford R. C., 1995). (M. J. Petrillose, 1998)claim that "experiential education offers the ability and atmosphere for learners to observe behaviours and functions outside their classroom"

According to (M.F. Toncar, 2000)internships combine a resume-building career "test drive" with a hands-on, learning-by-doing work experience and provide students with the chance to merge theory and practice.

Students' perception, expectation and satisfaction towards internship

Study done by (Amit Datta, 2015) demonstrate that the general undergraduate students studying hotel management in Jaipur strongly disagree what the hospitality sector offers them in choosing a future career. The students have expressed that the hotel job itself has lot of positive side like being attractive, interesting and things to learn every day. The students expressed after the completion of industrial training that there are so many expectations from the trainee which puts a lot of pressure on them which makes them uncomfortable and stressful.

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(Terry Lam, 2007)investigated the difference between expectations and perceptions of Hong Kong hospitality students towards their internship program, and they found that overall students' expectations toward internship were unmet.

On the contrary, study by (G. Busby, 1997)stated that students were satisfied with their internship, especially in the areas of technical skills and knowledge which improved during internship (D.A.Emenheiser, 1997)also found that a majority of respondents were satisfied with their internship which strengthened their problem-solving ability in the hospitality industry

Some of the things that create dissatisfaction and decreased motivation of interns are found to be poor or no pay, poor employee-supervisor relationship, poor communication, lack of teamwork and disorganized work environment,long working hours, and overall a hectic working environment (Collins, 2002)

Research Methodology

Secondary Data: - These have been taken from books, internet & other reliable research paper to analyse the data for our research.

Conclusion

The following conclusions can be drawn, based on the study. Overall, the study showed that based on variety of moderating variables and students' preferences, the impression of students from their internship participation may be positive or negative. Some of the students doing industrial training also value high the social environment, referring to the interactions with supervisors and colleagues, working hours, stipend.

Study describes the importance and benefits enjoyed by students who are going through industrial training, including greater knowledge and understanding of the roles and procedure undertaken by the professionals, career development opportunities, learning new idea, networking with employees and developing skills and competencies demanded by industry. Study also helped us to know that training programs also significantly influence on students' future career intention. Thus, the industry must focus on to ensure students are receiving positive experiences through a proper training program and gaining positive perceptions of the industry.

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LOCAL FOOD: A SOURCE FOR TOURIST ATTRACTION IN RAJASTHAN

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ABSTRACT

Dal Batti Churma the state's signature classic dish, which is not only attraction for the foreign tourist but also for the people of India. The purpose of this study is to show the significance of food in Indian Tourism Industry specific to Rajasthan. My Motivation for the study is that I am a culinarian and I like to cook local dishes from all across India. The problem I will be reflecting is this paper is "IS FOOD REALLY AN ATTRACTION FOR TOURIST VISITING RAJASTHAN"? And my Methodology is based on analysis of comparing the percentages of tourist's objective to visit Rajasthan in reference to food and other reasons for visiting Rajasthan. My conclusion for this research will be based on the fact that the majority of tourists visiting Rajasthan are for different purposes such as its Art, Folklore, Culture and its Fair and Festivals. However, The local food of Rajasthan has a significant role in Tourist Attraction.

KEYWORDS : Attraction, Tourist, Tourism Industry, Local Food, Significant

INTRODUCTION

Rajasthan is one of the most popular destination of India. Rajasthan is known for its forts & Historic places. This North-West state of India is marvellous and fascinating with its landscapes, music , folks dances, art work and Culture with its Slogan "Padharo Mhare desh". Rajasthan's beauty does not only attract foreign crowd. Also, there are lots of domestic tourists that visit Rajasthan for its folk dance, festivals & Monuments. The food of this land is appetizing. The cuisine of Rajasthan is not limited to hotels and restaurants. The flair of actual taste and food is ingrained into the local people of Rajasthan which is passed down by the ancestors . The royal families of Rajasthan had a great contribution in the cuisine.   As Rajasthan's food is basically influenced by the Rajput's who were basically Non- Vegetarians and their diet consist of food like white meat (safeed maas) and red meat (laal maas). Hunting was perfect recreation for royalty . All the non-vegetarian resources came from hunting (shikar) or game meat. Which included animals and birds such as venison, rabbit, quail and duck. Rajasthani food consists more of milk , buttermilk and butter in larger quantities to minimize the amount of water while cooking food as there is shortage of water and fresh green vegetable in the state of Rajasthan, Dried lentils and beans obtained from plants like

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sangria are used widely in the preparation of Rajasthani dishes. Gram flour(Besan) is the major ingredient in the making of some delicacies such as "pakodi" and "gatte ki sabzi. Even food which has longer shelf life like Bhujia, Mirchi vada are prepared vastly. Rajasthan's cuisine also has its own accompaniments, chutneys & pickles. Chutneys which are prepared using different spices such as coriander, turmeric, garlic and mint. Out of all Rajasthani dishes, DAL BAATI CHURMA is perchance the best known to be eaten in Rajasthan. Baatis are bread dumplings which is made of coarsely grinded whole wheat grains which can be stored for a long period of time. Dal is made by combining various lentils with tempering of ghee and red chillies. Churma is made of coarsely ground wheat which is further sweetened with ghee and jaggery/sugar and also baati was an essential food item used by the soldiers during war. In the earlier times when the soldiers went to war, they would leave pieces of baati buried under the hot sand during the day so that they would be warm and ready by the time they returned. On the contrary, There are forts of Rajasthan, which attracts a big number of people. There are countless number of forts from popular once to demolished once for instance: Hawa mahal, Ranthambore fort and many more. Furthermore, we have the glorious history of Rajasthan and its forts. The history is so old that it not only and true stories but it also consists of myths and legends making people to come and visit Rajasthan. This article is to show the reliability of Rajasthan's tourism in reference to its robust cuisine.

REVIEW OF LITERATURE

(Kalpana Sunder) said that the food of Rajasthan is influenced by the scarcity of water and vegetables. The hunting expeditions of the rich and the lifestyle of local warriors has given rise to a whole range of innovative dishes and ingredients that can last for several days. The use of dried lentils, beans, milk and buttermilk is common in cooking. Oil and red chillies help preserve the food and reduces the need for water. Each region of Rajasthan has its own trademark dish.

Nivedita Ganguly (2015) has said that The Rajasthan cuisine has a unique culinary tradition of its own. Rajasthan food has mouth-watering Vegetarian and Non Vegetarian delicacies. Dal Batti Churma is a complete meal in itself as it is the most popular vegetarian dish, More famous dishes of Rajasthan includes Shahi Gatta, Gatte ki sabzi, Methi Bhaji Kadi, Palak Kadi. The Rajasthan food is not all about vegetarian dishes, Rajasthan food is incomplete without Red meat(Laal Maas) most famous Non-vegetarian dish of Rajasthan.

Tour my India states that The mouth-watering food of Rajasthan is perfect reason for the visitors, as the taste and flavour of Rajasthani food remains on the taste buds for lifelong. As Rajasthan is a state with extreme climatic conditions and very limited availability of water

and fresh green vegetables. The Rajasthani Cuisine has its own unique cooking style, from its signature dish, "Dal Bati Churma" to the popular local food "Mirch ke Pakode" and from the use of spices and ghee to the perfect use of different variety of lentils, Rajasthani food is a perfect treat for the tourist who travels just for Rajasthan's Food.The wide variety of this cuisine can even confuse food lovers as they can be confused with the variety of offerings that, from where to start and where to end. As the Rajasthan cuisines consists of tasty curries like Papad ki sabzi, Kadhi Pakora, Gatte ki sabzi and different kinds of breads like Missi roti, Jowar Roti, Bajra Roti with tasty accompaniments like Pyaaz ki Kachori, mirchi ke pakode, Bikaneri Bhujia, Moong Dal , Bajre ka Khichda, Ker Sangri and Lehsun Ki chutney and not to forget the wonderful sweets like Churma,Lapsi,ghewar,gond ke ladoo. Though Rajasthan region is predominantly Vegetarian but due to influence of Rajput's Non Vegetarian food habits can be seen in the Rajasthani Cuisine.Every food enthusiasts must taste this heterogeneous blend of fine delicacies once in a lifetime, and that too on the arid land of the state, that provide the perfect ambience for your perfect Rajasthani food experience.

Rajasthan is one of the major tourist attraction in India. Every year losts of foreign and domestic tourists visits Rajasthan. Rajasthan is known for its monuments, historic places, its folk dances, art and culture with add charm to Rajasthan's Beauty. As this state has a lot to offer to its visitors starting from Camel rides in Jaisalmer, sand dunes of the Thar Dessert , the cattle fair of Pushkar, cuisine of Bikaner, amazing sunny weather of Jodhpur, romantic lakes of Udaipur and many more. Rajasthan is known as "Land of Maharajas" as Rajasthan has innumerable tourist destinations which attracts the tourist. (Anon., n.d.)Art and culture of Rajasthan attracts the most of the tourists. Each destination of Rajasthan has unique offerings and attractions, which has made this state famous worldwide .Unique attractions and destinations of Rajasthan helps in boosting the tourism of the state throughout the year. One can explore the Rajasthan's beauty by travelling through is kingly feeling Luxury train.

Dr. Ruchi Singh in one of the journal's has discussed about the domestic tourism in Rajasthan Rajasthan is one of the most important tourist destinations in India and south-east Asia. It is dessert place with beautiful palaces, lakes, wildlife and bird sanctuaries, fairs and festivals and its unique culture forms the most unique tourist attraction. Rajasthan's rich culture, history and heritage have always been a major source of tourist attraction for domestic as well as foreign tourists. Rajasthan has been recognized as a destination which can make all dreams come true for the tourists.

Dr. Laveena T. Dharwani in her articles states the Rajasthan tourism offers various possibilities of adventures and sightseeing. Rajasthan dresses and food makes it as number 1 destination for domestic as well as international travellers. Tourism industry in Rajasthan is very important as it gives economic benefits like regional development, infrastructure development and promotion of local handicrafts. The state government has already realized the importance of this industry for the economic development in the state and state

government has adopted measures to promote tourism by adopting schemes like "Padharo Mhare Desh" means Rajasthan invites you. Rajasthan has been known as "Designer state" because of its culture, cuisine, customs and art forms.

METHODOLODY
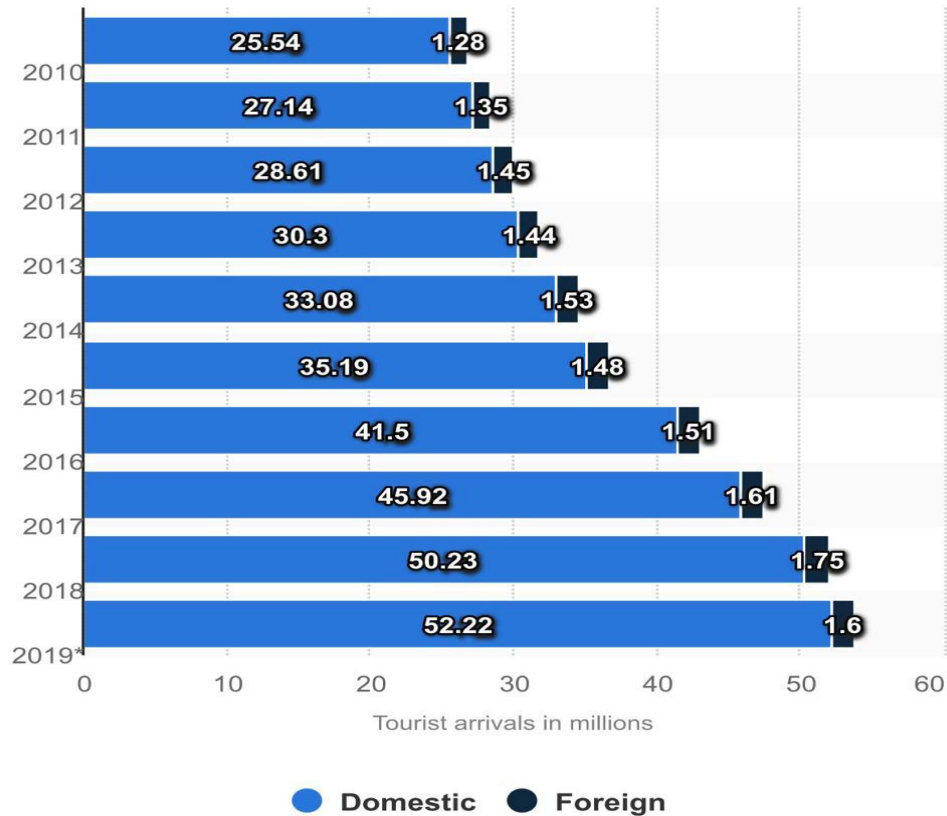
FIG-1

This is Rajasthan's Statistics showing Domestic and International tourist visiting Rajasthan. As per the data of 2010 there were 25.54 Million of domestic tourist who visited Rajasthan and 1.28 Million International Tourist visited Rajasthan. Whereas in 2019 Rajasthan had 52.22 Million of Domestic Tourist and 1.6 Million of International Tourist.

Items of Expenditure	Domestic	Foreign	All Visitors
Accommodation Services	27.7	29.7	27.8
Food & Beverage Services	17.3	12.0	16.8
Transport Equipment Rental	14.8	19.5	15.2
Travel Agencies	0.0	6.8	0.6
Other Recreational Facilities	0.0	0.0	0.0
Clothing and Garments	10.6	0.0	9.7
Processed Food	2.5	7.9	3.0
Tobacco Products	2.9	0.0	2.6
Alcohol	2.2	9.3	2.9
Durable Goods	2.3	0.0	2.1
Footwear	4.9	7.0	5.1
Toiletries	2.3	3.1	2.4
Gems & Jewellery	4.6	0.0	4.2
Medicines and Health related	4.4	2.6	4.3
Printing & Publishing	3.5	2.0	3.3

FIG:-2

The data above shows the percentage of money tourists spend on different things while visiting Rajasthan. As we can see that tourists spend 16.8% of there money on food then on any other thing, food also is the second most thing tourists spend their money on. So, this clears that visitors do visit Rajasthan for food. However, the percentage is only 16.8 so it also becomes very transparent that food is not the main attraction the palaces and cultural properties are more popular then food.

CONCLUSION

As the Research above shows that Food has a Great Significance in tourism of Rajasthan, However there are other Attractions of Rajasthan Such as its Forts, Monuments, Culture, Dance and Art Work which have far more popularity than the Food of Rajasthan. The Statistics clearly shows that other significance of Rajasthan like palaces and forts on rent, Palace on Wheels are far more valuable than only food and are given great importance due to diversity of India. And hence I conclude that Food is important for Rajasthan and its tourism but it is not the major source for tourist attraction in Rajasthan.

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A Study to Identify Various Factors That Influences the Students to Enroll in Undergraduate Tourism Course

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Abstract

Education plays an integral role in shaping the mind of students towards choosing the career path in their respective field of interest, however to choose the right course is not easy as various factors determine the decision to choose the graduate level course. Tourism education has its own uniqueness which attracts the students to pursue tourism course. This study identifies the various factors that influence the students for studying the tourism bachelor degree course. This study based on primary data collected from 150 students of three institutions. Literature was reviewed for this study, which reveals various factors that influences the students for studying the tourism bachelor degree course. The significance of various factors in choosing the course reviewed from literature like personal factors, field attractiveness, and ease of study, job opportunities, family background, entrepreneurial opportunities, and admission score/criteria and so on were considered.

Keywords: Tourism education, under graduate students, Course selection, Study factors, Retention

Introduction

India is the 7th largest nation and 2nd most populated nation of the world. India is known for its cultural diversity and renowned tourist places of the world. India has 38 UNESCO world heritage sites. India is known for its diversity (Kumar, 2020). Indian education system is the third largest education system in the world after USA and China. In India tourism education is not an old phenomenon; diploma course in tourism started in 1970's.Lator on many universities started various courses in tourism. Government of India under tourism ministry established Indian Institute of Tourism and Travel Management (IITTM) in 18th Januarary 1983.Tourism education in India delivered through regular and distance mode both. Student's interest towards a particular course depends upon certain factors & these factors contribute towards dedication during study & choosing future career path. If the student information needs & decision making process to join course understood properly by the academia then they can develop a meaningful information strategy in education (Briggs, 2006). Student oriented curriculum leads to students satisfaction and superior learning outcome (Lee, Kim and Lo, 2008). Student's preferences and motivations to join course plays an integral role for creating interest to get deep insight of the course, which will ultimately help students to get job of their interest.

Since the continuous prosperity of tourism development, depends upon the passionate, skilled manpower and their passion for work in tourism industry. Student's choice to join a course influences the superior learning outcome. Weak choice can lead to student's dissatisfaction

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and can impact negatively on academic success (Ozga and Sukhnandan, 1998). Thus there is a need for understanding that why students join bachelor degree course in tourism. Literature review is very helpful to indentify various factors influence students to join undergraduate tourism degree course.

Literature Review

There are many factors which influence students to pursue undergraduate tourism course, there are various previous studies which also revealed certain factors influence student to choose a course. Research suggests, self actualization, field attractiveness, job opportunities, scholastic achievement & ease of study are various influential factors on tourism course choice (Lee, Kim and Lo, 2008). Geographic location, class size, faculty, facilities, and reputation of the institute influence students (Dodds and Muchnick, 2008).There is immense variations in terms of number of factors identified by the researchers in previous studies. One study identifies, economic factors (job opportunity & salary), social factors (influences of peers & family friends, word of mouth, mass media), university environment & other factors (university reputation, environment & personal interest) (Janine and Anne, 2015). (Lei and Chuang, 2010) Identified that interested students consider many factors in to account to decide which program or institutions to attend. They consider programs factors like overall program size, class size and departmental ranking, faculty factors like faculty reputations, faculty research work and publications, Institutional factors like library collection and campus facilities and personal factors like location and accommodation facilities. (Kallio, 1995) Concluded many factors based on various literature review namely geographical location, student's individual characteristics like achievement and academic ability, academic reputation, program duration and quality, financial cost, cost/price and contact with faculty. Other studies found that why students enrolled in graduation course like (Malaney, 1987) opined factors like improved job prospects, personal satisfaction, desire to learn more about particular field and degree needed for advancement within a particular field. Similar kind of factors covered by (Gagnon and Cocolas, 1988) in their studies.

It is clear that there exists a well defined factors influence student's choice for pursuing a particular course further this study will demonstrate the significance of students choice decision and extent to which choice is shaped by providing relevant and adequate information about bachelor degree tourism course. It has also been observed from the literature review that maximum students do not choose tourism course as first choice, they keep it as second, third or fourth choice, hence it becomes necessary to identify various factors which influence students to choose undergraduate tourism course which will further help the students to retain in the course as well as in the tourism industry. The tourism education is more vocational in nature and to make students employable is the ultimate target.

Objective and Methotodology of the Study

The study objective is to determine various factors influence students to pursue tourism bachelor degree course in two institutions of district Mohali in the state of Punjab. Across 150 students of undergraduate bachelor degree course were approached. Quantitative approach with self administrative questionnaires used to cast new approach on the matter of student choice that had influenced immediately in the decision making process to pursue

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tourism bachelor degree course. After literature review twelve factors that students find suitable for pursuing tourism bachelor degree course are field attractiveness, international exposure, ease of study, institution reputation, geographic location, institution campus, library facilities, reputation of faculty, admission process & policies, job opportunities, influenced from peer & family friends, and personal desire. A five point likert scale ranging from 1(strongly disagree) to 5 (strongly agree) was used to identify the factors influence students to join tourism bachelor degree course. For the group of twelve factors those students find suitable for pursuing bachelor degree course the total scale reliability for the coefficient of internal consistency was calculated as .71.As per (Sekaran and Boujie, 2016) coefficient over .80 good, .70 range acceptable, & coefficient less than .60 are considered to be poor.

Findings of the survey

As it can be seen in table 1 that there were an equal number of students taken for the purpose of study from Chandigarh group of Colleges, Chandigarh University and Panjab University, hence maintaining the equal distribution of respondents among three institutions with a total of 150 respondents

Profile	Frequency(Students)	percentage
Name of the Institutions		
Chandigarh group of colleges	50	33.33%
Chandigarh University	50	33.33%
Panjab University	50	33.33%
Gender		
Male	94	62.66
Female	56	37.33
Age		
Below 20	37	24.50%
20 -25	98	65.30%
25-30	15	10.20%
Class of the students		
1st year	51	34.00%
2nd Year	30	20.00%
3rd year	40	26.66%
4th year	29	19.33%
Intentions to work in the tourism industry after graduation		
Yes	112	74.66%
No	38	25.33%

Table 1: Respondents Profile (n=150)

Table 1 shows the demographic profile of the 150 respondents. Among the respondents 94(62.66%) were mail and 56 (37.33) were female. The majority 98 (65.30%) respondents were in the age group of 20-25 years. Among different years 1st, 2nd, 3rd & 4th year 51, 30, 40 & 29 students responded during survey. Around 112 (74.66%) students showed their interest to work in the tourism industry, which shows that maximum students are willing to

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work in the tourism industry simultaneously it is also essential to retain tourism students in the tourism industry.

Factors influencing for pursuing tourism undergraduate course

How much do you agree or not agree with each statement	Strongly agree/agree	Neither agree nor disagree	Strongly disagree/disagree	Mean($\bar{x}$)	Standard deviation (s)
Tourism field attractiveness is pleasant experience	86.66%	5.33%	8.00%	4.39	4.00
One can get international exposure	73.33%	10.00%	16.66%	4.05	3.77
Ease of the study in tourism course	65.33%	14.66%	20.00%	3.91	3.64
Institution campus infrastructure attracted	58.00%	20.66 %	21.33%	3.77	3.53
Institution reputation attracted for tourism course	72.00%	12.66%	15.33%	4.10	3.79
Geographic location of institution pushed me to join tourism course	36.66%	31.33%	32.00%	3.17	2.95
Entrepreneurial opportunities	54.66%	26.66%	18.66%	3.70	3.42
Reputation of the faculty attracted	43.33%	41.33%	15.33%	3.48	3.16
Admission process & policies are easy to join tourism graduate course	60.00%	22.00%	18.00%	3.71	3.38
Job opportunities are satisfactory in tourism industry	64.66%	32.00%	3.33%	3.93	3.54
Peer, family & friends influenced me to join tourism course	33.33%	32.00%	34.66%	3.13	2.85
Personal desire to join tourism course	83.33%	10.00%	6.66%	4.35	3.94

Table 2: Factors influencing for pursuing tourism undergraduate course (n=150)

As can be seen in the table that 87% and 83% of the respondents which has a mean value of 4.39 & 4.35 agreed with the factors that tourism field attractiveness is a pleasant experience

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and personal desire influence to join undergraduate tourism course.73% and 74% respondents with the mean value of 4.05 and 4.10 agreed with the factor that international exposure and institution reputation also influence the students. Job opportunities ($3.93(\bar{x})$), ease of study ($3.91 (\bar{x})$), Institution campus infrastructure ($3.77 (\bar{x})$), admission process & policy ($3.71(\bar{x})$) and entrepreneurial opportunities ($3.70 (\bar{x})$) have mean value close to 4 mean value means these all factors influence the students to pursue undergraduate tourism bachelor degree course.

It seems that most of the respondents did not believe that reputation of the faculty attracts for admission with $3.48(\bar{x})$, geographic location with $3.17(\bar{x})$, & peer family & friends with $3.13(\bar{x})$ are the factors less considered for admission in tourism bachelor degree course as mean value is below 3.

It is also clear from the feedback collected in this study that maximum students are willing to join the tourism industry after the completion of course, which is good but to retain the students in the tourism industry for a long career can be achieved by identifying the most relevant factors to meet with their expectations.

Conclusion

This study provides an interesting fact into why students choose to select undergraduate tourism course. The feedback collected from students revealed certain factors. The overall mean value of all the twelfth factors is between 3 and 4. However when the factors are considered field attractiveness, personal desire, and international exposure and institution reputation appear so influential among students to join tourism undergraduate tourism degree course as the mean value of all these four factors is more than 4.An institution can work in providing the international exposure to students by offering international internship/placement and credit exchange program with international academic institutions & further good job placement will enhance the institution reputation among students. All academic institutions now have to sell their products and marketing is education is being changed from brochure oriented marketing to relationship oriented marketing, where there is need to focus on students choice and expectation from course (Briggs and Wilson, 2007) .This approach will help to attract more students for course and further will help them to retain in the course. Student's decision making process and information provided at the time of counseling will increase student's enrolment in the course and will provide a competitive edge to academic institution.

The study also identified that faculty reputations, geographical location & recommendation by peer, family and friends do not appear to be important to applicants. To ensure that the tourism industry remains professionally robust and strong such institutions advised to ensure that they monitor the excellence of their courses by keeping in mind student's influencing factors to join the course, which can help them to retain in the course and the tourism industry.

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Limitations of the Study

The limitation of this study was it only took in to consideration the factors influencing students to join undergraduate tourism degree course. Study is not focused on satisfaction and experience of learning environment during their study in the undergraduate tourism course. Other limitations of this study was only undergraduate tourism students included in this study further study can also be conducted on the master level students. The geographical area of the study in only covered the three institutions of Punjab and Chandigarh due to some time constraints, further more study can be expanded to northern region of India to know more about factors influences students to join undergraduate tourism degree course.

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A REVIEW ON FACTORS AFFECTING ADOPTION OF SMARTPHONE APPLICATIONS BY TOURISTS

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ABSTRACT

Smartphone have developed in the previous few years comes with large screens, support thousand of apps, limitless web access that enables user to access to unlimited information at anytime and at anywhere. Based on a review of Smartphones the purpose of this study is conducted to identify the factors that affect the tourist adoption of Smartphone applications while travelling. Recently, there is a rapid increase in the Smartphone users throughout the world. Tourists use these Smartphones and their applications for a number of reasons such as for formulating tour package, flight ticket booking, accommodation booking, transport booking etc, therefore there is a need to understand the factors that affect the tourist's adoption of Smartphone applications.

Keywords: Smartphone, mobile phone, applications, technology adoption, user acceptance.

INTRODUCTION

Smartphones usage, especially mobile applications has not only affected everyday life but has a significant influence on the tourism industry and travel behaviour of people. Earlier tourist depends on guidebooks, maps and other stuffs to locate their destinations and to personalize their tour experience but now time has changed tourists make use of Smartphone applications to enhance their tour experience, these applications also helpful in providing necessary information to the tourist's on their tour. These days mostly all the tourists travel with their Smartphone and a extensive range of applications are available on their Smartphones they use it for various travel services such as flight booking, hotel room booking, navigation, transport planning etc. Present day voyager improves their movement experience utilizing savvy innovation.

Individuals make purchases, access to information and share their experiences anytime and anywhere by using the improved version of travel related apps (Kennedy-Eden & Gretzel, 2012; Pedrana, 2013). Tourism apps could be used as a great destination marketing tool. Some researchers (O'Brien & Burmeister, 2003; Rasinger, Fuchs, & Hopken, 2007) argue apps allow travelers to access a wide range of information related to travel or destination at their convenience. With increasing number of consumers, apps are increasingly prominent in tourism (Wang, Park, & Fesenmaier, n.d.) at all level of tourism consumption and travel tourism decisions and behavior (; Frommer's Unlimited Research Center, 2011;(Höpken, Fuchs, Zanker, & Beer, 2010). As a result of this tourists are no longer dependent on tour packages (Buhalis & Law, 2008) and move from a "place-based connectivity to individual, person-to-person connectivity" (Schwanen & Kwan, 2008).

Tourism has been influenced significantly by mobile technologies, particularly the use of Smartphones and its application. The accelerating growth of mobile technologies has magnetized academic attention, and there is a call for a systematic literature analysis of relevant publications (Dorcic, J., Komsic, J., & Markovic, S. (2018).

In order to ensure the successful implementation of apps related to travelling, it is necessary to understand the acceptance behavior and user adoption of these apps by consumers. Despite being the fact that competencies and utility of these travel related apps, acceptance of these apps is still in the emerging stage (Lu et al., 2015).

It is hence appropriate to consider the elements which influence the reception and utilization of movement applications among the purchasers. Better comprehension of such factors will go far to expanding the appropriation of cell phone travel applications. It distinguishes the determinants of versatile applications appropriation for making travel buy which can be utilized by experts to expand the selection (Gupta, Dogra, & George, 2017).

LITERATURE REVIEW

Most of the studies on technology acceptance in hospitality and tourism industry are conducted using Technology acceptance model (TAM), Theory of reasoned action (TRA), Theory of planned behavior (TPB), Innovation of Diffusion Theory (IDT), Social Cognitive theory (SCT), Unified theory of acceptance and Use of technology (UTAUT) & UTAUT-2. Recently researchers applied TAM, IDT, UTAUT & UTAUT-2 models to study the technology acceptance in hospitality and tourism industry. Therefore TAM, IDT, UTAUT & UTAUT-2 models are discussed in detail.

TECHNOLOGY ACCEPTANCE THEORIES

TECHNOLOGY ACCEPTANCE MODEL (TAM)

Technology acceptance model (TAM) developed by the Davis, Bagozzi, & Warshaw, (1989). The main determinant of TAM is to understand the user behavior in adoption of technology (Davis et al., 1989). TAM model is derived from the Theory of reasoned action (TRA) given by Ajzen and Fishbein's in 1977. TAM was originally developed just to explain the acceptance of computer, but since then TAM model was used to explain the mobile service usage and to explore the user's online behavior (Lin, 2011; Pagani, 2004). As per TAM theory user behavior in accepting the technology is formulated on two factors i.e. 'perceived ease of use' and 'perceived usefulness'. Perceived ease of use refers to 'the degree to which a person believes that by using a particular technology would be free of effort' (Davis et al., 1989). User will accept the technology only if the user need not to put the extra effort. Perceived usefulness is 'the degree to which user's belief that by using a particular technology users work efficiency and work performance will be enhanced' (Davis, 1989, p. 320). Users have a positive attitude towards the acceptance of a Technology only if it is easy to use and valuable to them.

INNOVATION DIFFUSION THEORY

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IDT – Innovation of diffusion theory develop by the Roger in 1962.In creating new ideas IDT theory was being used at larger scale. Innovation can be defined as a new concept, a new or change in technology, improved version of any product or services, practice, structure or system and these innovation are communicated to the members of society with time through certain channels is described as diffusion (Rogers 2003). Innovation can be utilized in the acceptance of new technology by tourists such as travelling apps. IDT may affect the decision of acceptance of technology as it comes up with a set of innovation (Aggarwal 2000, Rogers 1995). Relative advantage is a degree through which innovation offer the benefits in comparison to the earlier means of accomplishing the task, complexity is the degree with which an innovation is cannot be easily comprehend and has various complication in its use, on the other hand observability is the degree with which an innovation can be viewed by others, compatibility is viewed as a degree with which innovation is adopted by users in accordance with their experience, value and beliefs and trialability is described as 'the degree to which an innovation can be tested instead of the previous one'. Complexity and Relative advantage both are theoretically overlay with the TAM's 'perceived ease of use and perceived usefulness' (Dillon & Morris, 1996).

THE EXTENDED UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT)

Venkatesh, Thong, & Xu, (2012) developed UTAUT 2 model. UTAUT-2 model is an additional version of UTAUT- Unified theory of acceptance and use of technology model, developed by Venkatesh, Morris, Davis, & Davis in the year 2003. UTAUT model is formulated on the determinants of acceptance and usability of technology by workforce. Venkatesh et al. in 2003 develop the UTAUT model after reviewing the eight models on technology acceptance, Eight models which were included in UTAUT are IDT- Innovation of Diffusion theory (Rogers 1962), 'TRA- Theory of reasoned action' (Fishbein 1975), 'SCT- Social cognitive theory' (Bandura 1986), 'TAM- Technology acceptance model' (Davis 1989), 'TPB- Theory of planned behaviour' (Ajzen 1991), 'MPCU- Model of PC utilization' (Thompson, Higgins and Howell 1991), 'MM- Motivational model' (Davis, Bagozzi and Warshaw 1992 and an integrated model of 'TAM & TPB- Technology acceptance model and Theory of planned behaviour' (Taylor and Todd 1995). Venkatesh et al. acknowledged four factors that affects the tourist behavioral intentions and adoption of technology which construct the UTAUT model; these four factors are 'performance expectancy', 'effort expectancy', 'social influence', and 'facilitating conditions'. Hedonic motivations, Price value and Habit are the three new determinants that are added in the prime UTAUT model to determine the behavioral intentions and adoption of technology.

RESEARCH METHODOLOGY

The aim of this study is to examine the factors affecting the adoption of Smartphone apps. This study is structured to provide and acquire valid, relevant, accurate, reliable, and up to date information to find out and deal with the issues of adoption of Smartphone apps. Through this study an attempt is made to provide some convincing recommendation to hold up business organizations and Smartphone application developers in hospitality and tourism industry. Secondary data is collected from various journals, books, magazines, newspapers and websites.

RESULTS AND DISCUSSION

This section present the adoption of technology models by various scholars in the context of tourism industry to identify the factors that affect the adoption of Smartphone and its applications by tourists. Table 1 shows the use of various technology adoption models to study the factors.

Table 1

Tourist's adoption of tourism technology studies

Sr. No.	Area	Model	Construct	Results	Authors
1	Adoption of Mapping apps	UTAUT-2	Performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit	Habit, facilitating conditions, performance expectancy and hedonic motivation-Adoption	(Dogra, 2017)
2	Flight ticket booking	UTAUT	PE, EE, SI, FC, CI, Involvement and perceived trust	PE, FC, CI and perceived trust-Adoption	(Jeon, Ali, & Lee, 2018)
3	Travel Information on Smartphone	UTAUT & E-SAT	PE, EE, SI, FC, TWI, PQTW, PVTW	PE, EE, SI and Satisfaction with travel websites	(No & Kim, 2013)
4	Intention to use pilgrimage app	UTAUT-2	PE, EE, SI, FC, HM, Habit & Price Value	PE (most Imp. Factor), EE, SI, HM-Intention	(Antunes & Amaro, 2016)
5	Acceptance of mobile devices	TAM	PEU, PU, Attitude to mobile technology, Intention to use mobile technology	PU, PEU-Acceptance	(Kim, Park, & Morrison, 2008)
6	Adoption of Smartphone apps for Travel bookings	UTAUT-2	PE, EE, SI, FC, HM, Habit, Price Value, Perceived Risk & Perceived Trust	PE, Price Saving orientation, Social Influence, Perceived Risk & Perceived Trust-	(Gupta et al., 2017)

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				Adoption	
7	Travel app adoption	TAM, IDT & SCT	PEU, PU, compatibility, observability, trialability, outcome expectation, self efficacy & social influence	PEU, PU & Compatibility - Adoption, Self efficacy through outcome expectation (Indirectly)	(Lu et al., 2015)
8	Adoption of Smartphone during leisure based tourism	TAM, TRA	PU, PEU, EA, SI	PU, PEU Emotional attachment in influencing attitude and intention to use Smartphone apps.	(Regan & Chang, 2015)
9	Intention to use Tourism Applications	TAM	PU, PEU, PE & Perceived Cost Saving	PU & Perceived Cost Saving-Intention	(S. S. Yoon & Kim, 2014)
10	SBS for purchasing tourism products	IDT, Fashion Theory	Relative advantage, Complexity, Slogan, Price, Fashion	Price level, Relative advantage & Complexity	(Chang & Jang, 2014)
11	Mobile Technologies	TAM	TE, PE, EE, BI	PE, EE	(Oh, Lehto, & Park, n.d.)
12	Intention to reuse mobile apps for hotel reservation	UTAUT	PE, EE, SI, FC, Perceived Risk	EE, PE, SI, FC-Intention to reuse Perceived risk(Negative)	(Hoc, Fong, Wai, & Law, 2017)
13	Using Travel Mobile Application	TAM	Image, Personal Innovativeness, Perceived enjoyment, PU, PEU	Image & PI positively influence Perceived Enjoyment & PU PE has positive impact on PU & Attitude	(Im & Hancer, 2017)

14	Travel Mobile Application Usage	TAM	PU, PEU, AT, Hedonic Motivation, Utilitarian Motivation, Self Identity	EOU-Attitude, Utilitarian Motivation – Attitude, Self Identity-Attitude	(Young Im & Hancer, 2014)
15	Acceptance of Hotel tablet applications	TAM	PU, PEU, PC, Subjective Norm	PU, Perceived Credibility, Subjective Norm-Intention to Adopt Hotel apps	Kim, J. S. (2016).
16	Intention to download mobile apps in Hospitality Industry	TAM	PEU, PU, Enjoyment, Confidence	Enjoyment, PEU, Confident-Intention to download mobile apps	(Kwon, Bae, & Blum, 2015)
17	Decision process for adoption of Smartphone for travel	IDT	PU, PEU, Compatibility, Result demonstration, Visibility, Perceived Innovativeness	PU, Compatibility, Result demonstration, Visibility-User adoption of Smartphone for travel	(Meng, Kim, & Hwang, 2015)
18	Adoption of Smartphone Use		Extrinsic motivation, Intrinsic motivation, Cognitive beliefs, Trust, situational factors, use of Smartphone in previous trip	Extrinsic, Intrinsic motivations-Use of Smartphone for travel Trust- Online Information sources	(Wang, Xiang, & Fesenmaier, 2014a)
19	Decision making of mobile app downloading		RF, GS, IP	RF has positive effect on GS, IP	(Zhang, Ha, Liu, & Wang, 2018)
20	Adoption intention of	TBS	CI, Need for Interaction, Involvement, Satisfaction,	Need for Interaction,	(Kamboj & Gupta, 2020)

	Smartphone apps by hotel guests		adoption Intention, co-creation	Degree of Co-creation & Customer Involvement-Adoption Intention	

Note: PE= performance expectancy, EE= effort expectancy, SI= social influence, FC= Facilitating conditions, CI= customer Innovativeness, TWI= Travel website Interface, PQTW= perceived quality of travel website, PVTW= perceived value of travel website, HM= hedonic motivation, PEU= perceived ease of use, PU= perceived usefulness, EA= emotional attachment, TE= trip experience, BI= behavioral intention, AT= attitude, PC= perceived credibility, RF= regulatory focus, GS= gratifications sought, IP= information processing, TAM= technology acceptance model, IDT= innovation of diffusion theory, SCT= social cognitive theory, E-SAT= e- satisfaction model, TRA= theory of reasoned action, UTAUT= Unified theory of acceptance and use of technology, TBS= technology based service.

In order to identify what are the factors that affects the tourist's intention of using travel apps installed on their Smartphone's, for this purpose the researcher have used the extensive version of Unified theory of acceptance and use of technology (UTAUT -2) framework. Finding of the study revealed that price saving, performance expectancy, social influence, perceived trust, perceived risk, and prior usage habits are the factors which affect tourist's adoption of travel related apps on Smart phones. This study also revealed that there is no significant relationship of effort expectancy, facilitating conditions, and hedonic motivation on behavioral intentions. Another study which was conducted in the rural tourism sites of China the researcher examined the factors which affect the travel apps acceptance by tourists while travelling to rural tourism attractions in China, for this purpose the researcher has utilized the technology acceptance model, social cognitive theory and innovation diffusion theory. Findings of the study revealed that 'perceived usefulness', 'perceived ease of use' and compatibility imposes considerable effects on the tourists' adoption of travelling applications. In addition this study also implies that self efficacy indirectly influences the motive of the tourists to use travel apps (Lu, Mao, Wang, & Hu, 2015).

Another study was conducted in China to investigate the determinants that affect the acceptance and usage of location based social media services for their tour arrangement. Researcher utilized the Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) in the study, this theory explored the experience of mobile internet users and information acceptance model in the context of location based social media and their use in travel arrangement. The findings of the study identified the factors such as review rating, review trust worthiness, review sidedness and review expertises which were responsible for the user adoption of online reviews that stimulate the use of location based social media services for travel planning (Chong, A. Y. (2013).

In today modern era mobile applications are playing an important role in every business domain as well as in personal life. Therefore it is necessary to investigate the factors which

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are important for tourists while adopting the mobile applications for purchasing any tourism service.

CONCLUSION

Information and communication technologies have become prominently utilize in the hospitality and tourism industry. Development of Internet, Smartphone have drastically changed the tourism and hospitality industry, these are not use only for communication purposes but tourists use these for other purposes like for booking flight tickets, making hotel reservations, to obtain information about destination and information regarding various monuments. Many studies have been conducted on the acceptance of technology by the tourists. Several models have been developed to study the acceptance behaviour of tourists of acceptance of Smartphones and their applications. Innovation of Diffusion theory, Theory of Reasoned action, Theory of planned behaviour, Technology acceptance model, Unified theory of acceptance and use of technology, extended Unified theory of acceptance and use of technology these are the most widely used models for the acceptance of technology used by the researchers to identify the factors. This study provides a comprehensive review of literature on the factor affecting adoption of Smartphone applications by tourists. The result indicates that Performance expectancy, Ease of Use, Social Influence, Hedonic Motivation and Cost Saving are the most important factor that affects adoption of Smartphone applications. Among them Performance expectancy is the most important factor followed by Ease of Use that have stronger impact on the adoption of Smartphone applications. The outcomes should make the travel industry and cordiality advertisers mindful of the elements they ought to consider in pulling in clients by utilizing versatile innovation.

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ROLE OF CULTURE IN ATTRACTING TOURISM: A QUALITATIVE STUDY OF MAJOR TOURIST

SPOTS IN NORTHERN INDIA

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ABSTRACT

Tourism and culture have mutually beneficial relationship that reinforces the competitiveness and attractiveness among countries and regions. Culture is an important aspect of tourism that creates distinctiveness in busy market of world and tourism helps culture in enhancing and creating income that support and strengthen culture production, heritage and creativity. Constructing a strong relationship between culture and tourism can help destinations to become more competitive and attractive as location to visit, live, invest and work. Cultural resources are considered as important part of heritage of destinations and are asset in attracting tourists by distinguish them with others. Culture has been employed as significant aspect of tourism and strategies are made keeping in mind the cultural development including cultural heritage and cultural production. This paper finds qualitative study on the role of culture in attracting tourism mostly in tourist spots in northern India. India is always considered as land of ancient history, culture and heritage. Indian government has also setup "Ministry of Tourism and Culture" to enhance cultural tourism in India. "Incredible India" is the campaign recently launched by ministry that led to the growth of cultural tourism in India.

Keywords: Culture, Tourism, qualitative study, tourist spots

INTRODUCTION:

The branch of tourism concerned with the cultural aspects of a region or country is commonly referred to as cultural tourism. There are several branches of tourism varying from Ecotourism, heritage tourism, wildlife tourism, mass tourism, culinary tourism etc. But when a traveller is engaged with a culture of a country, it becomes cultural tourism.

Culture in abroad sense refers to social behaviour, norms and beliefs, customs, history associated with a particular group of people or place. "Cultural tourism is tourism that focuses on the culture of a destination – the lifestyle, heritage, arts, industries and leisure pursuits of the local population (Office of National Tourism, 1997)."

Cultural tourism has been gaining momentum in the recent years more because Culture shapes our lives. Cultural identity is still a strong concept that holds us down to our roots. Association with a culture is a very important aspect of our personality and life.

The art, the architecture and the historical significance of different regions make it engaging for the travellers. It makes them curious to know more about the region's culture i detail. Cultural tourism is important because it helps not just in the diffusion of culture but also its development. Cultural tourism has a positive socio economic impact over a country. It also helps in preserving a country's heritage and to make it more acceptable for the people of a different cultural background. It is probably the best way of knowing about different cultures and teaches people to be more understanding and acceptive of different cultures. Not just for the tourists cultural tourism improves the quality of life of the local communities as development of infrastructure and services are essential aspects of any form of tourism. Thus Cultural tourism not just reinforces the cultural identity it unifies cultures on a global level.

India is a land of great culture and heritage. Due to the kaleidoscopic diversity in the form of language, clothing, cuisines, festivals and art and spirituality, India is well-known among the nations. The idea of Unity in Diversity is loved by all. Our history has shaped our rich culture. India offers a range of tourism choices to the world. With every state the cultural scenario changes completely and even within one state so much of cultural diversity is seen.

The Northern India is significant for its beautiful mountains, breath-taking views, ancient empires, historical monuments, spiritual towns and cosmopolitan cities. Beginning from the Buddhist monasteries of Leh Ladakh, that are situated between the snow-clad Himalayan mountains. These monasteries are a visual and mental retreat for the visitors. Moving downwards to the spiritual towns of Haridwar and Rishikesh located on the foothills of Himalayas are North India's most famous spiritual destinations. Every year they attract millions of Hindu Pilgirms to temples like Kedarnath and Badrinath.

The treasure of History and culture, Amritsar has to it's name one of the most beautiful The Golden Temple. Amritsar also holds historical significance as being the popular site of India's struggle for Independence. Many a battles were fought here and many a brave were martyred in the North Indian part of India.

Rajasthan, India's royal state commonly referred to as the Land of Kings is another major culturally significant tourist attraction. Each city of Rajasthan from Jaipur, Udaipur, Bikaner, Jaisalmer to Jodhpur, provides glimpses of vibrant art, culture and history.

Last but not the least the cosmopolitan city of Delhi with a rather unique history is also very significant culturally. From historical monuments like the Lal Qila, the India Gate, Qutub Minar, vibrant markets of Chandani Chowk, Sadar Bazar, exquisite delicacies and popular street food, Delhi has it all. It is the perfect place to witness both ancient culture and modern landscape. One of the world's seven wonders, the Taj Mahal of Agra, popular as the symbol of love throughout the world is also situated in the Northern city of Agra in Uttar Pradesh

LITERATURE REVIEW:

A research conducted by Singh et al. (2016) on Tourism industry indicates that it is widely gaining popularity throughout the world because of its high revenue generation capability. Not just in popularizing culture it also helps in recognition of a country on an International platform and subsequently increasing their status in market. India has been known for its glorious culture and gratifying tradition. Each place here is a cultural marvel because of the unique history associated with it. The amazing craftsmanship, historical significance, and esteemed customs and traditions make it even more appealing to the tourists. To emphasize upon this culture marvel, the concept of Incredible India was launched by the government. The study concluded by calling the bond between culture and tourism as inseparable. Culture is a driving force that can build the tourism sector even stronger if the opportunities are utilized properly. Not only would it help the heritage of India prosper it would also result in economic growth of the country.

The research conducted by Kapur and Jain (2016) shows that India is a geeat cultural heritage and has a lot of potential in the tourism sector if it utilises it's heritage. However due to lack of certain guidelines some major cities in India fail to make a name for themselves inspite of being culturally rich. The study focusses upon on such North Indian city called Lucknow- the city of Nawabs. The study believes that tourism can be an important finance generator by giving the example of Agra where major portion of their economy comes via tourism. Lucknow, the capital city of Uttar Pradesh is a paradise of historical places, beautiful gardens, fine cuisines and handicrafts. The study identifies that lack of interest by the authorities is responsible for failure of Lucknow from being a famous tourist place. Therefore participation from law makers and locals both is essential in order to showcase it's beauty to the world and to restore it's beautiful heritage.

The study by Sharma and Sharma (2017) suggests that heritage of India plays a significant role in developing the economy of India. The study examines this development of heritage tournament in India from the perspective of stakeholders. They have considered the local communities as the real 'ambassadors' of cultural and heritage tourism in India. Findings of the study reveal that local communities are often in agreement with the development of tourism Industry till development of infrastructure is concerned however it shouldn't hamper the natural environment of the city. The study realises that the natives are the real promoters of tourism in a city and therefore any planning by the government in regard with the tourism industry must be done including the suggestions from the local communities.

The research by Chaudhary and Aggarwal (2012) focussed upon the tourist satisfaction and management of culturally significant sites of Amritsar, Punjab. Amritsar is one of India's most important pilgrimage centres. With it rich heritage and cultural resources, Amritsar could be a great tourist attraction worldwide. Among the places of interest here are the Golden Temple (sacred place of worship for the Sikhs), the Jallianwala bagh (associated with India's freedom struggle), etc. The calculation of Levels of Tourist satisfaction levels can be an excellent source of developing better strategies for development of Tourism. This study indicated that customer's usually suffered discomfort in areas like proper accommodation, cleaner rest rooms and transportation. Also the mis-management of heritage sites was also a major cause of dissatisfaction among the visitors. Thus, proper management of these places is imperative for the development and advancement of tourism.

Sinha and Varhsney (2017) conducted a research on the culture tourism in Rajasthan while devising a strategic planning approach to development of tourism in several cities of Rajasthan. Rajasthan is India's cultural marvel. It's great legacy, culture, heritage and art have made it popular throughout the world. While places like Jodhpur, Jaipur, Udiapur have already put Rajasthan on the International map, there are several other places like Mandawa, Fatehpur, Dhunlod that are equally beautiful but still however fail to attract major attention. The study identifies the various factors that have the capability of attraction tourists from throughout the world but fail to do so because of lack of awareness and proper planning. However with reinforcement of conservation of cultural and ethnicity, arts, handicrafts can prove to be beneficial in establishing tourism. Moreover, with support from local communities can also help in development of cultural tourism.

A study by Raj (2017) focussed mainly upon the advantages of tourism for the local communities. Cultural tourism can serve as one of the best means of cultural exchange. In this study, it is identified how cultural tourism is not about a country or a state but about the local communities, indigenous people, fairs and festivals, customs and traditions, and clothes and cuisines. The study identified that conversion of locals fairs and festivals into big commercial events can help in attracting tourism. Local businesses are benefited. The study concluded by considering Cultural tourism as the best means of tourism and cultural exchange.

Sahni and Mohsin (2019) conducted a study on heritage tourism in India. They took case studies of cities like Agra and Delhi to understand cultural tourism more systematically and to understand the tourism market. The study of heritage places of Agra and Delhi has helped in providing a better understanding of heritage tourism. It has also helped in enhancing the market by reviewing the present condition and has provided better strategies to attract tourism. The commoditization of the Mughal monuments of Delhi combined with better services and infrastructure has made Delhi a sought after destination for tourism especially in the eyes of Young tourists. The government of India should strategically analyse the present scenario of these heritage places so that better methods can be developed to harness the most out of these places.

Sachdeva and Ganai (2017) conducted a study on the Tourism industry of the northern state of Jammu and Kashmir in India. Jammu and Kashmir or popularly known as the paradise of earth is an important tourist destination. It is known for its scenic views, beautiful valleys and Buddhist Monasteries. It is the land of ancient history, culture and heritage. It was a princely state and therefore has been ruled by many a dynasties. The impact of which is widely seen in their language, art, festivals clothing, and food. It is this colorful culture of Jammu and Kashmir which makes it more attractive by tourists. The vast ethnicities, amalgamation of different religions and age old traditions is what makes Jammu and Kashmir stand out among all places. The Heritage monuments like Hari Parbat fort, Mamleshwar temple, Akhnoor fort are well looked after the government to attract major tourism. The Mata Vaishno Devi shrine and the Amarnath caves are important pilgrimage centres that attract tourism. Thus, findings have indicated that concerted efforts by the government and the local communities can be beneficial in development of tourism here.

CONCLUSION:

Thus the Qualitative study of the various tourist spots of North India have indicated that Indian states have a lot of potential when it comes to the tourism sector. Our heritage and culture is one of the richest in the world. This can be utilised in the best possible manner to generate maximum revenue. However, it should also be noted that the sentiments of the local communities are not hurt and the natural environment is not damaged in the development of the tourism sector. Industry of Cultural tourism has gained momentum in the recent years. The study has indicated that lack of interest by the local authorities is responsible for India not being able to generate the revenue that it is capable of generating. Tourism sector can be advanced by utilising the power of social media. Raising awareness among local communities can be done to attract tourists from throughout the world. Coexistence of various cultures and religions is also a significant aspect of cultural tourism. Therefore, peace and harmony must be promoted to attract International and National visitors. Tourism sector is dependent upon the quality of services offered. The travel agencies and the hotel industries must keep this in mind and work towards achieving maximum consumer satisfaction. The concept of 'Atithi devo Bhava which equates Guests to god is an important aspect of Hindu-Buddhist tradition. It must be followed with more sincerity to build good relationships with International tourists. Last but not the least, promotion of local handicrafts and art forms can also be used as a tool to attract tourism.

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Consumers' Awareness about nutritional aspects of healthy food: A qualitative study

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Abstract

Consumer's awareness on nutrition encourages them to make informed decisions related to purchase and consumption of food items. Low interest and lack of knowledge are some factors that prevent consumers from using information on nutrition. "Nutrition information" is usually used when product is compared with other and purchase of that product if for first time. From the past decades, various health issues like obesity are seen among consumers due to lack of nutrition in their body. People are more interested in healthy food now days and visit those places that provide nutritional food and suit their health. They now understand that when they eat junk or without nutrition food and lower their diet quality then it has high and dangerous impact on their health. It is important for hotels and restaurants to provide healthy food to their customers along with nutritional information like visual health pictures, obesity awareness, pictures of health icons etc. This paper qualitative in nature and find awareness of consumer on nutritional aspect of healthy food and also explores consumer awareness on nutrition influence tourism. Demand and supply of nutritional information has increased now days but still very little research is conducted to determine how much consumers know on product nutrition's and use such information for purchasing in developing countries.

Keywords: Consumers' Awareness, healthy food, Qualitative study, Nutritional aspects.

Introduction

From last decades, there has been considerable change in pattern of food consumption all over the world. Demand for nutritional and healthy food is also increases. Lifestyles are changing and people are looking for healthy food full of nutrients. Earlier people were very fond of junk food and packaged food and face many health issues. These preserved food, junk food and flavoring agents when eaten on regular basis like obesity and chronic diseases like cardiovascular disease, fatty liver diseases, type 2 diabetes and some time cancers also. Children suffer a lot from food additives as they are exposed to chemicals present in this food from childhood and bodies of human are not meant to be exposed food additives and chemicals. These chemicals and additives may include side effects like "food allergies", "decreased absorption of minerals" and "vitamins", "increased waist line" and more. Consumers are unaware of the role, function and disadvantage of such chemicals and additives. Consumer who are illiterate and are with low level of education also usually unaware of additives and chemicals present in packaged food. With change in consumption

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pattern and lifestyle, food safety standards become important from perspective of public. Buying and consumption behavior is changing with respect of food products and demand of nutrition and healthy food has increased. Legal regulations are become important for labeling on food. Labeling related to nutrition is useful only if consumers are aware and are able to understand and figure out the information labeled on the food product. Nutrition information on product helps consumers in making informed decisions during purchase and consumption of food products. Consumer use nutrition information usually when comparison are done between products or when the purchase of that product is for first time (Kasapila, 2011). Consumers compare products according to their awareness on nutritional value. Nutritional information awareness or its uses typically increases due to "healthiest version" situations. This information present on labels usually helps in comparison or selecting healthy products. Nutrition label also helps in making judgment of the amount of nutrition present in the product i.e. can be called as nutrition judgment. Sometimes nutrition judgment and comparison are combined and enable comparative information to be used for product evaluation of nutrition levels.

Consumer awareness on nutrition can be divided into two types of customer's i.e. expert consumer and non expert consumers. Expert consumers are usually dieticians and possess detailed information on nutrition and not only compare food product with other but also analyzes the amount of nutrient present in that product. Non expert consumers are those who have little information on food nutrition and usually just look at the product label for nutrition and move on without going in detail further. For better health and wellness among people of the country, it is essential that proper education on food nutrition and its benefits should be provided so that consumers can compare food items and select the best that fitted to their health (Grunert & Wills, 2007). Various regulations are formed by different countries that provide guidelines to industries regarding labeling and packaging of food products like in India "Food Safety and Standard Regulation" act was made in 2011.

Tourism industry is also influenced with the consumer awareness on nutritional information for healthy food. Tourism also has to make precautions and strategies in such a way that tourist or traveler visiting to the destination should be satisfy and will plan to revisit (Aslimoski & Gerasimoski, 2012). As consumers are aware about value of nutrition in food so when they select any destination they also consider the type of food available and hotels and restaurants providing nutritional food in that location. Tourism can promote their destination by showing nutritional food availability at their place and creating awareness that how these food and facilities can provide benefit to their health. Tourism industries are developing at high rate and it is important to understand that this growth cannot be sustained without nutrition and healthy food as eating is not just a biological need but also a matter of socio cultural and healthy lifestyle. Due to globalization, most of the tourists take food and nutrition as their main drive for tourism and not just sightseeing. Hence, different types of tourisms are evolved nowadays such as "Food tourism", "culinary tourism", "cultural tourism" etc where nutrition and food are important part of destination for tourist.

Literature review

Themba and Tanjo (2013) explored the "nutrition information" awareness among consumers and its usage in 'Botswana'. Very little research on consumer awareness issue and nutrition information usage in developing countries is available. Descriptive study was used and data was collected from 150 consumers of Gaborone (Botswana). Technique of "mall intercept" was used in respondent selection. Finding shows that awareness level of sampled consumer on "nutrition information" is relatively high and most of them use this information in food purchasing. "Nutrition information" helps consumers to make decisions regarding purchasing and consumption of food products. Lack of interest and knowledge are some factors that prevent consumers from using information on nutrition. It was observed that there is a need of improvement in education and awareness related to nutrition in Botswana. Finding also reveals that producers of food in Botswana should use "nutrition information" to differentiate their products from competitors.

Higginson, Kirk, Rayner, and Draper (2002) examined the knowledge and skills of consumer that motivate them to use nutrition label information. Data was collected with sampling method and 14 subjects were selected and divided into 2 groups i.e. expert and non expert. Expert consumers are usually includes consumers that have detailed information on nutrients and can analyze the food in detail. Non expert consumers include consumers those have little or no information on food nutrition. Finding shows that consumers use nutrition information in comparing food products. Although nutrition experts are better able to understand as compare to normal consumers. Non expert consumers simply look at the information on labeling and move on without processing it further.

Majid, Shariff, Majid, Aszahar and Omar (2015) found that as issues related with diet are increasing, consumers are becoming conscious about their health and diet nowadays. Nutritional information available on product label help consumers in taking informs decision to buy and consume that food product. Nutritional label assist consumers in selecting food with different level of nutrition. This research identifies awareness among different type of consumer on nutritional labeling and use of these labels by them in buying the product. Data was collected from secondary sources and discussions. Finding shows that nutritional labeling is important for consumers and they definitely considered it while purchasing that food product. Malaysia need new strategies in nutrition labeling promotion as compare to other developed countries like Belgium and U.S.A. It is suggested that proper awareness and education should be provided to retailers, manufacturers and consumers regarding food nutrition and understanding nutritional labeling.

Jain, Gomathi and Kar (2018) explored that nutrition information on products has 3 main functions i.e. basic product information, safety and health and it is the best method for marketing and advertising that product in this competitive world. Seven supermarkets were selected from urban areas of Pondicherry and other three were selected randomly. Cross sectional study was conducted and all these supermarkets were located in the main area of the town in various geographic places and approximately 250 to 300 people visit these supermarkets on daily basis. Respondents with sample size 153 from these supermarkets were selected for the study. Result shows that around 90 percent of respondents read the

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labels and 5 percent absolute precise and around 10 percent shows no response. It was observed that food labeling reading practices

Kaur,V., Kaur & Qumar (2016) examined the consumer response on food regulations and "nutrition information" available on food products. Consumer awareness and regulations of food have forced packaged food companies all over the world to show maximum information on their products so that consumers are well aware while buying their products. This study analyzed the awareness level on different types of information usually revealed on food labels and use of these labels information by the consumers at the time of purchase. Data was collected by interviewing 60 respondents (30 male and 30 female) from Pilibhit (Uttar Pradesh). Finding shows that consumers were very well aware of the information's provided on food labels but their awareness level on different types of information varied.

Mahgoub, Lesoli, & Gobotswang (2007) evaluated the knowledge level and usage of "Nutrition information" among consumers on food packages in "Maseru" (Lesotho). Data was collected from 260 consumers by structured questionnaires covering "nutrition information", "knowledge" and "use of food labels". Open ended questions were also included like consumer expectations with food label and their understanding on food packages labels. Finding shows that around 40.5 percent respondents prefer or use "Nutrition information" on food labels while shopping rather than "taste", "habit", "price", "appearance", "convenience" or "brand". Most of the respondents revealed that they knew about food label (59.6%) and nutrition information (69.2%). Around 63.8 percent respondents revealed that they utilize their nutritional knowledge while shopping. Open ended questions response shows that there is high level of awareness regarding "Nutrition information" on food level among respondent and it is actually important for them to use that information.

Hrelia (2015) explored that food is an important part of tourist's experience of a destination. The terms used "wine and food tourism" is usually considered as taste of food but with more specific "food tourism" definition focuses on health properties of local food. Eating healthy is not related to severe nutrition theories like staying thin or leaving food that people like. Whereas healthy eating habits make the person feel great, more energy, stable mood and keeping healthy themselves as possible and that can be accomplished by learning some basic nutrition information's and using them while purchasing. With nutrition information, consumers can expand their range of healthy food selection and can create and sustain tasty and healthy diet. Healthy nutrition is represented as important determinant of tourism. "Food Tourism" can be considered as futuristic advantage for human health. Finding of the study shows that by understanding need and wants of tourists in consumption of healthy food is very important for hospitality industry and health, tourism and food altogether can make a possible synergy.

Conclusion

From recent past, packaged food consumption has grown tremendously and consumers are becoming more and more aware on consumption of these packaged foods. Nutrition information's mentioned on food product enable the consumers to make decision in shopping. As health issues are increasing day by day, consumers buy food products very

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carefully. Consumers purchase products by comparing nutritional information between them. So it is important for companies that they label their products in such a way that it provides whole information on products. But merely using practices of food labeling is not a solution, it is important to know consumers level of awareness regarding health and nutrition.

It is concluded that most of the consumers are aware of nutritional value in a healthy food and consider this information while purchasing. Level of awareness among consumers differ and divided into expert and non expert consumers. Some consumers just look into nutritional information on the product and make a decision while some consumers compare with other products and further investigate the amount of nutrition present in food and what will be the advantages and disadvantages of its consumption on health.

It is also found that food is an important part of tourism. Nutritional and healthy food attracts tourists for destination to visit again. Healthy food along with good hospitality provides wonderful experience to tourists. Taking care of food safety and hygiene during food preparation is one of the important factor in "food tourism" and play important part in its success. Food providers at tourist destinations should be very careful and should follow standard system for preparation of food to attract tourists. Tourism should minimize the occurrence of food borne diseases and validate safe and clean supply of food to tourists. To accomplish this purpose, it is important that all food providers and handlers should follow standard safety regulations, guidelines and practices to handle food. Consumers are nowadays well aware of health diseases and reasons of their occurrence and prefer to eat healthy and nutrition food mainly at the time of travelling and hence prefer only those destinations that follow and provide tourist healthy hospitality and food.

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A CRITICAL REVIEW OF ERGONOMICS PRACTICES: AN INSIGHT IN HOTEL INDUSTRY

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Abstract
*Ergonomics is designing and making a job to fit the worker so that work is safer and efficient. Implementing ergonomic solutions can make employees more comfortable and increase productivity. Ergonomics is important because when employee's doing a job and their body **is** stressed by different posture, extreme temperature, or repeated movement as musculoskeletal system is affected. Employee's body may begin to have symptoms such as fatigue, discomfort, and pain, which can be the first signs of a musculoskeletal disorder.*
Key Words-*Ergonomics, Hotel Housekeeping**, Job, Musculoskeletal disorder*

Introduction
Ergonomics is characterized as the investigation of the plan of a working environment, gear, machine, apparatus, item, climate, and framework which contemplates individual's physical, physiological, abilities and improves the viability and efficiency of work frameworks while guaranteeing the security, wellbeing, and prosperity of the laborers (Fernandez, 1995). (Fernandez and Marley, 1998). Housekeeping is a genuinely requesting position. Maids clean and disinfect spaces for the solace and accommodation of visitor. There are hazards related with lodging housekeeping that commonly go unnoticed. The housekeeping staff performs errands that can incorporate tidying, vacuuming, pulling bed materials, making beds, cleaning washrooms and different zones, pressing splash jugs, and discarding junk.

Review of Literature –
The audit implies coordinating the information on explicit zone or specific subject of exploration to broaden the skyline of examination in this field. In expansive sense writing audit can help in after manners to scientist:

☐   Amissah (2014), it was discovered that high work turnover among lodging staff in the Eastern Region of Ghana according to other comparative investigations demonstrate that ominous working conditions are a central point prompting high work turnover among inns in Ghana.

☐   Ankush Ambardar, Kunal Raheja (2017) in their examination show that the degree of execution of OS&H practices of Housekeeping Department in Indian lodging isn't acceptable, in a similar paper they likewise affirmed that the Executions of OSH Practices were preferable in Luxury inn rather over Five star Hotel properties.

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☐ Hothopf and Wesseley, (1997) expressed that the results out and out relate with the pressure and ailments nitty gritty by staff people, for example, migraines, hypertension and coronary heart contamination. Other possible mental issues consolidate burnout, alcohol misuse, unexplained actual indications, nonappearance, ingrained exhaustion and accidents, cleared out building problem and grim strain harm.

☐ Cardinali, 1998; Miller, 1995; Niu, 2010; Widanarko et al., 2012 Work related MSDs, low back agony and other medical conditions bring about expanded truancy and lost working time, unfriendly consequences for work relations, higher protection and pay costs, expanded likelihood of mishaps and mistakes, work move and higher turnover of laborers, more piece and diminished creation, bad quality work and high managerial and staff costs

☐ Leong, Furnham and Cooper (1996) communicated that stretch coming to fruition from work is a significant issue, both for individuals inside an affiliation and for affiliations themselves. Faulkner and Patiar (1997) in their examination found that the GRAs are presented to overpowering lifting, pushing trucks, moving furnishings, and terrible bowing. They urge celebrated the introduction to hazardous cleaning things. The laborers who partaken in the examination portrayed their work as troublesome, tiring, moo paid, monotonous, overpowering, point by point, particular, not inquisitively, forsaken, subservient, incorporating making do with gawky guests, and chaotic work.

☐ Munz and Kohler, (1997) in their investigation affirmed that it is basic to establish working climate sharpens that advance positive Health results and remediate negative push and Health results; it is too basic that associations place on the necessities of laborers in making such projects.

☐ Buchanan et al., 2010 Gender and business assume a significant part in investigating the social climate, ergonomics and security perils at working environments

☐ Kumar and Singh's (2015) study underpins the affirmation that most little inns are confronting difficulties in controlling perils at the administrative level. The investigation found that human issues takes the middle stage with issues, for example, helpless representative preparing, helpless authorization of guidelines, worker abilities bungle being the significant concerns.

☐ Hsu, Ho, Tsai and Wang, 2011 Housekeepers are answerable for tidying up rooms and public territories of the lodging. Inn maids should satisfy visitors' necessities and give 24 hours and seven days seven days administrations, which implies that servants need to work inside a three-move framework in the office

☐ Yu-Chin Hewish etal.2014 Physical, synthetic, and social risks experienced by a little example of Latina inn servants ,need full help and preparing from association

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☐   Marie-Anne V. Sanon, Today's organization recruiting practices may additionally underestimate inn servants and contrarily sway their wellbeing. However the effect of such recruiting rehearses on the wellbeing of this weak laborer bunch stays unexplored

☐   Gladys shah,2014 The investigation mulls over the common perils, working conditions, the impacts of both the working conditions and dangers on work security working climate .

☐   Health study, (2000) found that GRAs are less stable than the normal open due in bit to performing overpowering actual work however too since that work is performed underneath disturbing conditions.Ludwig and Geller (2000) found that the amount of individual laborer consideration insistently affected the valuable effects of interventions delineated to propel Safety among movement drivers.

☐   Reiss (2000) suggests that there is individual assortment around various necessities and needs of laborers. Various of these needs (e.g., power, request, family, vision, status) might be associated with the criticalness people put on the unmistakable sound workplace sharpen ranges.

☐   Gallagher (2001) in his examination featured that wellbeing Administration Frameworks (OHSMS) have been described by as "… a mix of the orchestrating and review, the organization authoritative game-plans, the consultative blueprints, and the specific program segments that cooperate in a directions approach to advance Health and Safety execution."

☐   Hares (2001) called attention to that the setback rate could be decreased in the kitchen climate by extending the degree of care or information of workers. This consider was directed in a network facility cooking advantage in Modern York where the disaster rate was particularly tall in 1995, as tall as one mishap for each 3701 worked hours.

☐   Raghubalan and Raghubalan, 2009 Equipment, for example, vacuum cleaners, if not working appropriately, will make the maid invest energy attempting to fix it or sort it out during their work move as opposed to finishing the work for that day

☐   Occupational Safety and Health Administration (OSHA) log records for the 2003-2005 period (Buchanan et al., 2010). The wounds were coded as three unique sorts: for example, "MSD" for musculoskeletal confusion, "intense injury" and "others".

☐   B. Bhagawati (2015)in his examination found that OSH is a multidisciplinary idea that focuses on the progression of Safety, Health, and government assistance of people secured in work or business.

☐   HSE (2015) in his examination found that an organization‟s culture can have as enormous an effect on Safety results as the Safety organization system. 'Security culture' is a subset of the overall authoritative or organization culture. Various organizations discussion

nearly 'wellbeing society' when insinuating the inclination of their laborers to follow rules or act Safety or perilously.

☐ Rotich and Kwasira (2015). in their investigation found that there is been no consistence to Health and Safety controls; where the degree of control and approval of word related Health and Safety is horrendously missing especially when contrasted with made countries.

☐ Kaynak et al., (2016) insisted that the Safety strategies, hierarchical reinforce, and other supporting controls affected the individual execution.

☐ According to ILO (2015), absence of information and mindfulness on wellbeing at work, deficient wellbeing and security polices are major contributing elements to the event of word related mishaps, contaminations and illnesses .

S no.	Paper Title & Authors	Journal	Variables	Research Methodology	Findings
1	Work Conditions and Health and Well-Being of Latina Hotel Housekeepers(Yu-Chin Hewish etal.**2**014**)**	Journal of Immigrant Minority Health (2016)	Work Conditions, Health and Well-Being, work life balance ,education and training	an interviewer-administered survey with a convenience sample of Latina hotel housekeepers.	This exploratory study provides an overview of the physical, chemical, and social hazards experienced by a small sample of Latina hotel housekeepers

2-	A Study of Musculoskeletal Pain among Hotel Employees, India,(Nilesh C. Gawde,2018)	Journal of Eco physiology and Occupational Health	Musculoskeletal disorders ,Ergonomics ,working conditions	Cross sectional study ,Semi structured questionnaire	Prevalence of musculoskeletal pain/discomfort is high among hotel workers ,stress of lifting object ,duration of service and nature of work are key determinants
3	Agency hired hotel housekeepers –An at risk group for adverse health outcomes (Marie-Anne V. Sanon,2014)	Workplace and health safety	occupational health, hiring practices on the health of this vulnerable worker group, health and Well-being of hotel housekeepers.	Literature review	Today's agency-hiring practices may further marginalize hotel housekeepers and negatively impact their health. Yet the impact of such hiring practices on the health of this vulnerable worker group remains unexplored. This article presents the debate regarding agency-hiring practices and how these

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					practices may influence the health and well-being of hotel housekeepers. Implications for occupational health nurses are also discussed.
4-	Occupational Safety and Health of Hotel Housekeeping Employees: A Comparative Study(Ankush Ambardar ,Kunal Raheja ,2017)	International Journal of Hospitality & Tourism Systems	GRA Guest Relation Assistant, QWL Quality of Work Life, OSH Occupational Safety and Health	Structured questionnaire was prepared based on comprehensive literature review.	Most of Indian hotel housekeepers are suffering from physical issues and hazards
5	Health hazards and working conditions on the safety of housekeeping staff in eastern region of Ghana(Gladys shah,2014)	Kenyatta University ,Thesis	Budget hotel, Hazard , Occupational Injury, Risk factor of workplace injury development	The study employed descriptive survey design using both quantitative and qualitative research methods to collect data	This study has shed light on the influence of hazards and working conditions on the safety of housekeeping staff in budget hotels in the Eastern Region of Ghana. The study takes into consideration the prevailing hazards, working conditions, the effects of both the working conditions and hazards

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					on work safety
6	Health and Working Conditions of Hotel Guest Room Attendants in Las Vegas, (Niklas Krause,2002)	University of California ,2002	Current Physical Workload and Ergonomic Problems, Potential of the Job, Work Stress, Respect, Social Support, and Problem Solving at Work, Work-related Injury and Disability	Questionnaire Survey Project Description and Study Design	More than three quarters (78% in Las Vegas, 77% in San Francisco) of all guest room attendants reported work-related pain during the last year, however only 32% (50 % in San Francisco) reported this pain to their supervisors or management, and only 21% (23% in San Francisco) of all workers had a formally reported work-related injury during the last year.
7	Work-Related Pain and Injury and Barriers to Workers' Compensation Among Las Vegas Hotel Room Cleaners,(Scherer, Teresa; Rugulies, Reiner; Krause,	American Journal of Public Health	Barriers to reporting work related pain and injury ,disability	Literature review based suryed 941 hotel guest room attendants	Employees has to report their work related injury to their seniors ,should convey their disability to

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	Niklas,2005)				perform any manual tasks
8	Working within the front-of-house/ back-of-house boundary: Room attendants in the hotel guest room space(Bronwyn Boon ,2007)	Journal of Management & Organization	Room attendants ,Back of house, front of house ,Safety ,	67 transcribed interviews were read initially to select out those who worked within the Housekeeping Department	This paper contributes to the hospitality service industries literature by examining how the front-of-house and back of-house boundary work (Nippert-Eng 1996, 2003) engaged by Room Attendants working within the Hotel guest room space impact on the hospitality impression management performed.
9	Occupational Health and Safety for Hotel Housekeepers,2009	The Occupational Safety and Health of Cleaning Workers	Occupational health ,safety ,working conditions ,ergonomics	serious and systematic literature review	occupational health and safety risks posed to hotel employees, employees have a high rate of precarious employment; employees are predominantl y female,8

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					earn low wages, are frequently migrants and/or ethnic and racial minorities,
10	The relationship between working conditions and musculoskeletal / ergonomic disorders in a manufacturing facility – a longitudinal research study,(Dennis R. Jones,2015)	Elsevier,2015	Ergonomics, work-related musculoskeletal disorder, specific design recommendations	multiple paged questionnaire to survey the three different manufacturing Assembly methods at the manufacturing assembly facility.	In conclusion, there is theoretical evidence and some empirical evidence that links psychosocial factors and Musculoskel etal discomfort. Stress appears to be a mediating variable that contributes to the development of musculoskele tal disorders

Scope of Study:

Housekeeping is a physically demanding job. Housekeepers clean and sanitize spaces for the comfort and convenience of guest. There are risks associated with hotel housekeeping that typically go unnoticed. The housekeeping staff performs tasks that can include dusting, vacuuming, pulling bed linens, making beds, cleaning bathrooms and other areas , squeezing spray bottles, and disposing of trash.. The significant destinations of the examination incorporate; analyzing the degree of mindfulness about the idea of Ergonomics among the Housekeeping staff of the lodging, to decide the importance of use of Ergonomics in Housekeeping division of inns and to inspect the effect of ergonomics in Housekeeping branch of inns.

Musculoskeletal Disorders (MSD)

Work-related musculoskeletal disarranges are impedance of considerable structures, for example, muscles, joints, ligaments, tendons, nerves, bones and confined blood flow that

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impact or upset generally by work and additionally by the workplace. The reasons for business related MSDs are multi-factorial in root and total, tallying physical, ergonomic, psychosocial and different factors with repeated presentation throughout an extensive stretch of time. Regardless, MSDs can in addition be exceptional wounds, for example, breaks, withdrawals of joints and so on just as steady introduction related issues like tenosynovitis, epicondylitis, carpal tunnel problem, DeQuervain's disease, pressure neck issue and so forth

As shown by Mest (2013) there is an association among turnover and motel workers' injuries. Musculoskeletal injuries are the most broadly perceived among housing workers as a result of the actual solicitations of the essential of business. This suggests dwelling workers will rely upon expert compensation claims, regardless, there is limited examination concerning these cases and their worth. Krause, Dasinger and Neuhauser (1998) suggest that modified work programs are monetarily wise, to be explicit light commitment, ergonomic stuff change, checked on work presentation and "business preparing." Hotel workers who face wounds at work can abuse changed work programs until they recover from their injuries. Given the working environment, which overhauls work stress among hotel servants, it is huge for them to get mental assistance and gotten careful about actual instruments of their action tasks.

Exploration Gap - The examination work directed in this specific field is discovered to be less in India only with respect to ergonomics rehearses in inn. Numerous investigates have been done in this field yet following factors are as yet unexplored with regards to lodging industry. Buchanan et al(2012). Examined the announced injury rate for lodging maids 7.9% was higher than for different positions inside neighborliness industry. It has been noticed that inn maids are more powerless to a ton of wellbeing risks than other staff in various offices in the lodging business (Buchanan et al., 2010; Bureau of Labor Statistics, 2013). Such examinations stay unexplored among non-industrial nations including Ghana. Studies on working states of inn staff are predominantly on easygoing specialists who are worldly and are generally centered around European laborers (Krause et al., 2005)

Current strategies for approach (Job turn, Job improvement) for forestalling word related perils looked by inn servants and types of restoring the harmed laborers stay immature and unforced by law. (Law of Hotel Housekeepers, 2014).

Conclusion – Many zones are still to find with respect to ergonomics rehearses which need to cover by analysts so that issues and difficulties of inn housekeeping representatives will be tended to. Representatives must know with respect to these practices at work place just as manager; the two sides need to recognize significance of ergonomics rehearses. In Indian friendliness industry, bosses need to get ready activity plan for actualizing these practices.

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HOTEL HOUSEKEEPING PRACTICES & USE OF CHEMICALS IN BUDGET HOTELS OF DEHRADUN –A STUDY

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Abstract

The hospitality industry in a particular region supports the region to get more revenue for a particular state, especially it becomes important or that states which particularly depends mostly on tourism sector for their state revenue generation. To provide good hospitality to the visitors in a state the hospitality services especially the hotel industry plays a crucial role. In the hotel sector, different sections are there who are working together for the comfortable stay for the visitors or guests but one of the section which plays a very crucial role during the stay of the guest in the hotel is the housekeeping department, this department is committed to providing the clean, safe and aesthetically appealing environment. A hygienic, clean, and aesthetic environment always send a strong message to the guest who arrived in the Hotels.

The purpose of this paper is to examine the practices of budget hotels in Dehradun and what basic chemicals they are using to make the hotel more safe and secure.

Keywords: - Hospitality industry, Aesthetic, Dehardun.

Introduction

Hotels in Dehradun state was growing much faster, with most of the budget hotels were also growing in the state. This reflects the positivity of the hospitality sectors in a state as because of the Covid 19 pandemic situation of the hospitality sector is not too good but because of the inflow of state-bound tourism is traveling so as occupancy in budget hotels also going marginal compare to last year. Travelers who are traveling from other parts of the state are much curious and particular about the Hygiene practices and Sanitization practices are best adopted by the hotel, in today's scenario the role of the housekeeping department in a hotel come as a front runner now this department no longer considered as a shadow department but now considered as a heart of the hotel. The paper is an attempt to find out the basic chemicals and sanitization practices done by the hotel to make it safe for the guests and staff of the hotels.

Literature Review

Trained employees in a hotel are very important assets, the replacement of the assets can not be done overnight, as most of the staff is in housekeeping need to train well and especially their motives also plays an important role in choosing housekeeping department. Linder (1998) briefed in his research that working conditions, being praised, opportunities, and relation with senior staff always plays a crucial role. Housekeeping staff is using more chemicals where the pH level of the chemical can be 0 to 14 depending upon the chemical

and surface in which they are using it to make the area hygienic safe, therefore its become necessity hazards must be identified, prepare a safety statement and communicate (Health and Safety Authority, 2015)

The objective of the Study

The objective of the study is to find out the housekeeping practices in budget hotels by using different chemicals for hygiene and sanitization.

Research Design and Methodology of the Study: -

To understand the need and functioning of the budget hotel in the housekeeping department was not an easy task, operational staff of the housekeeping and managers were contacted through different modes to know the operational inputs of the budget hotels. An open questionnaire was framed and telephonic interviews were conducted for the collection of the information. Total 10 budget hotels surveyed in and around Dehradun, the information about chemicals is listed below: -

S.No.	Name of the Chemical	Hotel using chemicals
01	Silver Hydrogen Peroxide	05
02	Diversey VirexII 256Sodium Hypochlorite	05
03	(local brand)Sodium Hypochlorite	05
04	DiverseyTaski R1	04
05	DiverseyTaski R2	04
06	DiverseyTaski R3	04
07	DiverseyTaski R4	04
08	DiverseyTaski R5	04
09	DiverseyTaski R6	04
10	DiverseyTaski R7	04
11	DiverseyTaski R9	04
12	DiverseyTaski Spiral	04
13	Hand Sanitizer with Alcohol content 70%	10
14	Local brands of Room Care	06

This research is done to find out how and what basic chemicals are using by the accommodation establishment for Covid-19 and hygiene and sanitization purposes, as it is utmost required a deep cleaning of disinfection for current scenarios. From the research during following practices adopted by the hotel also come up which make a hotel a safe place to stay and these practices are: -

1) Areas like toilets, handwashing, basins, baths are cleaned frequently or as per requirement by a disinfectant solution containing 0.1% sodium hypochlorite.
2) Surfaces are cleaned with Chlorine.

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3) Bleach is used in open public areas also.
4) 70% Alcohol contains sanitizer cum disinfectant used for telephone, remote control, door handlings, elevator buttons, etc, where bleach cannot be used.
5) Hand gloves, Face masks, disposable gowns, closed shoes with a mask is also used by the staff

Conclusion: -

The hotel industry is got affected with the Covid 19 but with proper measures of safety and precautions, and with use of proper hygienic practices gradually the hotels are having a marginal occupancy in the hotels also, as a tourism state it is a necessity also for revenue generation but with keeping in mind the safety protocols. Most of the hotels are using the right practices and even they are mentioning to the guests also so that a general awareness can also be spread about the hospitality sector of the region. It is also been observed that as a study is a don in the budget hotels so some of the hotels are using locally based brands of chemicals also so that their budget does not get hampered. Overall hotels are using all safety measures and precautions.

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RELATIONSHIP OF CONVENIENCE FOOD INTAKE BETWEEN THE FAMILY AND BACHELORETTE: A STUDY OF LUCKNOW CITY

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ABSTRACT

In 21st century the consumption of food has been changed. From years food has been made at home. Then eating at restaurant had been begun. Nowadays once again pattern has changed to bring food at home in the form of convenience food. Reason for this change can be due to busy lifestyle, globalisation and culture change into modernisation. Majorly change in food habits is because the woman has shown their interest in the labour industry. Demographic profile, individual eating habits, attitude, income and marital status etc are some of the factors which trigger the consumption of convenience food. Therefore consumers happily agree to pay the some extra cost because it is easy to cook, delicious and is liked by almost all the age group. However the increase in rate of changing life style and transformation from joint to nuclear families has resulted into the more use of convenience food. In India almost 70% are nuclear families and especially females want to saturate less energy in kitchen while cooking. With the support of spouse in income that helps the family to be financial stable and result in more use of these types of food. The food pattern for single living individuals like students, unmarried, separated and widowed is different from male to females. As the individuals prefer to go restaurants for breakfast, supper, lunch and dinner. The single male and females gives their different reasons to prepare the convenience food. This reason can be as they show less interest towards cooking can be work loaded and can have other personal reasons. This study will focus on the interrelationship between families and individuals on convenience food. It will also reveal the important factors on which the lifestyle has been changed

Keywords: convenience, consumption, globalisation, modernisation, consumers.

1. INTRODUCTION:

India is large emerging market and have annual GDP growth rate 5% and is capable to introduce and produce new categories and developing business in existing categories. Convenience food industry acts as emerging market in India. Revenue in the Convenience Food segment is projected to reach US$39,348m in 2020. The market is expected to grow annually by 5.9% (CAGR 2020-2025). In global comparison, most revenue will be generated in China (US$147,082m in 2020). In relation to total population figures, per person revenues of US$28.51 will be generated in 2020.The average per capita consumption will stand at 8.8 kg in 2020.

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Convenience food can be defined as a food, which can be a complete meal that has been pre-prepared commercially and so requires minimum further cooking by the consumer. The most popular brand of convenience food is as follows: Nestle Maggie, Noodles, MTR 3 Minute Breakfast, ITC Kitchens of India and MTR Instant Curries, soups, cold drinks, idli mixer etc. Convenience food products are mostly affects the upper and middle class consumers in India which changes the lifestyle of working people and singles. This gears ups the demand of the products. Consumer buying of products depends upon purchasing habits like shopping attitude. Consumer is affected by culture, social status, family, individual personality, social and psychological factors. To increase the sale of the products company develops many strategies like brand campaigns, brand loyalty points, discounts and advertisements. Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors like individual characteristics influences the shopping habits, purchasing behaviour, brand oriented and lastly the decision making power. Product purchasing is totally depending upon these factors. An individual and society escort by their culture, subculture, social class, group members, family peers, personality, psychological factors, cultural mode and most important social and community environment. To meet the demand of its customer and to increase sales of the product identification and knowledge of their customers are important. Manufacturer need to develop some strategies, unique value proposition, advertisement, campaigns, to change the thinking style to target customers to increase the sale.

Convenience foods are nowadays omnipresent which saves time and energy in consumption, preparation and cleanup. Peoples change in lifestyle has led in increase in demand for convenience food. Technological innovations of microwave, changing into modular kitchen, individual households, introduction of new food due to multicultural societies, working women, change of values in peoples have resulted into the convenience food (**Buckley, Cowan, & Mc Carth, 2007**). Convenience is a multifunctional concept (**Scholderer & Grunert, 2005**). Time saving by using convenience products is the clearest aspect of convenience, and many researchers have considered the element of time. Researchers have recognized that it involves saving time and includes minimizing physical and mental effort with planning and preparing meals (**Man & Fullerton, 1990**). Convenience is defining by convenience food products as those that help consumers minimize time as well as physical and mental effort required for food preparation, consumption, and cleanup (**Candel, 2001; Darian & Cohen, 1995**).

2. REVIEW OF LITERATURE:

Ahlgren *et. al* (2005) defines convenience food as full or partial meal as breakfast signifies as partial meal where as lunch and dinner as full meals. **Clark (1998)** searched the significance of taste in food products related decision and result came out that there is a relation between the taste and attitude builds food categories. **Stubenitsky and Mela (2000)** applied the theory of planned behaviour to understand consumer purchase intentions of starchy foods in Great Britain. The idea was to conduct this study to understand the factor that would impact the buying decision in the Indian scenario and also to add unique variable that explored the decision making. This is the meal foe which convenience food has been purchased: breakfast, lunch, snack or dinner.

Consumer behaviour in the convenience food has been researched in developed countries. **Lovell (2011)** classifies the framework into two groups that may affect the customer's decision to purchase: product attributes and demographic factors. **Mahon, Cowan and McCarthy (2006)** owned the theory planned behaviour in which there is analysis of consumer behaviour towards ready to eat food in UK. **Ryu (2010)** divides into four parts: tradition oriented, convenience oriented, health and taste oriented**. Inga-Britt and Gunnar (2006)** say choice of convenience food is depend upon gender factor. **Kesic, Piri Rajh and Kesic (2008)** they recognised that consumers are categorise on the basis of following: meal preparation time, purpose of consumption, and role of influencers in the purchase decision.

Schafer *et al.,* (1999) it has been found by several studies that marriage has a positive impact on food habits especially on males. Women take care of their husband diet while men show no or little impact on the quality of their wives diet. This finding is a part of pattern that women try to control and support the health of their partner. **Umberson (1987, 1992)** found that men take less effort to help their wives to maintain healthy life while in comparison to them women make effort to maintain the health of their partners. The dietary benefits are for both men and women they both need to follow the dietary guidelines **(Roos *et al.,* 1998).**

Convenience food sometime creates difficulties for mothers as they have prepare a meal which is wholesome, nutritionally balanced with god taste with saving time, energy on various step of cooking food. Convenience food has added a skill to women to help in the kitchen and to other family members to decide when and what to eat **Candel (2001).** If we talk about the about the traditional families, the food of their families has gone under dramatic reconstruction in the last century **(Szmigin, Carrigan, Leek, & Romani, 2006);** now convenience food play a important role in families. We are still at the initial stages of understanding the wider social, consumption and marketing implications of these changes.

3. OBJECTIVES OF THE STUDY

1. To identify the factors influencing the use of convenience food.
2. To discuss the purchasing habits of convenience food between the families and individuals.
3. To identify which group is more interested in convenience food.

4. RESEARCH METHODOLOGY

Sampling and Data Collection

The data for the research paper were gathered from people of Lucknow city in India. A structured questionnaire was prepared for survey and distributed to respondents through digital platform using Google forms. The structured questionnaire was framed with closed-ended questions and was filled up by the respondents in the month of November, 2020. The questionnaire was divided into four sections. The first section included the information on the demographic profile of students. The second section consisted of general information about the convenience food. The second section consisted of various closed ended questions on the factors influencing the use of convenience food. The third section consisted questions on purchasing factors of convenience food. The primary sources

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of data collection was structured questionnaire and secondary sources of information were national and international journals, Government reports, published research articles, theses, books, websites, magazines, newspapers, etc.

5. ANALYSIS AND FINDINGS

Demographic characteristics of respondents

To achieve the above mentioned objectives, a structured questionnaire was prepared and distributed to 200 respondents in the Lucknow city at the month of November, 2020 through online platform using Google Form. 179 out of 200 respondents have filled the survey questionnaire. The gender distributions showed that 52.5% were females which are majority than males are 46.4%. The survey showed that age which major fall in the category is between 18-30 years and 58.1% were married. 93.3% respondents belong to urban area of residence. The respondents were 36.6 % under graduation and 35.2% are post graduate. 39.1% were students and 21.2% were in government job. If we talk about annual income there are students and housewives which are not earning anything. They are totally depending upon their head of the family who is earning.

Table 1. Demographic characteristics of respondents

Variables	(%)
Gender	
Male	46.4
Female	52..5
Prefer not say	1.1
Age	
18-30 Years	55.9
31-40 Years	23.5
41-50 Years	12.3
51-60 Years	5
Above 60 Years	3.4
Marital Status	
Single	58.1
Married	39.1
Prefer not to say	2.8
Are of residence	
Urban	93.3
Rural	6.7

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Educational qualifications

Undergraduate	36.3
Graduate	23.5
Post Graduate	35.2
Doctorate	5

Occupation

Students	39.1
Government Job	21.2
Private Job	19
Business	8.4
Retired	5
Housewife	7.3

Annual Income

Not earning	41.9
Less than 1 lakh	7.8
1-3 Lakhs	10.6
3-6 Lakhs	24
6-10 Lakhs	8.9
More than 10 Lakhs	6.7

General information received from respondents about the knowledge and use of convenience food

96.6% were aware about the convenience food. About 57% of the respondents do shopping of convenience food as and when required in the kitchen. 75.4% of the respondents use all the three type of convenience food i.e. ready to eat food, ready to use food, and ready to drink beverages.

Table 2: The factors influencing the use of convenience food

PARTICULAR	NI	SI	SWI	MI	EI
Timesaving	0	2.2	15.6	32.4	49.7
Safety	2.2	7.3	32.4	26.8	31.3
Easy to cook	0.6	0.6	12.3	35.2	51.4
Favourable	1.7	7.3	19	38.5	33.5
Price	3.9	7.3	28.5	31.8	28.5
Brand	0.6	3.9	15.1	34.6	45.8
Taste	1.1	2.2	16.2	30.7	49.7
Advertisement	3.4	3.9	18.4	33	41.3
Appearance	0.6	3.9	20.1	37.4	38
Quality	1.1	2.2	21.8	23.5	51.4
Availability	0.6	5	14	29.6	50.8

Packaging		1.1	2.2	19	29.1	48.6

Table 2 represents analyses of the responses on the factors influencing the use of convenience food where 49.7% respondents due to time saving factor have given the highest voting to it. Nowadays everyone is busy in life need less time to spend in the kitchen. About 32.4% people are somewhat influences to safety factor as it does not require much to prepare and some food need not require further cooking they can be directly consumed from the packets. To the option easy to cook 35.5 % vote goes to moderate influential, as it does not require much steps to follow while cooking. Recipe is written on the packets which are easy for the consumer to prepare the meal. Convenience foods are almost favourable to all the age group and liked by both male and female respondents. 38.5% of the respondents are moderate influenced by the products. 31.8% are moderate influenced towards the food as majority respondents are students and wives and for them money play an important factor. 45.8% respondent which is majority says brand value is required for the buying and consumption of the convenience food. If we are going to the brand name than definitely taste is top most factors for the use of it. 41.3% is highly influenced by the advertisement of the convenience food. As the brand name and taste matters in the same way appearance of the food is also required which 37.4% is moderate influence. Quality is the top priority in the respondents which is 51.4% i.e. highly influential. 50.8% respondents says it is been used by the families because it is easily available in the markets. Packaging should be safe enough to protect the food from the spoilage because it can be eaten by respondents as when they feel like to consume.

Table 3: The purchasing factors of convenience food

PARTICULAR	SD	D	N	A	SA
Health	4.5	9.5	27.4	19.6	39.1
Taste	0	2.2	12.8	34.1	50.8
Variation between meals	1.1	3.9	24.6	37.4	33
Preparation convenience	0	1.7	11.2	42.5	44.7
Variation with meals	0	2.8	23.5	36.3	37.4
Ease of cleaning up	1.1	2.2	16.8	33	46.9
Effects upon the environment	3.9	7.8	24	29.1	35.2
Ease of availability	0.6	3.4	16.8	35.8	43.6
Description and recipe	0.6	3.4	17.9	37.4	40.8
Price	2.8	4.5	24.6	34.6	33.5
Require less time to prepare	0.6	2.2	11.7	44.1	41.3

Table 3 represents analyses of the responses on the purchasing factors of convenience food. 179 respondents out of 200 agree that health is the extreme important factor while purchasing of the convenience food. Therefore 39.1% respondents have given their vote to strongly agree option. One factor that everyone looks into the food is that it is tasty or not. With 50.8% there was maximum preference to the taste. Convenience food provides variation between meals as 37.4% respondents agree to it because there are many options which can be consumed between the meal times. Convenience food is easy to prepare as it does not require much

steps to complete the recipe as 44.7% respondents agree to it. 37.4% respondents agree that there is lots of variation with meals. Convenience foods provide much option which is easy to make. It is ease to clean up the mess as does not require much work to do. 35.2% respondents strongly agree that there is less effect upon the environment. 43.6% respondents get the food product easily in the market. Convenience foods are easily available in super markets. 40.8% strongly agree that description and recipe written on the packets make the food in no time. The price is little higher for the products but the convenience which is topmost priority for the respondents with 34.6%. As 44.1% respondents purchase the food because it has the quality which can be prepared in less time.

6. CONCLUSION

Food consumption is changing from cereal based food to high processed food. Demographic factors have an effect on the purchasing behaviour. Gender is important factor as females' respondents are more in comparison to male respondents. Shopping behaviour of female and male differ from each other. Time saving, easy to cook, taste, brand, quality and easy availability of the product are some of the important factor which influence the use of convenience food. These factors fulfil the first objective of this study. The majority of the respondents are single, students, females with age between 18-30 years. They depend upon their parents for the expenses. Therefore, for them price of the product is need to be consider. They have to give more time towards study. Then they require product which require less time to prepare, easy available and quickly can be cleaned. According to the survey single, students were most interested toward the convenience food.

7. RECOMMENDATIONS AND SUGGESTIONS

1. It is suggested that whenever purchasing of convenience food is done first read and understand the health benefits so that there should be the maximum use of the nutrients present in it.
2. Convenience food requires proper storage of the products. Different product have different expiry date and storage requirement. Within expiry date product need to be used as it consist of preservatives which have no value beyond the expiry date.
3. This study is conducted in present scenario and the opinions, shopping habits, perception, expectation, demographic profile, of the respondents may change from time to time.

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THE IMPACT OF SOCIAL MEDIA MARKETING ON DEVELOPMENT OF RURAL TOURISM IN INDIA

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ABSTRACT

The tourism industry is growing at a rapid scale both nationally and internationally, and so are the communication platforms which provide information about various tourist destinations. Various marketing tools and strategies are used in the promotion and expansion of the tourist's destination. Information technology and social media marketing (SMM) tools have an important role in the development of tourism. SMM tools help the tourists to evaluate and advocate the information available online through various internet platforms and choose their destination for visits. Along with urban tourism, rural tourism is drawing attention of various prospective tourists globally. Rural tourism is an important means of socio-economic growth of the country. It provides various benefits to rural areas such as employment generation, preservation of cultural & historical heritage, development of infrastructure and many more. This paper aims to study the impact of social media marketing on the development of rural tourism in India. The main objectives of the paper are to study the factors affecting the rural tourism development, to identify the prevailing SMM tools and to examine the impact of SMM on development of rural tourism in Indian context. A structured questionnaire is prepared to collect data from tourist point of view. Descriptive analysis will be used to analyse the data and draw conclusions.

Key words: Rural Tourism, Social media marketing (SMM), marketing tools, rural tourist destinations.

INTRODUCTION

Tourism industry is growing nationally and internationally at a very fast pace, so is growing the competition of the market and the need to position the tourism products in the market. Without the proper positioning and marketing of the product, it is difficult for the consumer to identify and use the service/ product. As the tourism industry continues to grow, the marketing and management of tourism destination is increasingly becoming competitive globally (Buhalis, 2000; Balakrishinan, 2008). Hence, different tourism destinations such as national, regional, states and cities have established destination management and destination marketing organisations to promote, manage and market these destinations to the target tourist markets (Pike, 2008). The marketing of the tourism product is complicated because of the diverse nature of the tourism market as well as different needs of the various market segments. Adeyinka-Ojo et al. (2014) indicate that there is a need for the formation of

Destination Marketing Management Organisations in rural tourism destinations and identify its management and marketing roles.

Rural tourism is defined as a tourist activity developed in rural areas where the main motivation of individuals is to come in contact with rural culture and ways of life (Maestro *et. al*. 2007). Rural tourism has seen special attention and growth in the past few years. This expansion can be explained due to several benefits that this type of tourism generates for the host community (for example, the creation of new businesses in the services sector or the improvement of the infrastructure and public services), the land itself (for example, the preservation of the landscape or the conservation of the natural environment) and the tourist (for example, his or her physical and mental well-being or cultural exchange) (Cánoves *et. al* 2004). Rural tourism is considered as the main source of social and economic structuring of rural destinations. Rural Tourism is just not farm based tourism. It includes farm-based holidays but also includes special interest nature holidays and ecotourism, fishing, educational travel, arts and heritage tourism, and in some areas entails ethnic tourism (Kapur, 2016). In India rural tourism acts like a medicine for de-urbanisation.

Technology and the internet are fundamentally changing the way businesses interact and communicate with customers (Keller, 2009). This fact is even more important for a product
spatially isolated from its markets, such as rural tourism, helping therefore to reduce remoteness and dependence on traditional intermediaries (Clarke, 2005). Furthermore, tourists are becoming more independent, involved and discriminatory in their destination selection process (King, 2002). One significant development in the evolution of the Internet is the increasing prevalence of social media platforms that enable Internet users to collaborate, communicate and publish original content such as blogs, videos, wikis, reviews, or photos (Boyd and Ellison,2008). Social media plays an important role in connecting the tourism destinations to the consumer through internet and monitoring their opinions, feedbacks and evaluation of the services offered. Globalization and concentration of supply increases the level of competition that already requires new strategies of internet communications . (Kiráľová & Pavlíčeka, 2015). Author also states that, New business environment and new ways of doing business are the results of the availability and relatively low cost of internet. Most rural tourism businesses are too small to afford massive marketing (Lane, 1994 a).

India has moved up six places to rank 34th from the 40th place on world travel and tourism competitiveness index (TTCI), according to World Economic Forum (WEF) report. The report states that India had the greatest improvement over 2017 among the top 25 per cent of all countries ranked in the report. In 2015, India had been ranked at 52nd and at 40th in 2017.India showed the greatest percentage improvement to its overall TTCI score, which has helped it become the only lower-middle income country in the top 35 (Informa, 2019). The domestic tourist visits to all States/UTs have witnessed an annual growth rate of 11.9% (Ministry of Tourism, 2019).

Tourism is an information sensitive industry and information, distribution and advertising on social media play a key role. Social media refers to activities, practices, and

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behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios (Kaplan & Haenlein, 2010; Stankov et.al, 2010; Xiang & Gretzel,2010).

LITERATURE REVIEW

The idea of Rural Tourism in the travel industry is procuring new measurements with the progression of time. In India, it has consistently existed in some structure as every Indian has connections to some rural area and they regularly continue to return back to their underlying foundations. Tired from the stress of urban regions, everyone wants to take a break and unwind in the immaculate environmental factors, colourful vibrant and stress-free life of a village. The passion to know the Indian culture in totality has brought tremendous change in the ways of planning of a traveller whether Indian or foreigner.

Rustagi (2019) states in his article that The National Tourism Policy of India recognizes that special thrust should be imparted to rural tourism and tourism in small settlements, where sizeable assets of our cultural and natural wealth exist. Recognizing the potential of Rural Tourism in the country, Rural Circuit has been identified as one of the 13 thematic circuits to provide a unique experience to travellers visiting the country and, as the same time, develop lesser known destinations located in remote areas of the country. Srivastava (2019) described that with growing demand for short weekend breaks especially amongst the domestic markets, the increasing popularity of forms of tourism which comprise rural tourism represents a large and important sector for the overall tourism market. Author also states that Rural community-based tourism is small scale tourism in rural areas, where the local people are actively involved in tourism development. It is often perceived as a sustainable and responsible form of tourism.

Lane (1994 b) defined rural tourism as having five conditions. First, the destination should be located in a rural area. Second, the community of the destination should have traditional societies and practices. Third, the area should be rural in scale (that is to say, a small-scale based society). Fourth, rural tourism development should make progress slowly and organically and should be controlled locally. Finally, rural tourism should contain a variety of aspects, including rural environment, economy, history, and location.

Tourism and rural development are more relevant than ever, as the tourism sector is facing COVID-19 pandemic. Tourism in rural areas offers important opportunities for recovery, supporting rural communities facing economic and social impact of pandemic. UNWTO foresees that **domestic tourism** will return before international tourism. Managed well, this could benefit rural communities, most notably through protecting livelihoods and boosting local economies (UNWTO, 2020).

Social media and internet are taking the marketing tactics to the next level. With the increasing competition, globalization and changing needs of the customers and marketers

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both need to access and display large amount of information regarding the tourist's destinations in terms of pictures, videos, reviews, blogs, stories etc. the use of smartphones, web applications are becoming popular day by day. Innovation in communication techniques is the need of the hour with increasing competition and decreasing marketing budgets. Statcounter (2020) states that market share of various social media platforms in India in November 2020 as Facebook (74.18%), YouTube (10.41%), Pinterest (6.98%), Instagram (4.3%), Twitter (3.45%), LinkedIn (.33%).

Werthner and Ricci (2004) state that tourism is an industry that is at the forefront of internet use and online transactions. Social media have taken tourism and travel booking experiences to a new level. They enable to visitors communicate with not only the destinations but also with visitors who have recently experienced the destination they are considering to visit. Graham (2005) states that, since the social media are overcrowded and oversaturated with information, it is very difficult to attract attention. novelty, chance to win, celebrity involvement, uniqueness, unexpectedness, competition, consonance or interesting graphical design may give a chance to create a difference. Thevenot (2007) shows that as social media rises in popularity, users gain more power as the authority of marketers and institutions declines. In relation to tourism, marketers and institutions no longer have ultimate control over the image of their destination or product.

Xiang and Gretzel (2010) found that social media plays a large role in the online tourism domain when people are making travel plans. Moreover, this research looked into the relationship between social media and key search queries used by tourists. Milano et.al (2011) measured to see the effect of Facebook and Twitter on the popularity of tourist websites. Their results showed that Facebook had a significant role in increasing the number of visitors to tourist websites. Kaplan & Haenlein (2010) studied that social media allow destinations to contact visitors at relatively low cost and higher levels of efficiency that can be achieved with more traditional communication tools. San Martín & Herrero (2012) indicates through his study that the main drivers of the online purchase intention are, in order of impact, performance expectancy, users' innovativeness, and effort expectancy. The author also states that the online purchase intention depends on the levels of performance and effort expected by the user in the electronic transaction.

Pergolino *et. al* (2012) and Kiráľová (2014) studies that the benefit of social media and their effectiveness to destinations can be seen especially in an increase in brand awareness, brand engagement, word of mouth, friends/liking, trust and social validation. Fotis *et.al* (2012) tried to see the effect of social media on the process of planning a holiday trip. It was seen that the use of social media had an effect on tourists revising their initial plans. People used social media the most once their holidays were over, when they would share their travel experiences with others. Social media users believed travel information found on social media and created by other users to be more trustworthy than information from other sources. The author stated in their study that the most common use of social media by tourists is posting tour pictures and experiences. Also, Cho *et.al* (2014) studied that generally, people use social media for socializing and creating relationships, updating news, and searching for information.

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Zeng and Gerritsen (2014) conducted a bibliometric analysis of social media in tourism. They found that the amount of social media-related research in tourism quickly increased after 2010. Nusair (2019) and Nusair (2020) stated that after 2010, the social media studies for tourism have mainly focused on customer satisfaction and behaviour, recently some new topics, such as eWOM, big data, online review, and digital marketing, have been adopted for the tourism research.

RESEARCH GAP

The social media marketing is gaining pace in all industries. Through the literature review it is evident that there are few studies about marketing of rural tourism through social media and, its contribution towards a successful tourism economy. Although few researches have been done internationally but in Indian context the study is in infancy. Therefore, the title of the paper is to study the impact of social media marketing on rural development in India.

OBJECTIVES

1. To examine the factors affecting the selection of rural tourists' destination in India.
2. To analyse the impact of social media marketing on development of rural tourism in India.

METHODOLOGY

The primary source of collecting the data was done through a survey, which was conducted using a self structured questionnaire and distributed to respondents through online platform using Google forms. The questionnaire was framed with questions based on 5-point Likert's scale and was filled up by the respondents in the month of December, 2020. The data for the research paper was collected from the tourists of India. The questionnaire was divided into three sections. The first section consisted of the demographic profile of respondents. The second section consisted closed ended questions to rate various factors responsible for the selection of rural tourists' destination. The Cronbach alpha value for first objective is calculated as 0.93 which shows the excellence range of internal reliability. The third section (second objective) consisted questions for analysing the impact of social media marketing on development of rural tourism and Cronbach alpha value is 0.98 which is calculated as excellent range of internal reliability and consistency. Suggestions from the surveyed population were asked in regards to development of rural tourism. The secondary sources of information were national and international journals, Government reports, published research articles, theses, books, websites, magazines, newspapers, etc.

RESULTS AND FINDINGS

To achieve the above stated objectives a structured questionnaire was prepared and distributed to approximate 200 respondents all over the country using google forms as a platform in the month of December 2020. 166 out of 200 respondents have filled the survey questionnaire. The gender distribution showed that 63.9% of the respondents were male and

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rest 36.1% were female. 42.2% of respondents were of age group 18years to 30 years, 26.5% were of age group 31 years to 40 years, 22.9% were of age group 41 years to 50 years and only 8.1% respondents were 51 years and above and out of the total survey population 59% were married and rest unmarried. Maximum surveyed population belongs to urban areas of the country. The annual income of 40.8% respondents' range between 0 to 5 lakhs, 25.4% range between 5 lakhs to 8 lakhs, 16.9 % range between 8-12 lakhs and an equal percentage earns 12 lakhs an above. There are various social media tools which are used by respondents while selecting any rural tourist destination for e.g. Facebook, YouTube, WhatsApp, websites etc. The survey shows that Facebook, Google maps, Google streets and websites are most commonly used social media tools while selecting a rural tourists destination (as shown in fig.1).

Variable	Percentage %
GENDER	
Male	63.9%
Female	36.1%
AGE	
18 Years to 30 Years	42.2%
31 Years to 40 Years	26.5%
41 Years to 50 Years	22.9%
51 Years & above	8.4%
MARITAL STATUS	
Married	59%
Unmarried	41%
AREA OF RESIDENCE	
Urban	95.1%
Rural	4.9%
ANNUAL INCOME	
Upto to 5 Lakh	40.8%
5 Lakh to 8 Lakh	25.4%
8 Lakh to 12 Lakh	16.9%
12 Lakh & above	16.9%
SOCIAL MEDIA TOOLS USED	
FaceBook	41.50%
YouTube	32.90%
WhatsApp	26.80%
Websites	46.30%
Online Travel Agencies	28%
Google maps/ Google streets	47.60%
Twitter	4.90%
Instragram	22%
Others	12.20%

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Table: 1 Demographic profile of respondents
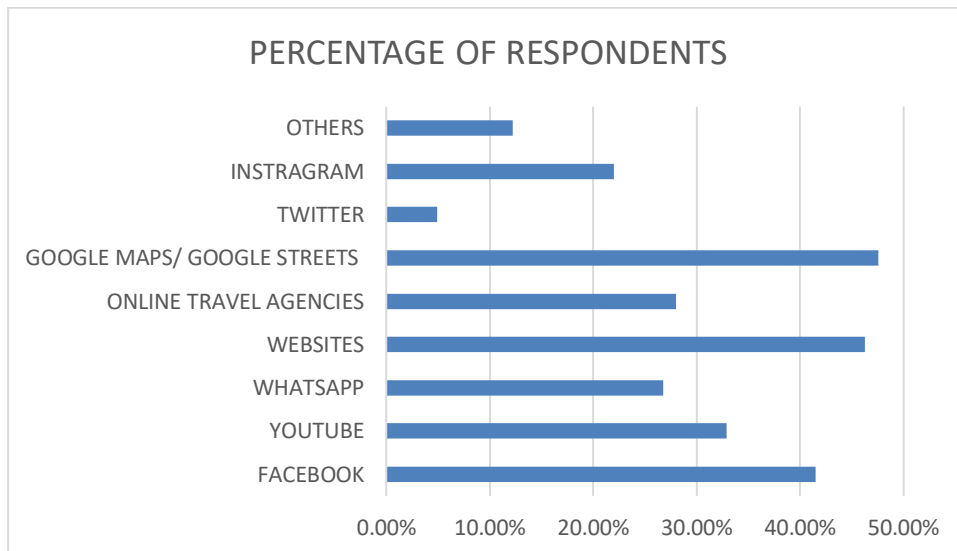
Figure 1: Commonly used SMM for rural tourist destination selection

FACTORS RESPONSIBLE FOR RURAL TOURIST'S DESTINATION SELECTION

For evaluating the factors affecting the selection of rural tourist's destination, weighted mean was calculated of the results obtained and ranking method was applied (as shown in Table 2). After analysing the data, it was evident that the natural potential of the rural destination plays the most important role in development of the rural tourism. Scenic beauty, farms, agricultural activities, the local natural environment are driving forces for growth and expansion of rural tourism. Definitely, every tourist looks forward for basic infrastructural and tourism facilities before choosing a destination to visit. People want to move away from the busy and stressful life of metropolitans. Weekend getaways and small vacation trips to less populated countryside areas are getting popular day by day. To facilitate the same, the location of rural destination plays a very important role and it is clearly visible from analysis that geographical location of the destination is categorized at fourth position. India is a land of diverse culture. Both domestic and international tourist have a craving to learn and explore the unexplored cultural heritage of the country, therefore cultural significance of the rural destination is next important factor. Health care facilities are a part of basic tourism resources and is ranked sixth after analysis. The artistic significance and accessibility are equally important as they are related to the entrepreneurship and economic stability of the destination. Although people in todays tech savvy world are inspired by the feedbacks and stories of others shared on social media platform. But social media marketing is still not making a noticeable difference in the development of rural destinations. it is evident from the analysis of the data as well as literature review that local tourism development organisations still have a scope to focus and market the rural potential of individual states. Engagement and cooperation by local communities is seen as the least important factor in development of rural tourism.

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FACTORS	1	2	3	4	5	TOTAL	WEIGTED TOTAL
Cultural significance of place	18	6	20	42	80	166	658
Accessibility	16	10	24	46	70	166	642
Suitable infrastructure	6	12	28	48	72	166	666
Artistic significance of the place	4	14	46	38	64	166	642
Engagement and co-operation of local community	10	8	46	52	50	166	622
Natural potential of the place	6	6	20	52	82	166	696
Tourism facilities	8	6	24	56	72	166	676
Health care facilities	4	12	38	58	54	166	644
Geographical Location	8	10	32	40	76	166	664
Number of historical cities present in the place	2	22	40	36	66	166	640
Tourism promotion by Local Bodies	6	18	52	24	66	166	624
Social Media Marketing	9	9	42	42	64	166	641

Table 2: Factors affecting selection of rural tourists destinations

(where 1- least influential; 2- slightly influential; 3- somewhat influential; 4- moderately influential and 5- extremely influential)

THE IMPACT OF SOCIAL MEDIA MARKETING ON RURAL TOURISM DEVELOPMENT IN INDIA	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOT DISAGREE	AGREE	STRONGLY AGREE
Social media marketing (SMM) spreads the awareness about the rural tourism	8.43 %	2.40 %	33.73 %	25.60 %	40.96 %

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Do you SMM helps in Global Publicity of Rural Tourist Destinations	4.81 %	8.43%	13.25 %	37.34 %	36.34%
SMM influences in the selection of Rural tourist destinations	7.22 %	7.22 %	16.86 %	34.93 %	33.73 %
SMM provides the relevant information about the Tourist Destinations	2.40 %	12.04 %	14.45 %	44.57 %	25.31%
Social media marketing promotes the other branches of rural tourism e.g. Ayurveda Tourism, Adventure Tourism and Agricultural tourism	6.02 %	6.02 %	14.45 %	25.30 %	46.98 %
SMM spreads the awareness of new destinations and unexplored sites of rural tourism	2.40 %	7.22 %	18.07 %	32.53 %	38.55%
SMM promotes the upkeep of heritage in Rural Destinations	1.20 %	13.25 %	20.48 %	34.14 %	33.73 %
SMM promotes the Event planning in Rural Destinations e.g.- Musical event, Cattle Fair and Agricultural Fair	2.40 %	10.84%	24.09 %	31.32 %	30.12 %
SMM leads to the development of infrastructural facilities at the	3.61 %	15.66 %	20.48 %	32.53 %	26.50 %

rural destinations					
SMM helps in promoting the local specialties of the rural area to the Urban Market.	6.02 %	6.02 %	18.07%	42.15 %	26.50 %
SMM promotes the various cultures and languages hidden in various Indian Rural tourist destinations	1.20%	10.84%	26.50%	36.14%	24.09%
Online reviews available on SMM tools affect while selecting the Rural Tourist Destinations.	3.61%	6.02%	19.27%	37.34%	32.53%

Table: 3   Impact of SMM on rural tourism development in India

IMPACT OF SOCIAL MEDIA MARKETING ON RURAL TOURISM DEVELOPMENT IN INDIA

Table-3, shows the descriptive analysis of the response received for evaluating the impact of SMM on rural tourism development. The analysis shows that the social media marketing plays a strong role in spreading the awareness about rural tourism as it is evident from the analysis that 40.96% respondents strongly agree and 25.6% agrees to the same which is more than 60 % of the total surveyed population. Majority of the surveyed population believes that the SMM helps in the global publicity of the rural tourists' destinations. 34.93% of the respondents agrees and 33.73% strongly agrees that SMM influences in selection of rural tourist destinations through various tools like Facebook, YouTube, G-Map, G-streets etc. 44.57 % of the total surveyed population agree and 25.31% strongly agrees that SMM provides relevant information about the tourist's destinations. However, 14.45 % were neutral and 12.04 % disagreed to the above fact. There is a huge acknowledgement to the fact that Social media marketing promotes the other branches of rural tourism e.g. Ayurveda Tourism, Adventure Tourism and Agricultural tourism as people are getting influenced towards the Ayurveda, Yoga and natural living of life and the percentage of the strongly agreed population is almost 47%.SMM also spreads the awareness of new destinations and unexplored sites of rural tourism destination and the ration of agree and strongly agreed population is 71.08% which is three fourth of surveyed population. An equal percentage of population also believes that the awareness and promotion of the rural tourism destinations through SMM also leads to preservation of the heritage of the country. Approximately 61 % of the surveyed population believes that Rural destinations have become

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a good source of planning of various events like Musical concerts, Cattle Fair, Agricultural Fair etc. SMM also leads to the development of infrastructural facilities at the rural destinations as visible from Table-3. 62.65 %of the total surveyed population agreed and strongly agreed that the local specialties of the rural area are also promoted to the Urban Market on a better rate which helps the local community to get economic stability. 36.14% population agrees and 24.09% strongly agrees that SMM also promotes the various cultures and languages hidden in various Indian Rural tourist destinations although 26.5 % population on the same fact. Almost 70% of the population believes that online reviews available on SMM tools affect while selecting the rural tourist destinations.

SUGGESTIONS AND PRACTICAL IMPLICATIONS OF THE STUDY

There have been few suggestions to promote the rural tourism in India at block level where Gram Pradhan has to take initiative regarding the same. The connectivity of roads and air must also be strengthened for the rural tourism development. Many Tourists suggested that the places which are not very known and famous as a tourist destination must provide peaceful private and secure accommodation for individual travellers. The places with scenic beauty have more chances off experiencing tourism then these less blessed when it comes to nature. Therefore, such places must be promoted by the idea providing to the tourists with there unique culture and features. Handicrafts must also be a promotional factor for expansion on rural tourism in India as it is at infancy and there is a huge scope and opportunity in this sector of tourism. Government. There are some YouTube channels which explores the unseen rural destinations and they should be promoted globally as their reach is restricted. Rural people should be made aware of what is social media and how it can be beneficial for them and their products. Local people of rural community should be hired to promote rural tourism. Tourism ministry should identify the rural heritage and use SMM to spread awareness.

CONCLUSION

Rural tourism is one of the important forms of tourism sector, this type of tourism plays an important role and gives many benefits to rural areas community. When tourists travel to rural areas, they support the local economy and helps in various way. Rural tourism helps in the development of rural areas and living standards of host communities. Rural places in India, though beautiful-are not yet ready to welcome tourists all around the world due to lack of basic facilities like health care, security or accessibility. The Government should work towards tackling these problems plus a wide scale promotion of such destinations through world- wild conferences held in order to increase awareness, should be done. The tourism department must target the huge population of Indians, as their main customers, who choose destinations abroad for vacations over cultural rural places. Visiting lesser known places is usually an outcome of longing for a vacation in a peaceful & private spot by an individual. Thus, the places with scenic beauty have more chances of experiencing tourism than those less blessed when it comes to nature. Therefore, such places must promote the idea of providing its guests with the following- a safe accommodation, safer travel to the destination, unmatched scenic beauty and their unique culture. Thus, the local government

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along with central government must organise various awareness campaigns and promote the rural tourism of India globally.

LIMITATIONS AND FUTURE SCOPE OF STUDY

This research was made to study the impact of social media marketing on development of rural tourism in India. Due to the current scenario of COVID-19,where hospitality sector is highly affected and tourism is restricted, the reponses collected were limited. Future researches can be done on the level of individual states of the country. The potential and development of each state in terms of rural tourism can be evaluated. Furthermore, the role of local government bodies in development of tourism can be examined by future researchers. The popularity of rural tourism among domestic and foreign tourists may also be identified. Future researchers may also identify the current strategies implemented by government for promotion of rural tourism and their impact on expansion of the same.

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