

# Tourism Innovations

**A Bi-Annual Refereed International Journal**

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**Indian Tourism and Hospitality Congress (ITHC)**

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## A Bi-Annual Refereed International Journal

**TOURISM INNOVATIONS: A JOURNAL OF INDIAN TOURISM AND HOSPITALITY CONGRESS (ITHC)** is a bi-annual international referred research Journal focusing on academic perspectives in Tourism and Hospitality. Being an journal of inter-disciplinary field, the journal focuses on various aspects of tourism and hospitality like, Tourism Issues, Tourism Impacts, Eco-tourism, Sustainable Tourism, Tourism Marketing, Medical Tourism, Health Tourism, Culture Tourism, Culinary Arts, Service Operations and other tourism, travel and hospitality areas. The objective of the journal is to have a comprehensive collection of research articles and dispersal of updated knowledge and information about tourism sector.

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# TOURISM INNOVATIONS

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## Editor Note

*“Research is to see what everybody else has seen and to think what nobody else has thought.”*

– Albert Szent-Gyorgyi

*“To Other Countries, I may go as a tourist,  
but to India, I come as a pilgrim.”*

- Martin Luther King Jr.

We are delighted to announce the new issue of *Tourism Innovations-the Journal of Indian Tourism and Hospitality Congress*. It is truly a delightful moment to reflect the evolving issues of tourism with contemporary date, high excellence and original research papers together with significant and insightful reviews. This journal aims to be intellectually vibrant, engaging and open, and to the same time integrative and inspiring.

Our special thanks to all the members of the Advisory Board and the reviewers who have endlessly helped and reinforced in many ways and have given their valuable time and other commitments. Lastly, our heartiest gratitude to all the contributors for their solid support for research creativities, and all the readers who have continuously shown their interest in the concerned journal. We look forward to accept your manuscripts and fruitful response for more developments.

*Chief Editors*

**Prof. S.P. Bansal**

**Prof. Sandeep Kulshrestha**



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# Analyzing the Performance and Growth of Indian Tourism Industry: A Regression Analysis Approach

Mohd Arif

## ABSTRACT

India is a striking and diverse tourism destination for the people. It has tremendous potential to grow and act as a catalyst for economic development and growth. It focuses on inclusive and sustainable growth of socially marginalized group. As per the report of World Travel & Tourism Council (WTTC), India's Travel & Tourism sector has 7<sup>th</sup> rank and 2<sup>nd</sup> rank in World in term of total contribution to country GDP and support to employment respectively in 2016. India Travel & Tourism sector generated INR14.1 trillion (USD208.9 billion) which was 9.6% of India's GDP and supported 40.3 million jobs which accounts for 9.3% of the country's total jobs in 2016. The Ministry of Tourism, Government of India has taken several initiatives to increase and promote tourism in India such as improving tourism infrastructure, ease of visa process, prognostic the country as a 365 days' tourist destination, quality assurance etc. The present work is an attempt to study the performance and growth of tourism industry in India.

**Keywords:** *Tourism, Tourist, Economy, Foreigner, FEE, GDP, India*

## Introduction

Tourism is one of the most vibrant and important sector of an economy not only in India but also in the world. It has emerged as a catalyst for economic development and growth by creating large scale employment, increased foreign exchange earnings, poverty eradication, reducing imbalances etc in a sustainable manner. Tourism may be defined as a temporary movement of people from their normal residence and work place to other place. It also consist the activities undergone to cater their requirement during the stay at that place. Harmann V Schullard (1910) defined tourism as the sum total of operators, mainly of an economic value which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region.

India is a beautiful and diverse tourism destination for the people (Incredible India). It has tremendous potential to grow as compare to other countries. As per the report of World Travel & Tourism Council (WTTC), India's Travel & Tourism sector has 7<sup>th</sup> rank and 2<sup>nd</sup> rank in world in term of total contribution to country

GDP and support to employment respectively in 2016. India Travel & Tourism sector generated INR14.1 trillion (USD208.9 billion) which was 9.6% of India's GDP and supported 40.3 million jobs which accounts for 9.3% of the country's total jobs in 2016. It is one of the fastest growing sectors in world economy. A report of UN World Tourism Organization (UNWTO) state that India received only 9 million international arrivals in 2016 but they has a lot of potential to grow their visitor exports by adopting right policies and strategies.

The Ministry of Tourism, Government of India is the nodal agency to formulate Indian tourism policies and programmes at national levels for the progress and promotion of tourism. The Ministry focuses on improving tourism infrastructure, ease of visa process, employment generation, prognostic the country as a 365 days' tourist destination, promising standard service, poverty eradication, reducing imbalances and promoting tourism in a sustainable manner by active participation of all the groups of the society. The Ministry of Tourism has adopted holistic development approach for the development of

tourism. ‘Adopt A Heritage’ project and Special Tourism Zone anchored on Special Purpose Vehicles are the remarkable steps towards the tourism development. The Ministry also focuses on the extension of e-Visa facility under ease of visa regime to 163 countries. In 2017, 17 lakh foreign tourists arrived on e-tourist visa as compared to 10.8 lakh in 2016.

The Ministry has launched two schemes for infrastructure development i.e., Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits) and PRASHAD (Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive). Swadesh Darshan scheme 15 circuits place have been identified for the development of theme based circuit. During 2017-18 (up to Dec. 31, 2017) Rs. 907.36 crore had been released for different project under this scheme.

Under PRASHAD scheme, 25 places which have a religious significance have been selected for the tourism development. During 2017-18 (up to Dec. 31, 2017) Rs. 83.24 crore had been released for different project under this scheme. The Ministry of Tourism also setup the India Tourism Development Corporation (ITDC) on October 1, 1966 as a public sector undertaking to facilitates the development of tourism infrastructure and tourism related services in India.

The Ministry also launched a toll free multi-language (support of 10 international languages) info-line i.e., 1800111363 on 24x7 basis to cater the information requirement of tourist. The concept of niche tourism (Adventure, Cruise, Medical, Wellness, Golf, Polo, Eco, Film tourism etc) is followed by the Ministry for projecting India as 365 day’s tourist destination. Various initiatives have been taken by the Government in this regard. The slogan ‘Incredible India’ is being widely used for promoting the film tourism.

The Ministry of Tourism has set up 42 Institute of Hotel Management (IHMs), 11 Food Craft Institute (FCIs), Indian Institute of Tourism and Travel Management (IITTM) and Indian Culinary Institute (ICI) to impart professional education and training with infrastructure support for producing capable manpower for tourism industry. The Ministry has set up the National Council for Hotel Management & Catering Technology (NCHMCT) in 1982 as a nodal agency for regulating and controlling the programmes of IHMs and FCIs.

The tourism department also launched a new website which supports the multiple digital platforms to disseminate the relevant information at finger point. They also celebrated ‘Paryatan Parv’ on 5-25 October, 2017 to capture the attention of all on the benefits of tourism. In tune with ‘Swachh Bharat Abhiyaan’, the Ministry formulates “Swachhta Action Plan” for Swachhta in tourism sector.

### Objective of the Study

The basic objective of the study is to analyze the performance and growth of tourism industry in India using regression model.

### Research Methodology

The study is exploratory and analytical in nature. It is based on secondary data which has been collected from the website of Ministry of Tourism, Government of India, World Travel and Tourism Council (WTTC), various annual reports, India Tourism Statistics at Glance-2017, research papers, books, web pages and other published data. The study covers the period of 11 years (2006-2016). For the analysis of data some statistical tools such as mean, CAGR, Regression Analysis and Charts have been used.

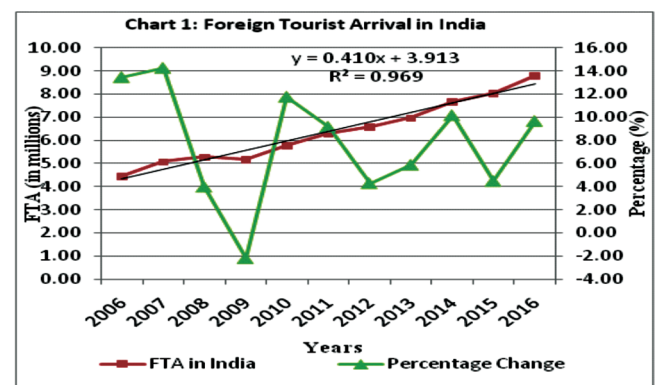
Linear Regression Model  $Y = a + bx$

Where Y = Dependent Variable      a = Intercept (Constant)

x= Independent Variable (Time)      b = slope

**Model 1:** FTA (Y) = a (constant) + b × year(x)

**Model 2:** FEE (Y) = a (constant) + b × year(x)



**Tourism Industry in India**

Tourism industry is one of the largest employment generators in India focuses especially on inclusive and sustainable growth of socially marginalized group. It has contributed towards the socio-economic transformation of peoples residing in remote and backward areas. It is consider as an engine of economic growth. The present status of Indian tourism industry can be analyzed with the help of following tables.

Table 1 and Chart 1 exemplified that Foreign Tourist Arrival (FTA) in India has been increased

from 4.45 million in 2006 to 8.80 million in 2016 with a CAGR of 6.39%. The value of mean indicates that on an average 6.38 million of foreign tourists has arrived in India per year during the study period. During 2017 (Jan-June), 4.89 million foreign tourist has arrived in India witnessed a growth of 17.2% in the same period. There is an increasing trend of FTA in India over the year except in 2009 which witnessed a downfall of -2.20%.

**Model 1:** Foreign Tourist Arrival (Y) = a (constant) + b ×year (x)

**Table 1: Foreign Tourist Arrival (FTA) in India**

Years	FTA in India (in millions)	Percentage (%) Change
2006	4.45	13.50
2007	5.08	14.30
2008	5.28	4.00
2009	5.17	-2.20
2010	5.78	11.80
2011	6.31	9.20
2012	6.58	4.30
2013	6.97	5.90
2014	7.68	10.20
2015	8.03	4.50
2016	8.80	9.70
2017 (P) (Jan-June)	4.89	17.2 #
<b>Mean</b>	<b>6.38</b>	
<b>CAGR</b>	<b>6.39</b>	

Sources : India Tourism Statistics at Glance-2017, (P) = Provisional  
# = Growth rate over Jan-June, 2016

Table 2 exemplified the FTA regression modal summary. The value of multiple correlation coefficients (R) is 0.985 which indicates a high degree of positive association between FTA and Time. The value of R Square exemplifies

that 96.9% of variability in FTA is caused by Time. It means that with the passage of time the number of FTA increases. The significance value of F change (p value) state that model is statistically significant.

**Table 2: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Square Change	F Change	Sig. F Change	
1	.985 <sup>a</sup>	.969	.966	.970	288.237	.000	1.141

Sources: Based on author calculation SPSS 17.0  
a. Predictors: (Constant), Year  
b. Dependent Variable: FTA

Table 4 exemplified that year has a positive contribution to the prediction of FTA in India. The beta coefficient indicates that an increase in Time by 1 unit, the FTA will be increases by 0.410 units. It means that FTA in India has increased by 0.410 million annually from 2006-

2016. The t-test values and p-values (at 5%) indicate that time has a significant contribution to the prediction of FTA. Now the regression model can be written as:

$$\text{Foreign Tourist Arrival (Y)} = 3.913 + 0.410 \times \text{year}$$

**Table 3: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.913	.164		23.862	.000
	Year	.410	.024	.985	16.978	.000

Sources: Based on author calculation SPSS 17.0

a. Dependent Variable: FTA

Table 4 and Chart 2 exemplified that Foreign Exchange Earnings (FEE) from Tourism in India has been increased from Rs. 39,025 crore in 2006 to Rs. 1,54,146 crore in 2016 with a CAGR of 13.30%. The value of mean indicates that on an average Rs. 85,970.55 crore of foreign exchange

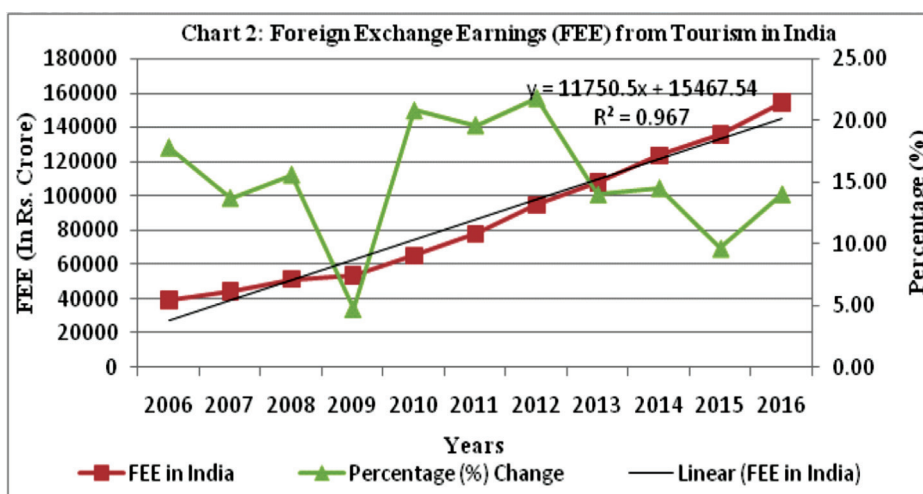
earnings from tourism has received in India per year during the study period. During 2017 (Jan-June), Rs. 87,096 crore foreign exchange earnings has received in India witnessed a growth of 19.7% in the same period. There is an increasing trend of FEE in India over the years.

**Table 4: Foreign Exchange Earnings (FEE) from Tourism in India**

Year	Foreign Exchange Earnings (FEE) from Tourism in India (in Rs. Crore)	Percentage (%) Change Over the Previous Year
2006	39025	17.80
2007	44360	13.70
2008	51294	15.60
2009	53700	4.70
2010	64889	20.80
2011	77591	19.60
2012	94487	21.80
2013	107671	14.00
2014	123320	14.50
2015	135193	9.60
2016	154146	14.00
2017 (P) (Jan-June)	87096	19.7 #
<b>Mean</b>	<b>85970.55</b>	
<b>CAGR (%)</b>	<b>13.30</b>	

Sources: India Tourism Statistics at Glance-2017, (P) = Provisional,

# = Growth rate over Jan-June, 2016, Annual Reports



**Model 2:** Foreign Exchange Earnings (Y) = a (constant) + b × year(x)

Table 5 exemplified the FEE regression modal summary. The value of multiple correlation coefficients (R) is 0.983 which indicates a high degree of positive association between FEE

and Time. The value of R Square exemplifies that 96.7% of variability in FEE is caused by Time. It means that with the passage of time the amount of FEE increases. The significance value of F change (p value) state that model is statistically significant.

**Table 5: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Square Change	F Change	Sig. F Change	
1	.983 <sup>a</sup>	.967	.964	.967	265.518	.000	.483

*Sources:* Based on author calculation SPSS 17.0  
 a. Predictors: (Constant), Year  
 b. Dependent Variable: FEE

Table 6 exemplified that year has a positive contribution to the prediction of FEE in India. The beta coefficient indicates that an increase in Time by 1 unit, the FEE will be increases by 11750.50 units. It means that FEE in India from tourism has increased by Rs. 11750.50

core annually from 2006-2016. The t-test values and p-values (at 5%) indicate that time has a significant contribution to the prediction of FEE. Now the regression model can be written as:  
**Foreign Exchange Earnings (Y) = 15467.54 + 11750.50×year**

**Table 6: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15467.545	4890.891		3.163	.012
	Year	11750.500	721.123	.983	16.295	.000

*Sources:* Based on author calculation SPSS 17.0

a. Dependent Variable: FEE

Table 7 and Chart 3 exemplified the number of Foreign Tourist Visits (FTV) and Domestic Tourist Visits (DTV) in all State/UTs in India. The FTV has been increased from 11.75 million in 2006 to 24.71 million in 2016 with a CAGR of 6.99%. The value of mean indicates that on an average 18.16 million of FTV occurred in

India per year during the study period. There is an increasing trend of FTV in India over the years except in 2009 and 2012 which witnessed a downfall of -0.10% and -6.30% respectively. The DTV has been increased from 462.44 million in 2006 to 1613.55 million in 2016 with a CAGR of 12.03%. The value of mean indicates that on

an average 940.83 million of DTV occurred in India per year during the study period. There is an increasing trend of DTV in India over the years.

**Table 7: Numbers of Foreign Tourist Visits (FTV) and Domestic Tourist Visits (DTV) to all State/UTs in India**

Year	Foreign Tourist Visits (in Millions)	Annual Growth (%)	Domestic Tourist Visits (in Millions)	Annual Growth (%)
2006	11.75	18.10	462.44	18.00
2007	13.27	12.90	526.70	13.90
2008	14.38	8.40	563.03	06.90
2009	14.37	-0.10	668.80	18.80
2010	17.91	24.60	747.70	11.80
2011	19.50	08.90	864.53	15.60
2012	18.26	-6.30	1045.05	20.90
2013	19.95	9.20	1142.53	09.30
2014	22.33	11.90	1282.8	12.30
2015	23.33	04.40	1431.97	11.60
2016	24.71	05.92	1613.55	12.70
<b>Mean</b>	<b>18.16</b>		<b>940.83</b>	
<b>CAGR</b>	<b>6.99</b>		<b>12.03</b>	

Sources: India Tourism Statistics at Glance-2017, Annual Reports

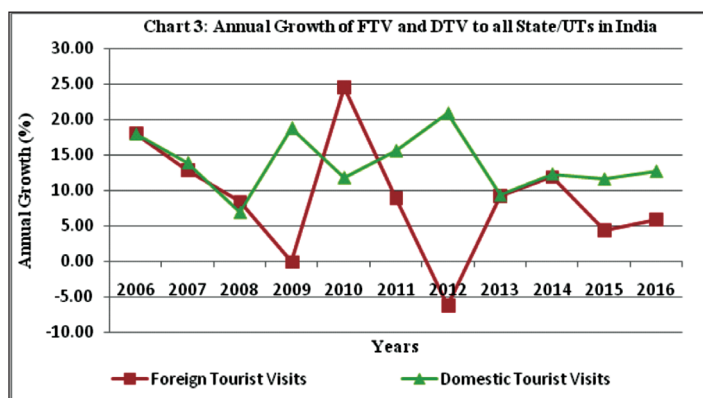


Table 8 exemplified the contribution of top 10 source countries for total FTA in India in 2016. The Bangladesh has ranked 1st with 13,80,409 FTA in 2016 (15.68% of total FTA) followed by United States 12,96,939 (14.73%). The United Kingdom got the 3rd rank by

contributing 14.73% of total FTA in India. In the same way the France got 10th position by contributing 2.71% of total FTA in India. The total contribution of top 10 source countries for FTA in India are 55,85,422 in 2016 (63.44% of total India FTA).

**Table 8: Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2016**

S. No.	Source Country	FTAs (in millions)	Percentage (%) Share
1	Bangladesh	1380409	15.68
2	United States	1296939	14.73
3	United Kingdom	941883	10.70
4	Canada	317239	3.60
5	Malaysia	301961	3.43
6	Sri Lanka	297418	3.38

7	Australia	293625	3.33
8	Germany	265928	3.02
9	China	251313	2.85
10	France	238707	2.71
<b>Total Top 10 Countries</b>		<b>5585422</b>	<b>63.44</b>
Others		3218989	36.56
<b>Grand Total</b>		<b>8804411</b>	<b>100</b>

Table 9 exemplified the International Tourist Arrivals (ITA) in World, Asia & The Pacific and India and respective share of India in World ITA. The world ITA has been increased from 846 million in 2006 to 1235 million in 2016 with a CAGR of 3.50%. The Asia & The Pacific ITA has increased from 166.0 million in 2006 to 308.7 million in 2016 with a CAGR of 5.80%. The

ITA of India has increased from 4.45 million in 2006 to 14.57 million in 2016 with a CAGR of 11.39%. There is an increasing trend in India ITA during the study period. The share (%) of India in world ITA has increased from 0.53% in 2006 to 1.18% in 2016. There is a significant improvement in India ranking in respect of world ITA from 44<sup>th</sup> in 2006 to 25<sup>th</sup> in 2016.

**Table 9: Share of India in International Tourist Arrivals (ITA) in World & Asia**

Year	International Tourist Arrivals (in millions)			Percentage (%) Share and Rank of India in World	
	World	Asia & The Pacific	India	% Share	Rank
2006	846	166.0	4.45	0.53	44th
2007	894	182.0	5.08	0.57	41st
2008	917	184.1	5.28	0.58	41st
2009	883	181.1	5.17	0.59	41st
2010	948	204.9	5.78	0.61	42nd
2011	995	218.5	6.31	0.63	38th
2012	1035	233.5	6.58	0.64	41st
2013	1087	249.8	6.97	0.64	41st
2014	1134	264.3	13.11	1.15	24th
2015	1184	278.6	13.28	1.12	24th
2016	1235	308.7	14.57	1.18	25th
<b>CAGR</b>	<b>3.50</b>	<b>5.80</b>	<b>11.39</b>		

*Source: India Tourism Statistics at Glance-2017, Various Annual Reports*

Table 10 exemplified the International Tourist Receipts (ITR) in World and India and respective share of India in World ITR. The world ITR has been increased from US \$ 744 billion in 2006 to US \$ 1220 billion in 2016 with a CAGR of 4.60%. The ITR of India has been increased from US \$ 8.634 billion in 2006 to US \$ 22.923

billion in 2016 with a CAGR of 9.28%. There is an increasing trend in India ITR during the study period except 2009 when it has US \$ 11.136 billion. The share (%) of India in world ITR has increased from 1.16% in 2006 to 1.88% in 2016. There is a significant improvement in India ranking in respect of world ITR from 22<sup>nd</sup> in 2006 to 13<sup>th</sup> in 2016.

**Table 10: Share of India in International Tourism Receipts (ITR) in World**

Year	International Tourism Receipt (in US \$ Billion)		Percentage (%) Share and Rank of India in World	
	World	India	% Share	Rank
2006	744	8.634	1.16	22
2007	857	10.729	1.25	22
2008	939	11.832	1.26	22
2009	853	11.136	1.31	20
2010	931	14.193	1.52	17
2011	1042	16.564	1.59	18
2012	1117	17.737	1.59	16
2013	1198	18.445	1.54	16
2014	1252	20.236	1.62	15
2015	1196	21.071	1.76	14
2016	1220	22.923	1.88	13
<b>CAGR</b>	<b>4.60</b>	<b>9.28</b>		

Source: India Tourism Statistics at Glance-2017

**Table 11: Direct Contribution of Travel and Tourism to India's GDP and Employment**

Year	Direct Contribution to India's GDP (US \$ billions)	Direct Employment (in lakh)
2006	25.16	228.63
2007	27.72	224.12
2008	29.15	228.50
2009	29.31	220.80
2010	31.28	231.58
2011	34.00	233.58
2012	36.02	235.08
2013	40.74	237.78
2014	41.31	243.52
2015	43.24	247.86
2016	71.70	253.95
2017E	76.64	259.26
2027F	148.2	319.10

Sources: World Travel and Tourism Council's Economic Impact, 2017 E-Estimate, F-Forecast

Table 11 exemplified the direct contribution of travel and tourism to India's GDP and employment. The data reveals that direct contribution of travel and tourism to India's GDP has been increased from US \$ 25.16 billion in 2006 to US \$ 71.70 billion in 2016. In 2017, it was estimated to US \$ 76.64 billion. The economic impact report, 2017 also forecast that the direct contribution of travel and tourism to India's GDP will rise to US \$ 148.20 billion in 2027. The proportion of direct contribution of tourism to GDP of India was 3.3% in 2016 which is expected to rise up to 3.5% by 2027. The direct contribution of travel and tourism to employment has been increased from 228.63 lakh in 2006 to 253.95 lakh in 2016. In 2017,

it was estimated to 259.26 lakh. Further it is forecasted that direct contribution to employment will rise to 319.10 lakh in 2027.

### Conclusion

Tourism is one of the most vibrant and important sector of Indian economy and may be consider as a catalyst for economic development and growth. It has a tremendous potential for earning large amount of FEE and generating huge employment in India by focusing on inclusive and sustainable growth of socially marginalized group. The FEE from tourism has been increased from Rs. 39,025 crore in 2006 to Rs. 1,54,146 crore in 2016 with a CAGR of



13.30%. The report of World Travel & Tourism Council (WTTC) states that India's Travel & Tourism sector has 7th rank and 2nd rank in World in term of total contribution to country's GDP and support to employment respectively in 2016. The study also concludes that over the years the number of tourist arrival-foreign as well as domestic increases significantly. Recognizing the importance of tourism industry, the Government has taken several initiatives for increasing and promoting the tourism such as

Swadesh Darshan, PRASHAD, e-tourist visa, Paryatan Parv, Swachhta Action Plan, Incredible India Campaign, 24x7 hours info-line, Adopt A Heritage project, Special Tourism Zone etc. So, it can be concluded that tourism industry in India has a lot of potential to grow and can be consider as an engine of economic growth of India. The Government should utilize the positive synergy of tourism industry for the sustainable development of India by making right policies and programme.

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# Using GIS to Understand the Development of Tourist Accommodation Sector in Leh: A Spatio-Temporal Modeling

Zubair Ahmad Dada, Shamim A. Shah & Muzafar A. Wani

## ABSTRACT

Leh has emerged as a popular destination in a limited span of time. Over the years, the number of tourists visiting Leh has increased exponentially. Meanwhile, the number of accommodation units have substantially expanded over space and time, which have been constructed haphazardly over the fragile area and as such poses severe challenges for the sustainability of tourism. Against the backdrop of this problem, the present paper examines the spatio-temporal behavior of tourist accommodations units in Leh. The results reveal that the accommodation infrastructure in the study region is heavily concentrated in the urban center, as new hotels and guest houses are being constructed around the immediate urban centre. As such, statistically significant numerous hot and cold spots have emerged at various locations. The present study aspires to assist tourism academicians, tourism practitioners, tourism development authorities and other potential entrepreneurs with strategic recommendations for planning, incepting and building new sustainable accommodation units situated in the valued spaces as supported by the GIS data and Spatio-temporal modeling.

**Keywords:** *Tourist Accommodation, Spatio-temporal, Leh, Jammu and Kashmir, Hot Spot, GIS.*

## Introduction

Tourism in Himalayas has been growing considerably across space and time. Likewise the tourist flow in Ladakh region of Jammu and Kashmir has been considerably growing since the last decade of the 20<sup>th</sup> century. The abrupt growth of tourism in the region has resulted in the construction of tourist accommodations (i.e. hotels and guest houses) in Leh town in an unplanned manner. Although, lodging is one of the integral support systems for the touristic stay (Goss-Turner, 1996), but competitively destinations can succeed only when they have an effective accommodation infrastructure in place (Sharpley, 2000). Therefore, in regional developmental perspective, the location analysis of the tourist accommodation may be considered as of paramount importance.

## Review of Related Literature and Concept Exploration

The mapping of spatial behavior based on its identification and peculiarisation are important issues in geographical studies and as such geographers dedicate a considerable slot of time for identifying, analyzing and describing the spatial patterns both quantitatively and qualitatively (Abler, Adams, and Gould 1971; Dacey 1971; Griffin et al. 2006; Kwan and Ding 2008). Christaller (1963) applied his center place theory to the location analysis of tourism activities in peripheral areas. Subsequently during 1970s, the comprehension of tourism activity was augmented by the impact of development theory in core-periphery context (Turner & Ash, 1975). Geographical clustering was also supported by a large number of empirical studies on the operational efficiency of lodging units

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positioned near touristic activity bubble (Aberg 1973; Ciccone and Hall 1996; Henderson 1986 & 2000; Tabuchi 1986). Moreover, the TALC model developed by Butler (1980) described the trajectory of resort destinations over different phases of their evolution. However, location should be understood in spatio-temporal dimensions of economic activities (Gormsen, 1981). In this context, Ioannides and Debbage (1998) underlined the need for supply side analysis and conceptualization, because lodging is one of the integral components of tourism supply of any region and the concentration of tourist accommodation at a place acts as growth pole in regional development which is very essential for trickledown effect (Sharpley, 2003). The location analysis has become a hot research domain within tourism geographies and with emergence of sophisticated geospatial technology, location analysis modeling have gained ground. The study done by Urtasun and Gutierrez (2006) explains the spatial distribution of Madrid based hotels with the intention to develop an understanding between location criteria price - competition versus geographical competition, and Cirer (2010) intends to conceptualize tourism zones as clusters of tourism activity in Ibiza. The research done by Luo & Yang (2013) flags the important factors shaping the pattern of spatio-temporal distribution of hotels in Chinese cities.

The internationalization, evolutionary growth and location decision making are concerns of mounting importance for tourism researchers and geographers (Niewiadomski, 2013; Rogerson, 2014; Yang et al., 2012). The current literature scan uses multiple narratives to explore the question of urban hotel location. The representation of Thumen agriculture land use model is used by Shovel (2006) based on the principle of land rent curves. This model plots the hotel district between the CBD and Zone of Commerce. The benchmark research done by Ashworth and Tunbridge (1990) uses model of urban hotel location to highlight accommodation behavior in historic cities. The spatial distribution of accommodation units does not show evenness rather it is restricted to certain specific clusters (Yang et al., 2012). Urban tourism is of great importance for economic and tourism geographers and the shifting spatio-temporal dimension of hotel industry reveals a complex pattern of disinvestment of the hotel industry at certain spaces and subsequent reinvestment and re-vitalization towards the new tourism (Rogerson, 2013). Lodging industry remains an

under researched area in economic geography Niewiadomski (2013)

### Research Significance

Tourism business has brought a new wave of development to Ladakh (J&K) in general and Leh in particular by creating job opportunities to workforce and, therefore, have been instrumental in trickling down developmental waves to this backward region. The industry is acting as catalyst for investment in accommodation, new roads, transportation and other infrastructural facilities to make it a competitive tourist destination. The Leh town has witnessed phenomenal growth in tourist accommodation over the period of time. In the 1980s, there were only 24 hotels and guesthouses, by 1990 it was 62, and in 2012 the number increased to 360, with another 60 under construction (Gondhalekar et al., 2013). The present paper is an attempt to understand the spatio-temporal trends and patterns of accommodation sector of the Leh town by using spatial analysis in ArcGIS environment.

### Study Area

Leh is the largest urban centre in Ladakh region as well as the largest district in J&K State. The town of Leh stretches between 34° 8' 15" to 34° 12' 55" North latitude and 77° 32' 45" to 77° 36' 55" East longitude. Located at an altitude of 3500 meters in a remote and arid region in the Himalayas, the town is expanding very fast (Rieger Jandl, 2005). According to the 2011 Census of India, Leh town had a population of 30870. In addition, 40,000 army personnel live in Leh (Skelton, 1985) and its population increases three folds during the summer season because of migrant workers from all over India in search of work (Alexander, 2005).

In 2012, 179,000 tourists visited the area which is about 6.7 times the local population. Though the region is basically a cold desert (Shah 2013), climate conditions have posed severe check over the agriculture and other basic activities (Sagwal 1991). Over the years tourism have been gaining grounds and opening new vistas for Ladakhis than other Himalayan tourist destinations (Alexander, 2005).

### Research Design

The methodology adopted in the present study includes preparation of base map of the study area from Survey of India Toposheet-1971 and IRS Cartosat-1 satellite data of 2013 which were

geo-referenced and co-registered in Esri's ArcGIS 9.3. Data regarding tourist accommodations were obtained from the Department of Tourism, Government of J&K (Leh) and subsequently GPS survey was undertaken to record spatial information of the accommodation units. The outcome of GIS analysis demonstrates the spatio-temporal distribution of tourist accommodation during 1990-2015, in five stages (Fig. 3 to Fig. 5). The GPS data was exported to ArcGIS 9.3 software, which facilitates to develop the

attribute table (Fig. 2) and carry on further spatial analysis particularly hotspot analysis (Esri's ArcGIS 10 online resource center 2010). The ArcGIS Hotspot Analysis (Getis-Ord Gi) is an appropriate tool to highlight the concentration of hot and cold spots at various locations (Fig. 7) over the space by calculating GiZScore value (Bueno M and Antona A, 2012; Chen et al 2013). In addition trend analysis has been used to make the futuristic projection for the tourist flow and tourist-bed capacity.

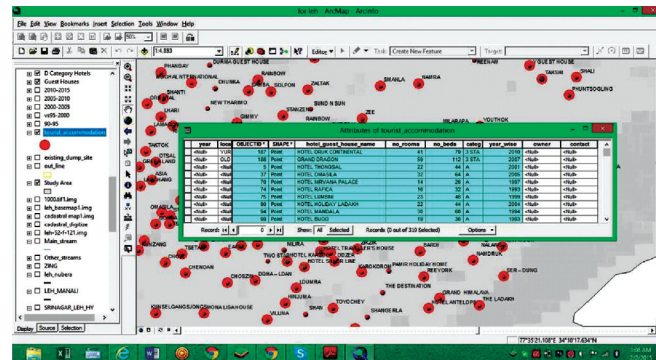


Figure 2: Data Layers of Tourist Accommodation of Leh Town

## Results and Discussion

### Growth of Tourism in Leh town

The analysis of tourism development in the Leh town seems to be going through stages similar to what Butler proposed in his tourist area life cycle (TALC) model. The tourism industry in Leh is only 43 years old which is relatively a short time period for a complete application of the tourist area life cycle model. However, the period from 1974-80 clearly resembles the exploration stage with very small numbers of tourist arrivals mostly Europeans – particularly from Germany. Air services to Leh did not exist at that time and there were only 24 accommodation units during 1980s (Gondhalekar et al, 2013); tourists were accommodated with the local families (Jina, 1994) thus the concept of home stays developed in Ladakh. This period can be regarded as initial exploration stage of tourism in the region. As tourist flow increased, the State Government provided up to 50 percent subsidies for the construction of hotels in order to promote tourism. The significant jump in the proportion of hotels and guest houses in the region, supplemented by the introduction of air services in 1987, led to the rapid development of tourism in the region (Jina 1994).

During the 1990s, tourism started evolving as a significant organized industry in Leh (Jina, 1994). The 1999 Kargil conflict and subsequent 9/11 [twin tower] attack had adverse impact on the

tourist flow to Leh. Post 9/11, different stake holders started promoting Leh as a destination with unique natural environment and cultural heritage to attract tourists. In year 2011 the number of tourists exceeded the permanent local population of Leh district. All these characteristics are features of the development stage of TALC model. The development stage might continue for several years because the region has vast tourism potential that has not been yet explored properly.

Accommodation forms the base for the exploration of tourist destination (Michael and Stephen, 2006). The area witnessed rapid change in infrastructure development including roads and other facilities and amenities. More importantly, the number of domestic tourists, which had always been lower than foreign tourists, increased sharply.

In year 2014 the number of accommodation units increased to 405. The tourist accommodation sector of the town comprises of 405 units with 4105 rooms and bed strength of 7593. The accommodation sector has shown increasing trend. It is expected that if growth tends continues at the same rate (by keeping all the attributes and conditions same as the present), by the year 2020 the bed capacity will be about 10000 and tourist flow will be about 325000 and by 2025, the number will reach to about 12000 and 425000 respectively.

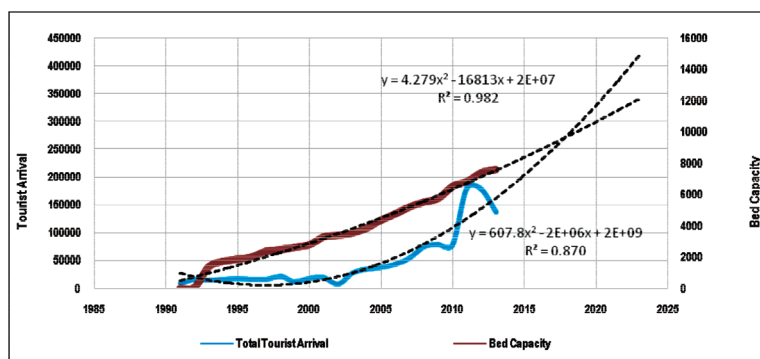


Figure 3: Trends in the Growth of Tourist Accommodation

Table 1: Category Wise Composition of Tourist Accommodation in Leh town-2015

Accommodation Type	No. of Units	No. of Rooms	No. of Beds
3 Star Hotels	2	100	191
A Category Hotels	66	1412	2717
B Category Hotels	41	534	1014
C Category Hotels	25	266	507
D Category Hotels	10	105	204
Guest Houses	261	1688	2960
Total	405	4105	7593

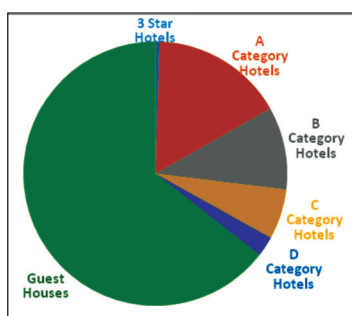


Figure 4: Category Wise Share of Tourist Accommodation

The hotels and guest houses are becoming important landmarks of the urban landscape of the town. There are various types of tourist accommodations available in the town. The A-Class Hotels in Leh offers luxurious accommodation with numerous amenities like central heating, attached washrooms with international bath facilities and provision of temperature controlled water supply. Their menus offer local to international cuisines. Presently there are 66 hotels in A-category, corresponding over 1412 rooms and with 2717 bed capacity. B-class hotels provide excellent services and facilities at relatively moderate rates. Some of the commonly found facilities are health club, shopping arcade, car park and laundry. The town has 41 hotels of B-category with 534 rooms and 1014 bed capacity. There are 25 C category hotels consisting over 266 rooms and 507 beds. C-class hotels are the

perfect option for budget travelers; they offer basic amenities at low costs. D-category hotels cater the needs of the low budget travelers and provide least facilities to the travelers. There are 10 hotels in D-category with 105 rooms and 204 beds. Guesthouses as supplementary accommodation contribute about 39% of the total bed capacity of the town. They usually offer a friendly atmosphere and provide chances to tourists to experience local culture and such type of accommodation is a usually eco-friendly and economical.

**Spatial Distribution of Tourist Accommodation in Leh Town**

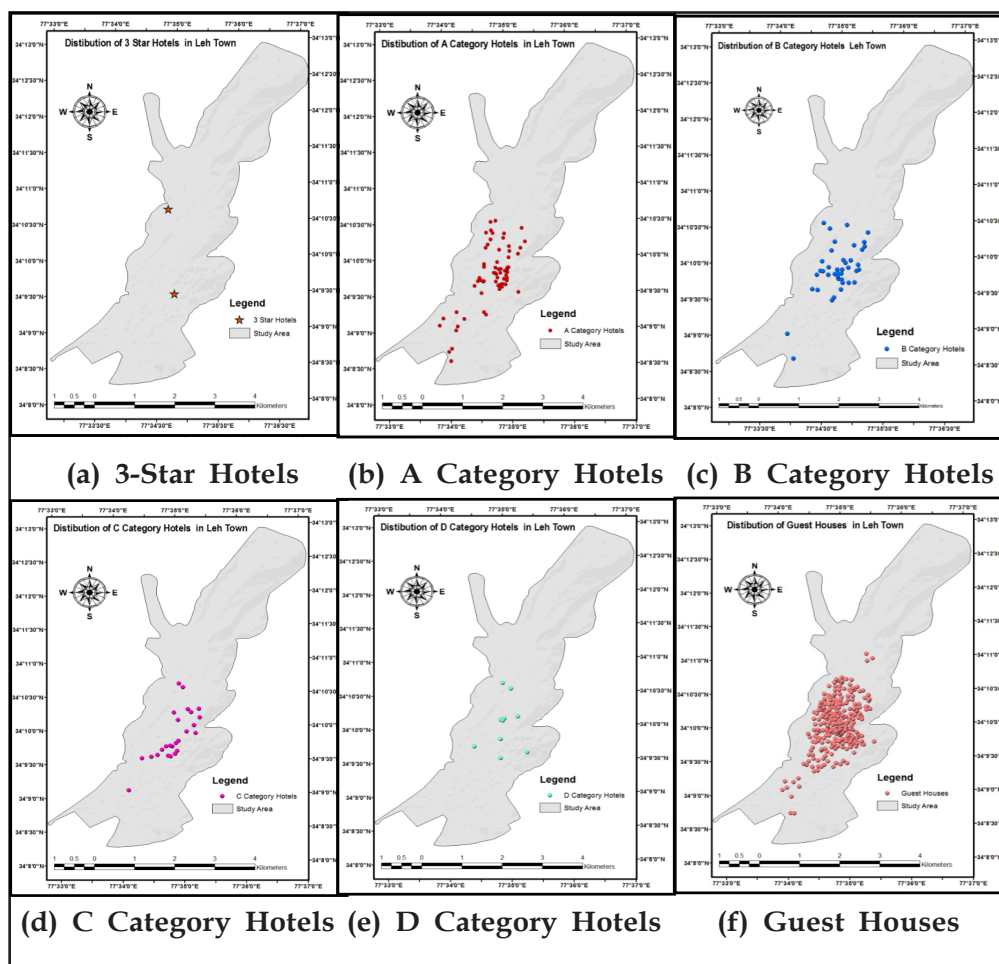
The temporal analysis of tourist accommodation has been analyzed in five stages with an interval of five years from 1990 to 2015. The reason for taking 1990 as base year is that the formal

registration of accommodation units with tourism department started in that year i.e. 1990. The distribution of the hotels is influenced by the topography of the land, site, situation and the

market. The present distribution of the hotels in Leh town are mainly concentrated in the center of the town particularly Tukcha, Karzu, Sheynos, Chanspa and Zangsti.

**Table 2: Temporal Analysis of Tourist Accommodation**

Period	No. of Units	CF	No. of Rooms	CF	No. of Beds	CF
1990-1995	76	76	899	899	1723	1723
1995-2000	51	127	481	1380	919	2642
2000-2005	77	204	644	2024	1230	3872
2005-2010	101	305	1049	3073	1900	5772
2010-2015	100	405	1032	4105	1821	7593
Total	405		4105		7593	



**Figure 5: Category wise Distribution of Accommodation Units in Leh**

The Introduction Phase 1990–1995 shows a slow growth as there were only 76 accommodation units consisting over 899 rooms with the bed capacity of 1723. 1995 to 2000 is the lean period for the growth of tourist accommodation in which only 55 accommodations were added with 481 rooms’ and 919 bed capacity, because

during this period of time a war was fought over Kargil area of the region in 1999 between India and Pakistan. From 2000 to 2005 further 77 units were added to tourist accommodation, and subsequently from 2005 to 2010 and from 2010 to 2015, 101 and 100 units have been constructed by virtue of that presently there are 7593 tourist beds available in the town.

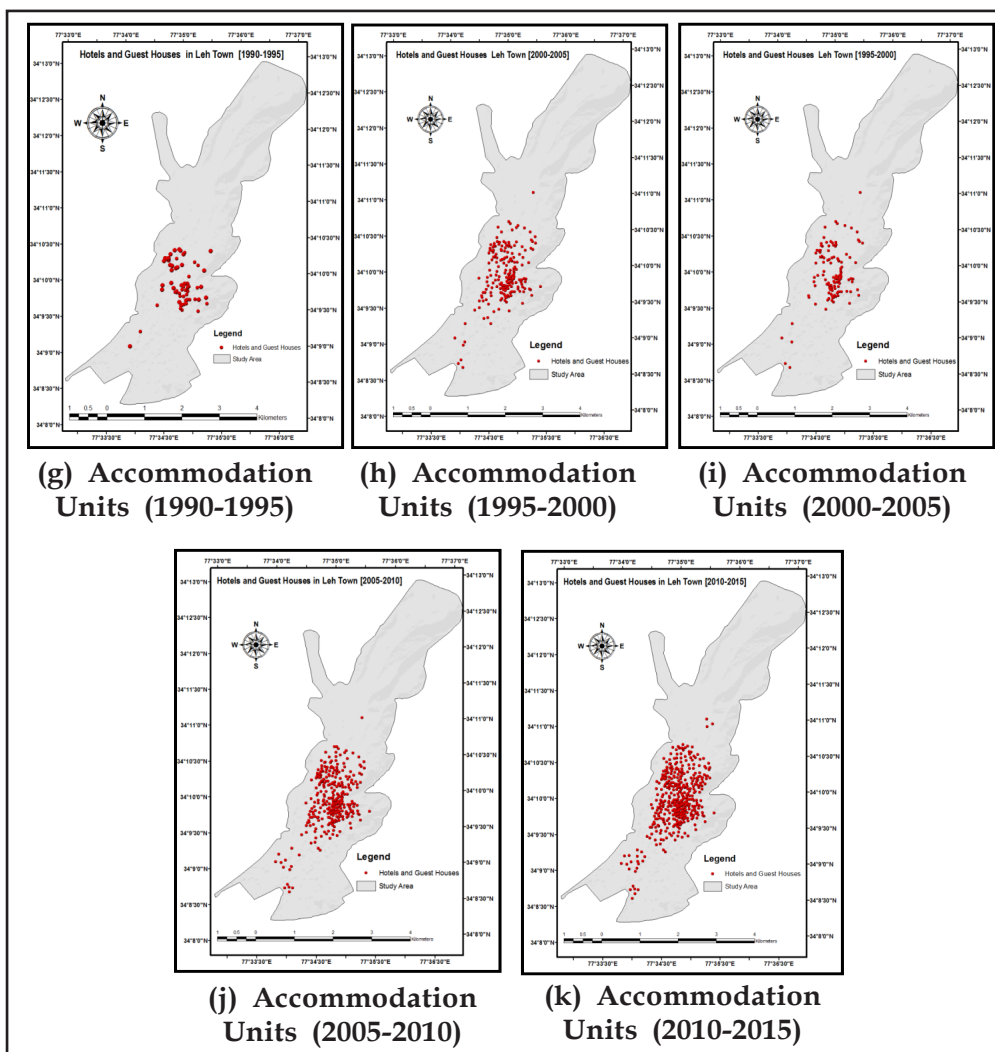


Figure 5: Category wise Distribution of Accommodation Units from 1990 to 2015 in Leh

**Concentration of Tourist Accommodation and Hot Spot Analysis**

The concentration of the tourist accommodation bed capacity is significantly high in urban center particularly in Chanspa, Karzoo, Malpak, Chubi, upper Tukcha and area along fort road. The dominance of concentration of tourist accommodation in the urban centre is demonstrated by hotspot analysis which allows taking account of the variations between the location of accommodation units and the location of accommodation capacity as measured in bed capacity which makes it in comprehensive picture of where the capacity is situated. Bailey and Gatrell (1995) explains that spatial analytics of point pattern analysis becomes particularly intricate if we look not only at spatial patterns created by the location that entities have in space, but at the combination of spatial and attribute values. The theoretical construct is most explained by Tobler’s (1970) first law of geography which states that “everything is

related to everything else, but near things are more related than distant things”. The spatial concentration of tourist accommodation is significantly high in CBD of the town than peripheral areas.

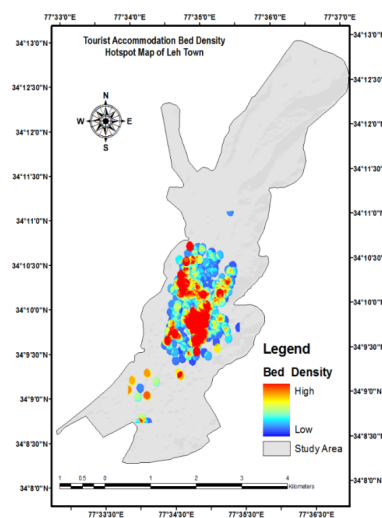
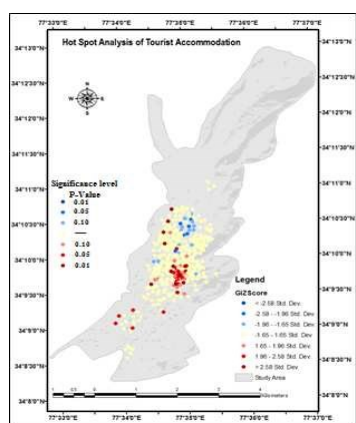


Figure 6



**Figure 7**

GIS based hot spot analysis goes beyond visual analysis of cluster relationships. Each point being analyzed is assigned a Z-score based on whether spatial clustering of either high or low values is more pronounced than random taking into account the local proportion of the sum of all features. A point will be a hot spot when it has a high value and/or it is surrounded with other points of high values regarding the variable of interest. A point will be a cold spot when it has a low value and/or it is surrounded with other points of low values regarding the variable of interest.

Hot spot analysis utilizes the Getis-OrdGi statistic to compute whether there is statistically significant clustering of points at a particular place (Lindsey, 2013). The results of z-scores and p-values depict where features with either high or low values cluster spatially by looking at each point within the context of neighboring features. For statistically significant positive z-scores, the larger the z-score is, the more intense the clustering of high values (hot spot). For statistically significant negative z-scores, the smaller the z-score is, the more intense the clustering of low values (cold spot).

This local statistic of spatial autocorrelation enables the analyst to see where features with high values, or those with low values cluster (Ord and Getis 1995). A high Z-score shows that a feature is probably to be delimited by features with similar high or low values. The more the Z-score is different from zero, the stronger the clustering. This analysis works with visually interpretation of the resulting maps, which highlight hot and cold spots. Red points and blue points represent statistically significant clustering at the .05 confidence

level (or higher). For all of these points, we can reject the null hypothesis that there is no relationship (or clustering) between points with 95% confidence. Areas with red dots are clusters that include high values of the occurrence of tourist accommodation units, hot spots are found in Mitsik, Chulung, Malpak, Chanspa, Zengstii, Sheynam and Upper Tuckcha. Clusters of blue dots are sets of events that are clustered that include low values for occurrence tourist accommodation units of Cold spots are found in Samkar, Kadpa, Chubi, main Tukcha and around Karzoo Zing.

## Conclusion

The present research is an endeavor to build up a meticulous analysis of the spatio-temporal diffusion of tourist accommodation units in the Leh town from the 1990 to 2015. Leh is one of the India's admired tourist destinations in the Trans Himalayas. Leh town's accommodation stock is heavily concentrated in the urban center which is typical feature of underdeveloped planning. As a result numerous statistically significant hot spots have emerged in the town which has aggravated anthropogenic pressure on the environment. In the absence of proper sewerage and solid waste management, the development of hotspots around urban center may cause irreparable damage to its fragile ecology. The guest houses contribute major share of accommodation in Leh town. The consumption of huge amount of resource in the accommodation has resulted in generation of huge amount of solid waste, untreated sewerage and extraction of excess amount of ground is a cause of concern for the sustainability of town. The rapid increase in the tourist accommodation has acted as a catalyst for urbanization in this part of the Trans-Himalayas. The current spate of rapid urbanization and unplanned construction of tourist accommodation has lead to development of hotspots. Therefore a geospatial based comprehensive sustainable environmental planning is needed. The town is seems pausing through developmental stage of TALC model of destination development and sustainable environmental planning is need of the hour. Geospatial technologies offer great opportunities for the development of tourism with wide range of applications to facilitate integration of diverse data sets and continuous monitoring of different ongoing scenarios.



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# Orientation and Interpretation Facilities at Historical Monuments: Importance and Experience

Pramendra Singh & A.K. Singh

## ABSTRACT

The demand for getting into tourism activities is growing with every passing year. Millions of people are traveling all around the world for pursuing different tourism activities. This has created more demand to have better visitor facilities at the destinations. And the visitors visiting historical monuments need to have good orientation and interpretation facilities so that they could visit the attractions with comfort, safety and ease which will help them in getting informed, educated and entertained about the attractions. This study looks into the importance given to orientation and interpretation facilities by the visitors and their experience for these facilities. Relevant statistical tools applied to know the significant difference between the two and to find out the importance-performance analysis of the facilities at the selected sites. The study will help the destination planners and managers to know which areas they need to focus more and where to cut cost. It will ultimately help in foreseeing the development of tourism at the destination by identifying the needs of the visitors and to develop them.

**Keywords:** *Tourism, Visitor Facilities, Visitor Facilitation, historical Monuments, Monuments of National Importance, Tourism Development.*

## Introduction

### Tourism

United Nations World Tourism Organization (UNWTO) has rightly described tourism as *Key to development, prosperity and well-being*. Different destinations worldwide have opened up for the visitors and countries are investing in tourism more than before to generate benefits arising out of tourism activities on their land. In last six decades tourism has witnessed a tremendous growth and has become one of the largest and fast growing sectors in the world. It is also one of the largest service industries contributing significantly in economic growth of the world and giving employment to millions worldwide.

International tourist arrivals has increased from 25 million in 1950 to 1,235 million in 2016 and it is expected to reach 1.8 billion by 2030. And International tourism receipts earned by different countries also surged from US\$ 2 billion to US\$ 1,220 billion in 2016. Tourism represents 7% of

the world's export in goods and services and around 10% of world's GDP.

To maintain this growth and development of tourism, every region, nation or state should work in sync with other organizations and stakeholders to provide better facilities to the visitors and make the coming visitors satisfied. It will also help in promotion and creating image of the destination.

### Visitor Facilities and Tourism Development

Visitors visit to different destinations worldwide in order to see and witness the beauty and uniqueness of the tourism products as to satiate their primary motive. Visitors don't go to a destination just to see it but also to feel the local culture, tradition, art and people. Therefore they need different facilities and services to make their visit comfortable, safe and memorable. They need facilitation at everywhere they go, visit and stay.

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Visitor facilities at the destination also play an important role in making visitors' visit satisfying. The more they are facilitated the more destination will be promoted and developed. Facilitation thus encourages destination promotion by visitors and development by the local government. Governments have greater role in managing, regulating and promoting a destination (Richter & Richter, 1985).

It is not always necessary that a highly attractive destination attract a lot of visitors. If it lacks facilities for visitors it will not be able to attract them. Only natural or cultural beauty cannot be the sole satisfying factor for the visitors. India lacks positive image on safety and tourism infrastructure fronts (Chaudhary, 2000). But now India is also putting its efforts to provide the basic infrastructural facilities at the destinations. And India is also promoting its destinations worldwide through different campaigns.

It is less important to have the best tourism product but more important is to have knowledge how to sell it (Sesotyanyingtyas & Manaf, 2015). And to sell a destination it needs all facilities to be there to cater to the needs of the visitors. In order to develop tourism at the destination, the planners and managers should identify the needs of the visitors and built facilities accordingly (Manhas, Manrai & Manrai, 2016). By ensuring to provide better tourist facilities, a destination can be transformed into a tourist friendly destination which is linked to word of mouth publicity, recommendation and repeat visits (Hassan & Iankova, 2012).

## Historical Monuments

This study is focused on visitor facilities, specifically Orientation and Interpretation facilities at the historical monuments. The sites selected for this study are *Monuments of National Importance* declared by Archaeological Survey of India (ASI) in Morena district of Madhya Pradesh. There are total six monuments which have been declared monuments of national importance scattered at five sites in Morena district. There is one site which consists of two monuments within one complex. These sites are:

- Ekattatso Mahadeva Temple, Mitaoli
- Garhi, Padavali
- Temple, Padavali
- Shiva Temple (locally known as Kakanmath temple), Sihonia
- Temple No. 1 to 22, Naresar
- Group of temples, Bateshwar

## Literature Review

### Visitor Facilities

Visitor facilities are all those facilities which are provided to the visitors to ensure their comfort, easiness, safety and to fulfil their needs in order to make their visit a memorable experience. Providing the right type of facilities in right time at right place is of utmost importance. Even UNWTO has highlighted about the importance of visitor facilitation and has asked all its members to ensure providing facilities to all kinds of visitors to their destination.

Sukiman et al. (2013) "However, element of attraction is not merely the reason that attract tourist to a destination. Provision of appropriate tourist facilities should come together with tourist attraction elements in order to maintain the sustainability of tourism industry" (p. 78). Therefore along with the attractiveness of the tourism products facilities play important role in promotion and development of the tourist destination.

First time and repeat tourists may have different perceptions of services and facilities they need, so it is imperative for the tourism destination planners and managers to identify their needs and provide services to them accordingly (Rajaratnam, Munikrishnana, Sharif & Nair, 2014). Different facilities like signage, walkways, information centre etc. are important factors to be considered while planning for development of a destination (Jamaludin & Kadir, 2012).

A destination does not become attractive overnight but investment and infrastructure development make it a destination of overnight stay (Russo, 2002). Comfort, safety, pedestrian facilities, information system etc. play important role in making positive image of tourism area (Gingting, 2016). Properly designed facilities help in enhancing visitor experience and maintaining the resources from adverse impacts of visits (Andreson, Lime & Wang, 1998).

### Orientation Facilities

Whenever one goes to an unknown place he may not be aware about the do's-don'ts, ways, trails, location, geography, policies, timing, price, ticketing, barriers etc. Spenceley et al. (2015) mentioned Orientation facilities as those which that can help visitors oriented in time and space like informational signage, display of details like timing, price, ticketing, operational hours and others (p. 738).

Properly placed signage help in identifying the location and place of the attraction and ease the movement of visitors (Lincolshire Country Council, 2007). The outdoor environment should be totally barrier free and inclusive therefore necessary facilities should be there in place to ensure this (Abbas & Saruwono, 2012).

If necessary measures are there to inform and guide a visitor, it makes his visit comfortable and the visitor doesn't feel like a stranger and ignorant at the destination. So to overcome this problem the local administrator or the concern authority must find the necessary orientation facilities which will help in development of the destination.

### Interpretation Facilities

When a visitor visits the destination without any assistance either from a trained person or from any other source, the visit remains a non-visit. It becomes worthless unless one gets to know about the history, importance, existence and other facts about the attraction. And to provide such details to the visitors is an essential component of visitor facilitation. The interpretation of attraction and all its elements through different sources be it interpreter, guide, print material, audio-video material, inscribed form, through staff or by any medium is very important to be at any historical or other destination.

Spenceley et al. (2015) also mentioned about interpretation facilities as those which connect visitors emotionally and intellectually to the objects and those educational facilities which enhance visitor experience and information like guides, exhibitors, interpretations, printed materials and others (pp. 738-739).

Guides play an important role in making visitors' visit successful and meaningful to a destination (Randall & Rollins, 2009). Tour guides and interpretive resources help in creating meaning for the visitors visiting a historical site (Brayley, 2010). Visitor information centres which could give more information about the attraction to the visitors contribute in enhancing visitor satisfaction (Ginting, 2016).

### Research Methodology

#### Objectives

There were basically two main objectives of this study:

- To check the significant difference between the importance of orientation facilities and visitors' experience for these facilities.

- To check the significant difference between the importance of interpretation facilities and visitors' experience for these facilities.

### Research Design

The research design adopted in this study was empirical, quantitative research design and descriptive approach for the description of the importance and performance of the attributes used in the study. The importance given to each of the facilities within two constructs was checked and analysed about the condition and status of these facilities at the historical sites taken for this study.

### Sampling Design

The sites selected for this study witness very low visitors flow as they are located in remote rural areas and far from main cities around them. And also the research areas have no record of the visitors as population elements. So the sampling design used in this study was non-probability convenience sampling. Visitors visiting these sites were taken as respondents. Sample of 200 visitors taken as respondents for the study.

### Data Collection Techniques

Data was collected in the form of questionnaire on 5 point Likert scale for Orientation and Interpretation facilities. The questionnaire was self-structured by the researchers after an extensive literature review. Both the constructs in the questionnaire have 5 attributes each measuring different aspects related to them. A total of 200 questionnaires got filled from the respondents from all these sites representing equal number of responses from each site.

### Data Analysis Tools

First of all reliability with the help of Cronbach's Alpha was checked for measuring the internal consistency of the questionnaire for both the constructs. Content and construct validity was also checked. Construct validity was checked with the help of KMO's value. Frequencies of the demographic elements were described for descriptive statistics. And for inferential statistics paired sample t test was applied to check the significant difference between the importance of facilities and visitors' experience regarding the same. After this, Importance-Performance analysis for the facilities was done to check which attributes were deemed more or less important and which attributes are performing

good or bad. All these statistical analysis was done with the help of SPSS 21.

**Data Analysis**

Data was analysed with the help on SPSS 21. Frequencies for all demographic measures like Gender, Age, Education and Occupation was

described. Descriptive statistics was followed by inferential statistics where paired sample t test was applied to infer the significant difference between the importance and experience for the orientation and interpretation facilities. And then Importance-Performance analysis was done for the same facilities.

**Table 1: Descriptive Statistics**

Demographics Details		Frequency	Percentage
Gender	Male	126	63.0
	Female	74	37.0
Age	Below 18 years	11	5.5
	18-30 years	106	53.0
	30-40 years	54	27.0
	Above 40 years	29	14.5
Education	Schooling	37	18.5
	Graduation	78	39.0
	Post-Graduation	62	31.0
	Other	23	11.5
Occupation	Student	72	36.0
	Employee	43	21.5
	Self Employed	22	11.0
	Business	12	6.0
	other	51	25.5
<b>Total</b>		200	100.0

**Gender**

Out of total 200 respondents, 126 respondents were male who were accounted as 63% while rest of the 74 respondents were female consisting 37% of the total respondents.

**Age**

11 (5.5%) respondents were below 18 years of age, 106 (53%) respondents were between 18-30 years of age, 54 (27%) respondents were aged between 30 to 40 years and the rest of the 29 (14.5%) respondents were of age group above 40 years.

**Education**

37 (18.5%) respondents had school level education, 78 (39%) respondents were graduate, 62 (31%) respondents were Post-graduate and

rest of the 23 respondents who are accounted to 11.5% marked their education as something other than the given options.

**Occupation**

Out of total 200 respondents, 72 (36%) were students, 43 (21.5%) were employees, 22 (11%) were self-employed, 12 (6%) were running their businesses and the rest of the 51 (25.5%) respondents mentioned their occupation as other.

**Reliability**

Reliability is checked to measure the internal consistency of the questionnaire. It shows how reliable the scale is. The reliability of the questionnaire for both the constructs having 5 items each show good reliability with values more than 0.7 which is considered good by almost all the researchers.

**Table 2: Reliability of Items**

Scale	Cronbach's Alpha	No. of Items
B - Orientation Facilities	.715	5
D - Interpretation Facilities	.715	5

**Validity**

Content validity was checked by a group of experts comprising from both academia and industry, who checked the content of the questionnaire and the items included in it. They advised omission and inclusion of some items in the questionnaire which was incorporated later on. Construct validity and sampling adequacy was checked through KMO and the value was found to be more than 0.85 which is more than the threshold value of 0.5.

**Paired Sample T-Test**

In line with the objectives of this study, paired sample t-test was applied to check the significant difference between the importance and experience

for orientation and interpretation facilities. Both the constructs had five items each. So the paired sample t-test was applied to each and every item within these two constructs.

**Paired Sample T-Test for Orientation Facilities**

Orientation facilities included facilities like-signage to the destination, display boards about the timing-tickets-do's and don'ts etc., walking trails, barrier free access and support staff for the visitors at the destination. Paired sample t-test was applied to check the significant difference between the importance given to orientation facilities at the selected historical monuments and the experience of visitors regarding these facilities.

**Table 3: Paired Samples Statistics**

	Items	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Importance - Signage	4.50	200	.657	.046
	Experience- Signage	2.76	200	1.163	.082
Pair 2	Importance - Display Boards	4.11	200	.712	.050
	Experience- Display Boards	2.09	200	.947	.067
Pair 3	Importance - Walking Trails	4.21	200	.682	.048
	Experience- Walking Trails	2.77	200	1.070	.076
Pair 4	Importance - Barrier Free Access	4.11	200	.693	.049
	Experience- Barrier Free Access	2.97	200	1.029	.073
Pair 5	Importance - Support Staff	4.35	200	.734	.052
	Experience- Support Staff	2.26	200	1.122	.079

**Table 4: Paired Samples Test**

Items	Paired Differences				t	df	Sig. (2-tailed)	
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower				Upper
Importance - Signage - Experience- Signage	1.740	1.372	.097	1.549	1.931	17.938	199	.000
Importance - Display Boards - Experience- Display Boards	2.015	1.197	.085	1.848	2.182	23.814	199	.000
Importance - Walking Trails - Experience- Walking Trails	1.440	1.193	.084	1.274	1.606	17.069	199	.000
Importance - Barrier Free Access - Experience- Barrier Free Access	1.145	1.297	.092	.964	1.326	12.484	199	.000
Importance - Support Staff - Experience- Support Staff	2.085	1.399	.099	1.890	2.280	21.075	199	.000

**Results of Paired Sample T-Test for Orientation Facilities**

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Directional signage to the destination’ and ‘visitors’ experience for directional signage’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Directional signage to the destination (M= 4.50, SD= .657) and visitors experience for Directional signage (M= 2.76, SD= 1.163) conditions;  $t(199) = 17.938, p = .000$ .

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Display boards at the destination’ and ‘visitors’ experience for Display boards’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Display boards at the destination (M= 4.11, SD= .712) and visitors experience for Display boards (M= 2.09, SD= .947) conditions;  $t(199) = 23.814, p = .000$ .

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Walking trails at the destination’ and ‘visitors’ experience for walking trails’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Walking trails at the destination (M= 4.21, SD= .682) and visitors experience for Walking trails (M= 2.77, SD= 1.070) conditions;  $t(199) = 17.069, p = .000$ .

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Barrier free access at the destination’ and ‘visitors’ experience for barrier free access’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Barrier free access at the destination (M= 4.11, SD= .693) and visitors experience for Barrier free access (M= 2.97, SD= 1.029) conditions;  $t(199) = 12.484, p = .000$ .

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Support staff at the destination’ and ‘visitors’ experience for support staff’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Support staff at the destination (M= 4.35, SD= .734) and visitors experience for Support staff (M= 2.26, SD= 1.122) conditions;  $t(199) = 21.075, p = .000$ .

**Paired Sample T-Test for Interpretation Facilities**

Interpretation facilities included facilities like-guides and interpreters, cooperation of staff in knowing the attraction, information boards about the attraction, printed materials and other sources of providing information about the attractions. Paired sample t-test was applied to check the significant difference between the importance given to interpretation facilities at the selected historical monuments and the experience of visitors regarding these facilities.

**Table 5: Paired Samples Statistics**

	Items	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Importance - Guides	4.22	200	.722	.051
	Experience- Guides	1.79	200	.927	.066
Pair 2	Importance - Cooperation of Staff	4.19	200	.675	.048
	Experience- Cooperation of Staff	2.40	200	1.037	.073
Pair 3	Importance - Information Boards	4.45	200	.700	.049
	Experience- Information Boards	2.53	200	1.056	.075
Pair 4	Importance - Printed Material	4.14	200	.737	.052
	Experience- Printed Material	1.58	200	.725	.051
Pair 5	Importance - Other Sources	3.86	200	.833	.059
	Experience- Other Sources	1.50	200	.814	.058



**Table 6: Paired Samples Test**

Items	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Importance - Guides - Experience- Guides	2.425	1.209	.085	2.256	2.594	28.366	199	.000
Importance - Cooperation of Staff - Experience- Cooperation of Staff	1.790	1.266	.090	1.613	1.967	19.988	199	.000
Importance - Information Boards - Experience- Information Boards	1.915	1.291	.091	1.735	2.095	20.981	199	.000
Importance - Printed Material - Experience- Printed Material	2.560	1.069	.076	2.411	2.709	33.877	199	.000
Importance - Other Sources - Experience- Other Sources	2.365	1.153	.081	2.204	2.526	29.019	199	.000

**Results of Paired Sample T-test**

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Guides and Interpreters’ and ‘visitors’ experience for Guides and Interpreters’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Guides and Interpreters (M= 4.22, SD= .722) and visitors experience for Guides and Interpreters (M= 1.79, SD= .927) conditions; t (199) = 28.366, p= .000.

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Cooperation of Staff’ and ‘visitors’ experience for Cooperation of Staff’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Cooperation of Staff (M= 4.19, SD= .675) and visitors experience for Cooperation of Staff (M= 2.40, SD= 1.037) conditions; t (199) = 19.988, p= .000.

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Information boards’ and ‘visitors’ experience for Information boards’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Information boards (M= 4.45, SD= .700) and visitors experience for Information boards (M= 2.53, SD= 1.056) conditions; t (199) = 20.981, p= .000.

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘Printed material’ and ‘visitors’ experience for Printed material’.

The paired sample t test shows that there is a significant difference between the scores of importance given to Printed material (M= 4.14, SD= .737) and visitors experience for Printed

material (M= 1.58, SD= .725) conditions; t (199) = 33.877, p= .000.

A Paired sample t test was conducted to measure the difference between ‘importance given to ‘other sources’ and ‘visitors’ experience for other sources’.

The paired sample t test shows that there is a significant difference between the scores of importance given to other sources (M= 3.86, SD= .833) and visitors experience for other sources (M= 1.50, SD= .814) conditions; t (199) = 29.019, p= .000.

**Importance-Performance Analysis**

Initially this concept of Importance-Performance analysis (I-P analysis) was adopted and applied by Martilla and James in 1977. This analysis was conceived to gauge the importance given to certain attributes and their relative performance. This was to help the managers and planners to know exactly where they should focus more and where they should focus less.

This analysis is represented in matrix form in four quadrants. The four quadrants represent:

*Quadrant 1: Concentrate Here* - High importance, low performing area.

*Quadrant 2: Keep up the good work* - High importance, high performing area.

*Quadrant 3: Possible Overkill*- Low importance, high performing area.

*Quadrant 4: Low Priority* -Low importance, low performing area.

In this study the experience of the visitors regarding the orientation and interpretation facilities is being taken as the performance of the facilities at the destination.

### Importance-Performance Analysis for Orientation Facilities

Orientation facilities included five elements. And this analysis was carried out to analyse

the importance given to these facilities by the visitors at the historical monuments selected for the current research study. And also to know the performance of these facilities at place.

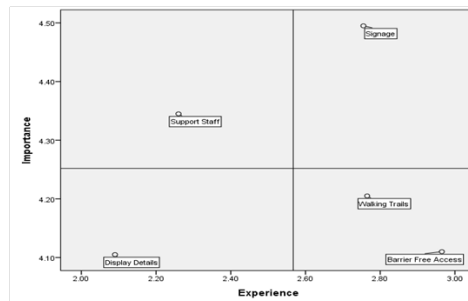


Table 7: I-P Analysis for Orientation Facilities

In quadrant one only one facility is lying which is *support staff* to know more about the destination. In quadrant two again only one facility is lying which is *signage* to the destination. In quadrant three there are two facilities falling which are *walking trails* and *barrier free access*. And in last and fourth quadrant facility falls named *display details* to instruct the visitors.

From this I-P analysis, it can be concluded that *signage* facility is doing fairly well. Facilities like *walking trails* and *barrier free access* are being given much importance where the planners can reduce their cost. *Display details* facility has been given low importance and accordingly

doing not so good, so it should be given low priority. But the most important outcome here is the need to look for and arrange more staff at the destination which could help in orientation of the visitors and could help them in visiting the destination easily and comfortably.

### Importance-Performance Analysis for Interpretation Facilities

Interpretation facilities also included five items. I-P analysis was carried out to know the importance given to these facilities at the destination and their relative performance.

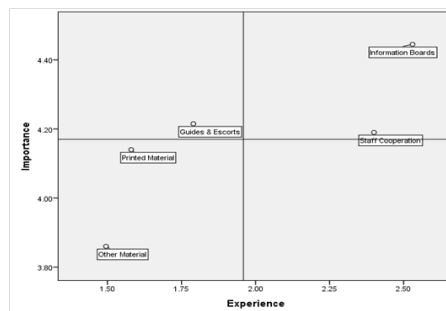


Table 8: I-P Analysis for Interpretation Facilities

In quadrant lying only one facility which is *guides and interpreters*. In quadrant two there are two facilities falling which are *information boards* and *staff cooperation* in knowing more about the destination. There is no facility which is falling in third quadrant. And in last quadrant there is again there are two facilities which are *printed material* and *other materials*.

To conclude this analysis, the destination planners and managers not need to give much importance to the *printed* and *other materials* and they are going good with regard to *information*

*boards* and *staff cooperation*. But they need to work and focus more in order to provide *guides, escorts or interpreters* who could help the visitors knowing more about the destination.

### Conclusion

The present study was undertaken to find out the condition and status of visitor facilities, particularly the orientation facilities and interpretation facilities at six monuments (five sites) of national importance. Five items each for both the constructs were taken into

consideration for the study. Paired sample t-test was applied to know the significant difference between the importance and performance of these facilities. It was found that there was a significant difference between the importance given to all the ten facilities and the experience of visitors for all these facilities.

Importance-Performance analysis was also applied to know the importance and relative performance (experience) of these facilities at the destinations. Although visitors gave high importance to almost all facilities but their experience for all these facilities was not so good. Amongst other things the destination planners and managers are advised to focus more on support staff at the destination to help the visitors and make sure the availability of guides, escorts and interpreters at the destination to provide more information about the attractions.

## Limitations and Future Research

Every research has some or the other limitations, similarly this research has its own. This study was carried out in context of historical monuments which are situated in rural areas far from cities. The researchers observed the lack of facilities at these places which prompted them to undertake this research by considering the facilities as per his observation and on the basis of literature review. The researchers developed the questionnaire by their own. So a different setting, different place or destination may have availability or unavailability of some of the facilities included in this research, which can be considered or not as per the needs of future researches. The sample size may also be varied as per the number of visitors flow to the destination.

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# Health and Wellness Tourism: A Study on Ayurveda Spa Treatment

*Poonam Deshprabhu Sadekar & Naila Pereria*

## ABSTRACT

'Health' is a state of complete physical, mental and social well-being while 'wellness' is the complete integration of body, mind and spirit. These two words, health and wellness are synonymous, they complement each other and is the next lucrative industry. International acceptance of Ayurveda as the science of healing and rejuvenation has given rise to new avenues which has broadened the prospects of Ayurveda tourism through specialized health resorts. Ayurveda has brought a new dimension to vacationing in India. Resorts across are tapping upon this opportunity being nestled in nature. The current study is based on health and wellness tourism where an attempt is made to emphasize the growing awareness of Ayurveda spa in resorts. For this study convenient sampling method was adopted and data was collected using a well-structured questionnaire and distributed to both domestic and foreign tourists in the coastal areas of North Goa.

The study concludes that growing number of domestic as well as foreign tourists is making use of wellness tourism leading to a mushrooming growth of Ayurveda Spa. This will also help to diversify the concentration of otherwise 'beach-centric tourism' in Goa. Since the demand for spas is ever increasing, health and wellness tourism must be promoted with better marketing and retention techniques.

**Keywords:** *Customer Perception, Ayurveda Spa, Health Tourism, Wellness Tourism.*

## Introduction

Tourism is one of the largest and fastest growing industries. Tourism industry plays a major role for socio-economic progress. International tourist arrivals grew 6% in the first four months of 2018 (UNWTO News 76, Release Date: 05 Jul 18). International tourist arrivals grew by a remarkable 7% in 2017 to reach a total of 1,322 million, according to the latest UNWTO World Tourism Barometer (PR No.: 18003, 15 Jan 18). Since tourism plays significant role in most economies of the world, countries are trying to get a larger share by making extra efforts to grab opportunities. The nature of tourism is complex and its scope is very wide being an extrinsic social phenomenon and an intrinsic mental phenomenon. It is about the transitory movement of people across geographic and cultural landscapes for an experience and the mental transformation (George B.P. and Swain S.K., 2005).

## Health and Wellness Tourism

Health tourism is also known as 'medical tourism', 'wellness tourism', 'healthcare travel'. Health tourism comprises of two terms healthcare and tourism and it involves a combination of resources. Health tourism can be defined as "the practice of traveling to a tourist destination with the main purpose of receiving some therapeutic treatment". Therefore, health tourism is traveling expressly for the purpose of engaging in some sort of health procedure. In 2002, Pilzer coined the term "Wellness Revolution" as the "next trillion dollar industry" because it has grown at a phenomenal rate in the past decade in almost every developed country in the world. The rise of wellness consumer is aligned with a move towards Lifestyles of Health and Sustainability (LOHAS) (Tindel et al. 2005).

New terminologies like 'lifestyle resorts', 'longevity ventures', 'holistic wellness programmes' or 'fitness vacations' are used

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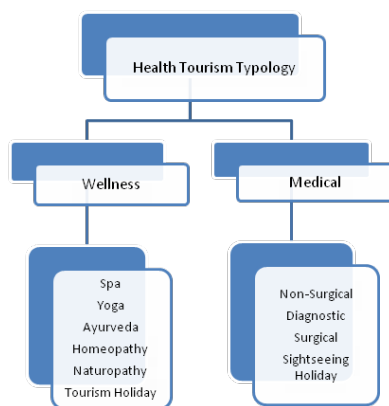
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**Figure 1: Aspects of Health & Wellness Tourism**

to promote or market the health and wellness products (Spivack, 1998).

A health tourism destination highlights its healthcare resources that give wellness, cure and tourism attractions that give peace of mind



**Figure 2: Health Tourism Typology**

and relaxation. Unique natural features such as mineral healing waters, beach, mountain resorts and sacred sites are often the key attractions in these destinations (Steiner and Reisinger, 2006). Health tourism is becoming a preferred form of vacationing as its covers a broad spectrum of medical services and mixes leisure, fun and relaxation together with wellness and healthcare. Smith and Kelly (2006) found that destination in wellness tourism is often an

alternative space in which one can engage in self analysis without stress and distraction of home. Approximately half of the populations of the most industrialized countries are now using complimentary medicine as a part of their general health care and also for wellness and preventive purposes (Bodeker et al. 2005).

Indian tourism sector is growing by leaps and bounds. India’s contribution to world tourism sector is increasing with great pace. Tourist



**Figure 3: Components of Health Tourism**

arrivals and foreign exchange earnings are increasing rapidly. The reason might be ‘multi-pronged approach for promotion of tourism’ adopted by Indian government (Singh, 2008).

India has advantage of natural beauty, diverse culture and deep research in ancient medical science like ayurveda and yoga therapy. Physical,

socio- cultural factors are also equally responsible for the growth of tourism (Potdar M.B., 2003). Health Tourism holds immense potential for India. The Indian systems of medicine, that is Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy, etc., are among the most ancient systems of medical treatment, in the world. India can provide medical and health care of international standard at comparatively low cost. Most of the hotels/resorts are coming up with Ayurveda Centres. The leading tour operators have included Ayurveda in their brochures (Annual Report 2017-18, MoT, GoI). The Ministry of Tourism has also identified the potential for wellness tourism and is taking initiatives for promoting the same through exhibitions, road shows and publicity materials. It has also extended its Market Development Assistance (MDA) scheme to wellness tourism service providers including accredited wellness centres (Dasgupta S., 2017).

### 1.2 Ayurveda and Spa

Ayurveda has evolved over the years and is now integrated with other traditional practices including yoga which has increased the acceptance of Ayurveda healing thereby increasing the prospects of ayurveda tourism (Muralidhar S. et al, 2006). Ayurveda has brought a new dimension to vacationing in India. According to George (2012) the worldwide trend of going back to nature, against the synthetic and symptomatic treatment has led to the growth, or rather revival of the traditional holistic methods of medicine like Ayurveda. It is the Health and Wellness part of the system that is gaining more popularity among the tourists, even though apart from the preventive care, the system has excellent curative treatment as well. Ayurveda emerged as a shift towards rational principles in the practice of medicine, at a very early stage in its

evolutionary history (P. Ram Manohar, 2013). The high cost of treatment, long waiting time, less insurance coverage in developed countries and the attitude of people to spend holidays in a quality manner with the aim of improving health is the main reason for the increasing trend in medical tourism (Padmasani and Remya, 2015). Ayurveda has been the USP of health tourism to offer a complete package of travel experiences with psychological, physical and spiritual wellbeing. Presently alternative therapy and herbal treatment is widely popular globally and makes India a major tourist attraction (Pani A., 2015). The main reason for visiting the spa is for relaxation, rejuvenation, followed by physical health improvement and beauty treatments. The world’s economy and political situation are the cause of stress and people are more concerned with their health, relaxing from stressful. The main motivation of consumer is relaxation with spa. Therefore the tourists as well as locals avail the facility of spas at a destination (Panandis S. and Phongvivat L., 2011).

With the wide acceptance of Spa as a center of health and wellness a record number of people opting for the Spa vacations have increased across the globe. The Spa culture has penetrated and created an influence on cosmetics, fashion, architecture, home decor and cuisine. The Spa and wellness industry has capitalized on the growing consciousness among people to give wellness importance in their lives. Spa tourism is otherwise known as ‘health and wellness tourism’. International Spa Association (ISPA), (2007) defines Spas as “place devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit”. According to ISPA the key elements of the Spa experience are 4 R’s i.e. Relax (eg. Stress Management), Reflect (eg. Meditation), Revitalize (eg. Energy and Rejuvenation) and

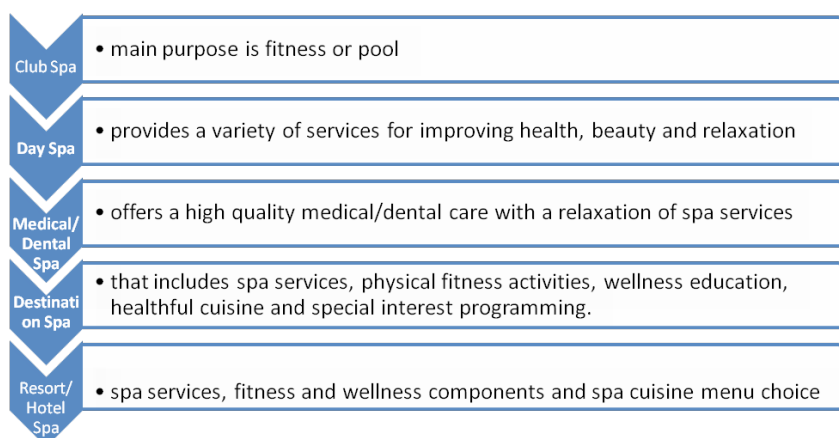


Figure 4: Types of Spas

lastly Rejoice (eg. Happiness and Entertainment). Spa is a places devoted to overall well-being through different professional services that give rise to the renewal of mind, body and spirit. The word "spa" was derived from Walloon word "espa" meaning fountain. Many tourists express a need to find a place where they engage in processes related to healing and rehabilitation through natural, thermal and mineral springs. In today's world, spas are a place where one can improve health and appearance, can eliminate stress, can meet other people and socialize (Dimitrovski and Todorovic, 2015).

### 1.3 Customer Satisfaction in Tourism and Travel

Anton (1996) defines customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product of service life are met or exceeded resulting in future repurchase and loyalty. In the service industry, definitions of service quality focus on meeting customers' needs and expectations, and on how well the service actually meets these customers' expectations (Lewis & Booms, 1983). And it has been characterized as an important determinant in successfully attracting repeat business by consistently delivering high quality services. Destination image and tourist satisfaction had significant influence on tourist loyalty (Prayag, 2008, Faullant et.al., 2008).

## 2. Statement of Problem

Goa has been identified as a major tourism destination in India and the world over. With its 106-km long coastline, Goa is an important locale in every tourist's itinerary. Sun, sea and sand being the prime attractions, Goa is a perfect heaven for those who need and want relaxation (Sathish A, et al, 2014). According to Goa Tourism Development Corporation (official website) about 890459 lakh foreign tourists arrived in Goa in the year 2017 and domestic tourist arrivals 6895234 lakh, recording a growth of 22.98%. Most of the tourism in Goa is concentrated in the coastal stretches. Health tourism is in the pioneer stage in Goa, in spite many opportunities exist in health tourism Goa is still developing to reach its growth. The advantage of health tourism is that it is not a one-time business and also non-seasonal. To tap the opportunities of health tourism products in Goa it is high time to identify health tourism resources and ensure its optimum utilisation. Therefore India's traditional healthcare therapies like Ayurveda and Yoga combined with allopathic treatment provide holistic wellness.

The growth in tourism sector has been impressive in India and the World. The current study aims to identify the health tourism attributes to satisfy health tourist seeking for unique services Ayurveda spa at a destination like Goa. This study is based on the fact that growth in the health tourism will provide several benefits to tourism industry of Goa. The Spa market of Goa has been growing globally, hence it is important to identify Ayurveda Spa as a means to boost health tourism in Goa.

## 3. Objectives of the Study

- i. To identify the socio-economic factors influencing the perception of health tourist.
- ii. To identify the factor influencing overall perception and overall satisfaction.

## 4. Hypotheses of the Study

H<sub>0</sub> (1): There is no significant difference between nationality and overall perception on health tourism services.

H<sub>0</sub> (2): There is no association with promotion and retention technique used in the health resort.

## 5. Limitations of the Study

The Study selected for Ayurveda Spa was restricted only to North Goa.

## 6. Research Design

This study employed a Descriptive research design using a customer survey, aiming at developing and testing a conceptual customer perception and satisfaction model, in which hypothesis was advanced and tested to confirm casual relationships. A self-administered questionnaire was developed to collect the data.

## 7. Sample Size

The target population being all the health tourists who experienced the Ayurveda healthcare packages in the selected Ayurveda resorts of Goa. The sample size covers all the selected four areas of health resorts North Goa, namely Baga, Calangute, Candolim and Panaji. Around 350 questionnaires were distributed in these Ayurveda Hotels and Spas by means of convenience sampling techniques. Out of which 258 questionnaires were duly filled by the customers and returned which has taken as usable data for the purpose of analysis.

## 8. Data Analysis and Interpretation

### 8.1 Sample Size

Nationality	Number of Respondents
Indian	148
Foreign	110
Total	258

### 8.2 Demographics

		Foreign Tourists in numbers	Domestic Tourists in numbers
i.	Gender		
	Male	75	67
	Female	90	26
ii.	Occupational Status		
	Home-maker	9	14
	Service	50	45
	Professional	29	32
	Business Class	44	35
iii.	Age		
	Less than 25 years	18	8
	26 years - 35 years	43	21
	36 years - 45 years	34	32
	46 years - 60 years	49	20
	61 years & above	20	13
iv.	Income		
	Less than 1 Lakh	20	51
	1 Lakh - upto 3 Lakhs	33	20
	3 Lakhs - upto 5 Lakhs	34	30
	Above 5 Lakhs	45	25
v.	Education Qualification		
	Graduation	75	77
	Post-Graduation	9	11
	Professional Degree	11	18
	Technical Diploma	31	26

### 8.3 Ayurveda Spa Tourism

Duration of Stay	Number of Respondents	Percentage
1-3 Days	47	18.2
1-5 Days	60	23.2
One Week	27	10.6
More Than A Week	124	48.0
Total	258	100.00
Frequency of Visit		
First Visit	100	38.8
Second Visit	53	20.5



Repeat Visit	59	22.9
Multiple Visit	46	17.8
Total	258	100.00
Purpose of Visit		
Beauty & Rejuvenation Therapies	114	44.1
Stress & Relaxation Management	56	21.7
Detox Diets	88	34.2
Total	258	100.00
Average Spending		
Less Than 50,000	110	42.6
51,000	76	29.5
51,000 To 100,000	40	15.5
More Than 1 Lakh	32	12.4
Total	258	100.00

The above tables (8.1, 8.2 & 8.3) prove that there is an increase in the number of domestic tourists using Ayurveda spa when visiting Goa. Domestic tourists are usually weekend tourist therefore their duration of stay is less than a week. While the international tourist stay longer in Goa the time spend at Ayurveda spas is more than a week to 15 days. There is an no gender discrimination as for the usage of spa.

Spa treatments is a trend with the business class, high income groups and is profoundly used between the age group of 46-60 years old. There is an increase in multiple visits to these spas highlighting the fact that an relationship is bulit between the suppliers and the tourists. Spa-goers are drawn to indigenous treatments for beauty and rejuvenation especially while on holidays.

### 8.4 Hypothesis Testing

#### Hypothesis 1

H<sub>0</sub>: There is no significant difference between

nationality and overall perception on Health tourism service.

		Sum of Squares	Df	Mean Square	F	Sig.
Perfect Blend	Between groups	9.560	3	3.187	8.576	.001
	Within groups	94.382	254	.372		
	Total	103.942	257			
Ayurveda Better than Medical	Between groups	16.036	3	5.345	11.024	.000
	Within groups	123.162	254	.485		
	Total	139.198	257			

In this above table the result was formulated using ANOVA testing, which resulted that we have to reject our Null as the significant level (P) value is less than 0.05% for both the factors such as Perfect Blend and Ayurveda is better than any other Medical treatments. Hence we can conclude that there is a significant difference

between the nationality and overall perception on health tourism.

#### Hypothesis 2

H<sub>0</sub>: There is no association with overall satisfaction of health tourists with the retention technique used in the health resort.

		Sum of Squares	Df	Mean Square	F	Sig.
Direct Mail	Between groups	.019	1	3.019	8.472	.002
	Within groups	1.966	256	3.008		
	Total	1.984	257			
Discounts	Between groups	2.785	1	2.785	21.569	.000
	Within groups	33.049	256	.129		
	Total	35.833	257			

In this above table the result was formulated using ANOVA testing, which resulted that we have to reject our Null as the significant level (P) value is less than 0.05% for the factors such as Direct Mail and discounts have an association with overall satisfaction of health tourists with the retention technique used in the health resort.

### 8.5 Factor Analysis of Tourist Perception and Ayurveda Spa

Factors	Statements	(1)	(2)	(3)	Factor Name
1	Fully Equipped Conference Hall	.878	8.760	38.088	Amenities
	Cultural Entertainments	.856			
	Yoga And Meditation centre	.838			
	Ample parking space	.783			
	Library And Reading Room	.716			
	Special Therapeutic Diet	.712			
	Indoor And Outdoor Recreation	.696			
2	Well Equipped Treatment Facilities	.842	3.876	16.853	Spa Package Facilities
	Full Time Service Qualified Experienced Consultant	.823			
	Certified Ayurvedic Pharmacy	.802			
	Organic Cottages Garden	.695			
	Full Time Service Experience Therapist	.622			
	Herbal And Natural Accessories	.618			
	Homely And Attentive Service	.597			
3.	Promotion awareness	.949	8.823	8.823	Promotion
	Information accessibility	.939			
	Information clarity and accuracy	.920			
	Fast and accurate confirmation	.706			
4.	Clean and hygiene	.882	1.685	7.327	Eco-environment
	Natural and eco friendly	.851			
	Ambience of guest room treatment	.708			
5.	Booking easy procedure	.891	1.289	5.602	Easy accessibility
	Genuine networks with booking agents	.709			
Kmo Measure of Sampling Adequacy		.821			
Total Variance Explained		76.693%			

Note: (1) Factor loadings; (2) Eigen values; (3) Percentage of variance

KMO and Bartlett’s test of Sphericity was significant (Chi-Square 5832.120, p<0.000)

The KMO measure of sampling adequacy was higher at 0.821 and the value exceeded the recommended value of 0.60 (Kaiser, 1974). The two results of KMO and Bartlett’s suggests that the data is appropriate to proceed with the

factor analysis. Principal Component Analysis revealed five factors with Eigen value exceeding 1.0, explaining the variance up to 76.693 first factor variance 38.088%, second factor 16.853%, third factor 8.823%, fourth factor 7.327% and fifth factor 5.602% respectively.

To determine the important factors of tourist perception and ayurveda spa, Varimax Rotation performed for 23 items, resulting five factors explaining 76.693 percent of total variance. The factors were labelled according to the variables below them, on factor loading being greater than 0.60. Thus, factor analysis performed resulted five factors i.e. Amenities, Spa Package Facilities, Promotion, Eco-environment and Easy Accessibility. The reliability measures exceeded the minimum value of 0.60. Therefore, these factors influence the tourist perception and ayurveda spa.

## 9. Conclusion

The present competitive global scenario and technology driven lifestyle is affecting the physiological and moreover the psychological wellbeing of people in the 21<sup>st</sup> Century. High stress levels with long working hours

are motivational factors for more relaxing, rejuvenation and de-stressing holidays. Detox diets along with mental wellbeing packages is a upcoming trend and suppliers are tapping this potential.

In Goa Ayurvedic spas at resorts/hotels are mushrooming where guests are pampered with a energising experience with the use of Ayurvedic therapies. Consumers of Ayurvedic tourism are diverse and the tourist flow to Goa is ever increasing. Hence, Goa has got the opportunity to earn millions of rupees with health tourism and its products. It has exotic environment, qualified doctors, consultants, reputed health care services and an upcoming specialised AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) Therapy Centre for health tourism. In today's culture spa plays an significant role and therefore, to attract and retain customers, health tourism providers need to understand the value of marketing.

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# Peace Building Through Sustainable Tourism Development-Regional Community Approach

Priyanka Sharma & Nikhil Singh Charak

## ABSTRACT

The growth of tourism industry can have a significant impact on the overall growth of a region, reason being, its capability to generate employment and trade. Tourists are conflict sensitive and response positively to peace. The relationship between peace and tourism is very interesting because both are complimentary to each other; tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. People throughout the world along with their customs play a significant role to foster peace. Tourism provides an effective tool for promoting peace which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. Tourism and travel industry is the world's largest industry which helps in bridging the gap amongst communities, religions and different cultures. The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment. Tourism doesn't involve any borders or hatred and offers positive experiences to the tourists. The aim of the study is to identify the regional community's participation regarding tourism development across the countries which could play significant role in destination development along with inducing peace perspectives across the nations. Current study would try to study the participation of local community towards achieving sustainability in regional tourism in India as well as in Jammu for peace building in the region.

**Keywords:** *Border Tourism, Peace, Community Involvement.*

## Introduction

Tourism industry is one of the world's leading industries in terms of source of income and employment (UNWTO, 2017). Tourism also plays an important role in bridging the gap between various cultures and religions at a global level and thus helps in cross cultural communication which is directly fostering peace among various nations. The relationship between peace and tourism is very interesting because both are complimentary to each other; tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. Tourism is explained as movement of people connecting the crossing of cultural boundaries for the objectives of business, study, pleasure or leisure. Tourism as a strategy to promote peace by solving the problems of poverty,

unemployment, etc. Effective inter-linkages need to be established between "tourism initiatives" and "peace" for sustainable tourism development. Cross-cultural interaction results in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment. Tourism doesn't involve any borders or hatred and offers positive experiences to the tourists. This research is focusing on the community's participation regarding tourism development across the countries which could play a significant role in destination development along with inducing peace perspectives across the nations. The growth of tourism industry with the help of community participation can have a significant

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impact on the overall growth of a region and maintaining peace, reason being, its capability to generate employment and trade. This paper is investigating the role of tourism and local community in peace building process.

In the current scenario at global level, tourism has been recognised as the promoter of peace and communal harmony. Tourism has been envisaged as a tool for communal integrity and decision within a alienated society. The relationship between peace and tourism is very interesting because both are complimentary to each other. Peace can't be definite as an exact situation. "Peace is a vital prerequisite for travel and tourism and all aspects of human growth and development." Tourism can be essential force for peace and alternatively tourism needs peace for its expansion and prosperity. Tourists are generally sensitive to event of war, violent behaviour because "such events risk a peaceful and undisturbed holiday." Now-a-days tourism is affected by war, terrorism and state violence to a great extent and countries highly dependent on tourism for nation economy growth which are reduced by the decline number of visitors. They avoid visiting places with a negative reflection and simply switch to another destination when they find there is no serenity in their destination. There are many countries throughout the world where heinous violent incidents have resulted into negative impact on the tourist's inflow to those countries. Peace is an intangible attribute that is complicated to measure. Peace refers as peaceful relationships not only between nations, but also between groups and communities, between individuals, between people personality and nature. The conceptualization of culture and peace cannot be imported or imposed from outside but must develop out of the culture of the people concerned. The peace through tourism scheme stands on the belief that cultural perceptions can promote attitude change and hence facilitate peace (Jimenez & Kloeze 2014). Peace building can generate social harmony and equal participation in development main streaming creating the foundation for lasting peace (Liu & Pratt, 2015). Tourism is beneficiary for both negative and positive peace. Positive Peace is the absence or reduction of violence of all kinds, whereas negative peace leads to violence and conflict. Satani, K. (2003). The tourism could further bring desired level of closeness among the people and may go a long way in creating peaceful environment.

Participatory culture is not a feature similar to all communities. Cultural remoteness of

communities to tourism is, in fact, a limitation to local participation in most of the north-eastern states of India. Community participation in local affairs, including tourism, is not alike among traditional communities. Flexibility is an essential ingredient of any form of participatory tourism development approach. There were communities in which the provision for public involvement is engraved in their cultural mores. The removal of cultural barriers to participatory tourism development is not an easy development attempt; it requires extensive educational process. Tourism is making contribution for peace when it contributes towards (works) abolishment of war, elimination of violence, awareness and action for expansion of global and environmental issues (Satani, 2004). Tourism for peace brings hosts and guests together in a particular country. Tourists are also sensitive to wars because violence in their holiday destination can be threat to their lives and can deprive them of relaxed and carefree holidays (Neumayer, 2004). Those visiting it, mutually learn about peace by understanding and realizing varied cultural beliefs, art, music, foods, stories, spiritual ceremonies, and by linking with the natural world. Further, responsible tourism is also a principle of sustainable tourism as well as world peace (Wai Leong, 2008). Besides this, They avoid visiting any place with violence and might choose any alternative destination with stable conditions. Tourism should be considered in such a way that local community should be at advantage and if every member performs their role actively tourism must lead to peace. Every traveller must keep in mind that every place has their own way of life, values and beliefs which they should respect and this would develop harmonious relationship among the hosts and the travellers and its impact on peace building process. The growth of tourism industry can have significant impact on the overall growth of a region, reason being, its capability to generate employment and trade. Tourists are conflict sensitive and response positively to peace. Peace and sustainability, measured as the indicator of expansion are vulnerable due to a numerous of conflicts-Social, economic, political, cultural and environmental. Tourism which holds the key for the promotion of peace and sustainability. This paper examines the importance of sustainable development as an essential element for building peace to promote tourism and community participation in it. Peace through tourism is the reduction and eventual elimination of the conditions that lead to the violence. Thus, the purpose of the

study is to understand examining the role of community in the development of peace culture through tourism. The current study is analysing the importance and linkage of tourism in peace building process at regional as well as global level.

### Review of Literature

The authors in the past had suggested to explore the links between environment protection, poverty alleviation and heritage protection with peace. Further, Aghazamani and Hunt (2015) identified that tourism as a vehicle for promoting peace, diplomacy and human security. They also believed that tourism could greater contribute to peace between historical adversaries. Besides this, tourism visitation is more beneficial for economic, social and environmental developmental which needs to be further explored. Moreover, Shin (2005) explored that the relationship between safety, security and peace tourism. The finding of this study is that peace is a mechanism for tourism development in DMZ (Korean Demilitarized Zone) area. They also suggested that the same topic should be explored. Pratt and Liu (2015) recognised that the relationship between tourism and peace across the different countries. The authors found that the impact of peace on tourism is much greater than the impact of tourism on peace. Jimenez and Kloeze (2014) revealed that peace through tourism is not only about nurturing understanding, but it is also linked to poverty alleviation, conservation of heritage, safety and security of environment and sustainability. The authors suggested that the bilateral relationship between peace and tourism should be explored. Upadhayaya et al. (2011) explored the relationship between tourism, conflict, and peace in Nepal. They stated that tourism can be an effective tool in coping with and responding to conflict and can be a mediator for peace by assisting in the development of supportive environment. They believed that sustainability of tourism highly dependent on peace, security and safety which need to be further explored. Kim and Coleman (2015) examined that the combined effect of individualism - collectivism on conflict styles and satisfaction. Future research agenda remarks that the ordinal effect of individualism and collectivism on conflict resolution. Yang et al. (2013) examined that social conflict in communities impacted by tourism. The authors suggested there is a need to establish a systematic theory about social conflict in

tourism that comprises such elements as the nature of conflict, conflict management, conflict resolution, etc. Serto (2013) identified that role of community in maintaining peace and security. Authors found that local communities enjoy being involved in the tourism sector because it enhances their key income resources and quality of life. The authors suggested that lack of local involvement in tourism development which needs to be further explored. The finding of this study is that community plays a significant role in maintaining peace and security. Future research agenda remarks that there is a lack of research on stability, security, peace and sustainable development. Further, Jaffar et al. (2015) explored that local community involvement in a rural tourism development in Kinabalu National Park, Sabah.

Community is the most important party, since it is they who will be most affected either positively or negatively by tourism planning and development. Therefore by identifying the attitudes of local populations, programs can be set up to minimize friction between tourists and residents (Zhang et al., 2006). Local people attitudes were crucial for successful and sustainable tourism development because an understanding of resident's attitudes and perceptions and how these perceptions were formed regarding tourism development would be valuable information for decision makers. Zhang and Lai Lei (2009) had stressed the issue that the differences between development local people environmental attitudes and behavioural intention of tourism development suggest that promoting local people environmental attitudes may had influences in local people involvement with tourism development, which may be a fundamental necessity for sustainable tourism development. The factors which influence resident's perceptions and attitudes, as well as the environment and the degree of the impact were likely to be different in each society. Social structure of a local community had a major bearing on its ability to absorb positively the different norms and values brought by tourists (Mansfeld, 1992 p 379). Nzama (2008) had stated that there is a strong positive relationship between the extent of the local people in tourism development and their perceptions towards an increase in tourism development. Harrill (2004) highlights Residents with the most economic gain were the most supportive of the tourism industry. Because tourism development usually involves a tradeoff between economic benefits and environmental or cultural costs, residents cope by downplaying the negative impacts based

and emphasizing the economic gains to maintain satisfaction with their local people (Dyer et al., 2007; Cavus and Tanrisevdi, 2003; Faulkner and Tideswell, 1997). Tourism also offers community opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives (Kumar et al 2009). Interactions between local people and tourists can impact positively in terms of creating opportunities, bringing societal peace, integration of different cultures and negative manners in the form of associated problems. Tourism can improve the quality of life in an area it can be done by increasing the number of attractions, recreational opportunities, and services.

This study also emphasis on the notion of peace through tourism encompassing poverty alleviation, International understanding, Preservation of heritage, protection of the environment, and sustainability, thereby highlighted the positive approach or way of looking at tourism and the positive roles of travel in regards to peace. The importance of reconstruction of current framework of tourism across the globe so that global peace can be prevailed (Satani 2004). Peace through tourism stands on the belief that cultural understanding can promote attitude change and thus facilitate peace. This paper commenced with the definition of peace and tourism, and eventually discussed the impact; tourism has on the lives and environment of both tourists and people in the destinations. Further, this study also explained the possibilities that tourism can be catalyst to promote track one diplomacy and to develop or maintain negative peace, at the same time it emphasis on the importance of channelling the efforts in tourism towards positive peace. In addition to this, tourism plays a major role in spreading peace, as it operates at the most basic level by spreading information about personalities, beliefs, aspirations, perspective, culture and politics of one country to the citizens of another. Expansion of tourism through community contribution not only relates to the decision making method, but also helps in its sustainability (D' Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988). Besides this, "Tourism as a catalyst for peace", therefore, the aim of the study was to establish the fact that tourism fosters peace on the ground that it brings people together, promotes mutual respect and understanding, creates a base for culture exchange, offers economic and social benefits and even reduces the chances of possible tension (Neupane,2013) Diverse communities had

their own culture and traditions. In budding countries there is a require for local community to contribute and supervise tourist performance (Cater, 1994). Community contribution in the decision making method in developing countries is always limited (Dola and Mijan, 2006).

The term 'communities' means "one needs to know what makes a community" (Agrawal and Gibson 1999). In additional note that local resident people frequently have expected rights related to the area and its natural resources and a strong affiliation with the area culturally, socially, economically. According to Bushel and McCool (2007), local communities have historically coexisted with the restricted areas - the key tourism attractions. Tourism development and upkeep of a particular destination that doesn't involve the local communities' rights will not be able to succeed; hence the participation of local communities cannot be overshadowed because of their important role (Figgis and Bushell, 2007). Community attitudes were significant for sustainable tourism development because the attitudes and perceptions of a community which are created regarding tourism development would be of precious information for decision makers. Thus by identifying the attitude and perception of local community, programs can be set up to minimize clashes between tourists and residents (Zhang et al., 2006). In addition to this, Zhao and Ritchie (2007) recognised that communities as a way of contribution and as the input of the local workers may pursue tourism-related economic activities as paid or self-employed workers. Community has been described by various literatures as a homogenous social structure with collective norms and universal interest (Agrawal and Gibson 1999; Olsder and Van der Donk 2006). Saarinen, (2011) depicts that local communities as groups of people with a general identity and who may be concerned in a collection of related aspects of livelihoods. Local communities are considered as an important asset in tourism development as it is inside their premises that these activities take place. Local communities are also regarded as legal and moral stakeholders in tourism development (Haukeland 2011) because their interests affects and are affected by decisions of key policy makers (Mc Cool 2009). Timothy and Tosun (2003) Observed that there should a direct participation of local communities towards decision making process through which specific profit can be distributed to local community. Need of the hour for local communities is to actively contribute in the endorsement of tourist destination without which it will not be



possible to promote the destination and in turn developing the local community. Pongponrat (2011) noted that “local tourism development ensures that the needs of the local community. To attain long-lasting result, communities need to be active participants rather than reactive observers. (Niezgoda and Czernek (2008). They require people who are affected by tourism to be concerned in both the planning process and the execution of policies and action plans. Local communities can aggressively take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development.

### Objectives

To explore the community awareness and contribution across border destinations for peace initiatives.

To examine the linkage between peace and tourism.

To analyze the function of local community in tourism expansion of Jammu province.

### Relationship between Peace and Tourism

Peace is a condition that not only indicates the absence of violence but also sustains peaceful relationships among all levels of society. It was also found to have a direct relationship with tourism (Bhattari and Dahal, 2007; Grandon, 2007; Upadhayaya, 2009). Tourism is perceived as an approach which can supplement social and political reconciliation efforts in conflict settings. Peace and tourism can be considered as a term which declines or remove the situation that leads to violence. This concept increases the belief that these circumstances can be avoided through channels of tourism (Kelly, 2006). In other words, peace and tourism proposition stands on the belief that cultural understanding can promote attitude and can facilitate peace (Dovido et al., 2002). Further, the relation between tourism and peace is symbiotic. Tourism plays a vital role in promoting peace. If tourism is functioning with sustainable principles and practices, so it can have positive impacts in reducing the tension between visitors and host communities (Upadhayaya and Sharma 2010). Tourism can surpass government boundaries by bringing people together through the understanding of different cultures, heritages and beliefs. Infact, it is potentially one of the most important vehicles for promoting peace among the people of the world (Minho Cho, 2006). It was generally considered that

tourism and peace were inseparable. The forces unleashed by tourism are so powerful that they change apparently situations and bring about settlement where none was considered possible (Frangialli, 2004). The scope of peace and tourism initiatives contribute to international understanding and cooperation, an approved quality of environment, the preservation of heritage, and these initiatives help to bring about a peaceful and sustainable world. Besides this, tourism refers to the virtue of travelling and promoting international understanding and infused by culture in its various dimensions, and influenced throughout by relationships of power. Further, D’Amore (1988) viewed that tourists can take part by explaining the premise of two tracks of diplomacy. Track one referred to government to government interactions whereas track two refers people to people relations. Tourism works at the track two diplomacy level, creating the opportunities for tourists to get first hand experiences from ethnically different hosts, personalities, beliefs, aspirations, culture, political inclinations and life perspective (D’Amore, 1988). The notion of peace used in this conception is positive peace. Positive peace not only refers to the absence of violence (negative Peace) but also considers equity, social justice, harmony, cooperation among humans from different cultural patterns, and absence of cultural and structural violence (sandy and Perkins, 2002). Tourism and peace are two inter-related terms. Tourism is a means for unease reduction and peace building (Yu & Chung, 2001). ‘Tourism and Peace: The State of the Art’ – it would be extremely immature to believe that these contacts automatically lead to a refuse of injustices, a new, more liberal world view and better understanding each other. Tourism as an approach which promotes peace by solving the problems of poverty, unemployment, etc. Tourism plays an essential role in promoting world peace (Salazaz 2012). Further, tourism interventions are sets of expressions, language, and behaviours that depict places and peoples, and turn sites into easily consumable attractions. In other words, tourism is a social creation which deals with the many desires of people of the modern industrialized world. Besides this, tourism is a ground in which many individuals interact and discuss with one-another which creates a sense of brotherhood. Peace through Tourism is precisely the reduction and hopeful elimination of the conditions that lead to the violence (Jimenez & Kloeze, 2014).

## **Tourism Development and Peace Building-Role of Local Community**

Community participation in the decision making process in developing countries is always limited or secondary (Dola and Mijan, 2006). Development of tourism through community participation not only relate to the decision making process, but also helps in its sustainability (D'Amore, 1992; Green, 1995; Leslie, 1993; Murphy, 1988). Different communities have their own culture and traditions. Tourism development leaves effects on them. In developing countries there is a need for local community to participate and manage tourist activities (Cater (1994). Community attitudes are important for sustainable tourism development because the attitudes and perceptions of a community which are formed regarding tourism development would be of valuable knowledge for decision makers. Community is the most important party, because they will be affected by tourism planning and development. Thus by identifying the attitude and perception of local community, programs can be set up to minimize clashes between tourists and residents (Zhang et al., 2006). There is a positive relationship between community in tourism development and their perceptions towards an increase in tourism development (Nzama, 2008). Residents having more economic gain are most helpful for the tourism industry Harrill, 2004). Tourism helps to improve the quality of life in an area by increasing the number of tourist attractions, employment and recreational opportunities. It provides opportunity to local residents to interact with different people, make friends, learn about the world, and representing themselves to new perspectives (Kumar et al 2009). The tourism development involves a trade off between economic benefits and environmental costs (Dyer et al., 2007; Cavus and Tanrisevdi, 2003; Faulkner and Tideswell, 1997). The interactions between the community and the tourists have positive impact in creating opportunities, bringing peace, integrating different cultures.

## **Significance of Peace and Relationship with Tourism**

Tourism provides opportunities for promoting and understanding the way of life, intercultural relations, and resolution and thus encouraging participatory peace (Causecie, 2010; maoz, 2010; shin, 2010). Tourism helps to develop the better interaction between the visitors and locals and becomes a peace building process. Peace can be considered as the presence of desirable qualities

such as freedom, equal opportunity, and justice and the absence of undesirable qualities such as violence, terrorism and battle (D' Amore, 1988; Litvin, 1998; Muller, 2003). Tourism plays a vital role in developing and promoting peace through cultural exchange, beliefs, lifestyles etc. and by exploring cuisines, traditions, monuments, hospitality and diversity of various places. It is not only a contributor of peace, but there is a symbiotic relationship between each other. Tourism for Peace (TFP) brings hosts and guests together – those living in a particular country and those visiting it, together learn about peace by understanding different culture, art, cuisines, spiritual ceremonies, and by linking with nature. (Chauhan, V., and Khanna, S., (2007) attempt to examine the satisfaction of the tourist's in relation to tourist infrastructure that includes accessibility lodgings, contact, and civic amenities available in the Jammu and Kashmir. They suggested measures to improve the available infrastructure in order to enhance the tourist satisfaction. However community forms a major portion for tourism development.

As tourism is a beneficiary of peace and peace conveys hope for travel boom, tourism reciprocally has a key role in peace building by transforming itself in sustainable and participatory forms (Upreti and Upadhayaya, 2010). Tourism is a medium for trust and goodwill. Cultural considerate can transform attitudes and build peace. Tourism's role in peace building is also enacted through its involvement to poverty alleviation, cultural preservation and environmental conservation. Tourism involves cross- cultural interface among people of different nations and hence helps in building better understanding and peaceful relations. As a universal phenomenon and integral part of globalization, tourism seeks peace, stability, and tranquillity for its development and prosperity (Mihalic, 1996; Tarlow, 2006). On the other hand, tourism being a powerful socio-economic force and approachable to peace can also play a potential role of benefactor to diminish conflict and support post-conflict peace-building process.

## **Tourism Development: Communitarian Approach**

Local communities are also regarded as legal and moral stakeholders in tourism development (Haukeland 2011) because their interests affects and are affected by decisions of key policy makers (Mc Cool 2009). Timothy and Tosun, C. (2003). Local communities are considered as an important asset in tourism development as

it is inside their premises that these activities take place. Local communities can take part in identifying and promoting tourist resources and attractions that form the basis of community tourism development. Observed that there should a direct participation of local communities towards decision making process through which specific profit can be distributed to local community. Need of the hour for local communities is to actively participate in the promotion of tourist destination without which it will not be possible to promote the destination and in turn developing the local community.

Local communities are regarded as important asset, legitimate and moral stakeholders in tourism development. There are diverse actors included in tourism development, like private sector, government, donor agencies, civil societies and local people themselves. (Haukeland 2011. Mayers (2005) has divided stakeholders into sub categories: viz a viz stakeholders who influence decisions and the second group are those stakeholders who are influenced by decisions. The degree of involvement of local communities in diverse decision making and policy issues is determined by the extent to which they affect or are affected by these decisions and policies. In the same way, Pongponrat (2011) noted that local tourism development entails individuals who are influenced by tourism to be mixed up in both the planning process and the implementation of policies and action plans. This ensures that development channelize with the local people. If decisions concerning development of tourism in a region are not made in consultation with the local communities during the design stage, it will be impossible for the local communities to be involved during implementation (Niezgoda and Czernek 2008). There will be a very less support of local people in terms of developing tourism in the region so it is necessary to identify the stakeholders who would help in the development process. In fact wide participation of various stakeholders in the decision making process, would help in enhancing the knowledge and new ideas which, in turn, fosters understanding of regional problems and allows for generation of new and innovative solutions (Niezgoda and Czernek, 2008. Failure to do so can cause technical or political difficulties during implementation, and can significantly influence the success and outcome of the process.

Majority of the people within an mysterious culture travelling across the world and have been exposed to so many different cultures.

Cultural refers to 'ways of life' and everyday traditions as well as its manifestation in the form of buildings, sites and monuments. Tourism brings people of different places closer; this cross cultural interactions helps to build mutual trust, cultures, aspirations, offerings, requirements which pave way for dialogue and treaties among cultures, countries and classes. Iran and India also signed a Memorandum of understanding on tourism and started a cultural exchange program to improve people contacts between the two countries through the cultural program that give people an opportunity to understand each other's culture well. The interaction between the traveller and the host result in respect and mutual understanding, it brings for peaceful nations.

Peace cannot be preserved if the basic rights and fundamental freedoms of individuals or groups are violated and when discrimination and exclusion generate conflict. A culture of peace is intimately linked with a culture of rights and democracies. Education is at the heart of any strategy for construction of a culture of peace. The today world is search of an innovative culture and a familiar system of values and new behavioural outline for individuals, groups and nations, because, lacking them these values peace cannot be solved. It is through education that the broadest possible introduction can be provided to the values, skills, and knowledge that form the basis of respect for peace, human rights and democratic principles.

Although initially developed to help understand factors shaping people's behaviour and perceptions, both of the above studies support the idea of intercultural contact and experiences helping to dissipate stereotypes and misconceptions. Perceptions of various stakeholders and local community toward the development of tourism in a society should be taken as a first pace in tourism planning in order to make certain trust, cooperation, harmony and mutual benefit for all (Kuvan & Akan 2012). However, it is necessary to recognize that intercultural understanding in tourism is not always granted, as not all types of tourism create opportunities of real contact with the hosts. In the light of this findings and considering tourism as means of contact, it is possible to say that it does foster understanding. First, the type of tourism needs to offer these 'cultural understanding opportunities' (small scale tourism), second, the tourist needs to be willing to interact with the host and be interested in getting to know their culture and hearing

what they got to say (conscious or ethical traveller), and third, the host community must be willing to interact and share its cultural view with foreign tourists (welcoming hosts).

**Research Methodology**

Convenience sampling was done to the length of border regions of Jammu and Kashmir. Sampling size of 313 were taken from the inhabitants living near border areas of Jammu and Kashmir. The structured questionnaire is used on the basis constructs required after applying the 5-Point Likert’s Scale instrument. Secondary data was collected from journals related to border tourism and peace, books, reports and articles.

**Data Analysis and Interpretation**

For all the structured questionnaires, a reliability test was done using SPSS16 software. The alpha value for all the constructs developed for the survey was calculated to .821 which satisfies the reliability criteria of the survey instruments for the study..Data collection with sample of 313 respondents took place at J&K state in which it was found that 68.51% are males while as 31.49% are females. In order to clarify the community perception towards border tourism promotion and peace building process. To perceived the impact of the tourism development and peace building process across Indian borders, (Table 1)the descriptive analysis is applied i.e. mean value and standard deviation which signifies the variance of the data.

**Table 1: Descriptive Analysis**

Variables no	Items	Average	Standard Deviation
V1	Tourism helps to build mutual understanding among people	4.19	0.55
V2	Border tourism will help to develop economy of the community	4.31	0.60
V3	Border tourism will help to cross cultural promotion of the nations	3.90	0.69
V4	Tourism across borders will help to raise the quality of life of community	4.09	0.48
V5	Border tourism will promote peace process among the nations	3.56	0.91
V6	Promotion of border tourism will broaden the perspectives of political relations	3.56	0.79
V7	border tourism will help to fulfil infrastructure requirements of the destination across borders	3.51	0.77
V8	It will be safe if the border tourism is promoted in India	3.47	0.59
V9	I will participate in the tourism activity across border if promoted	3.82	0.58
V10	It will promote trade relations among nations	3.68	0.78
V11	Border tourism will not hamper the sustenance of destinations	3.46	0.58
V12	The term “border tourism” will grab the attention of tourists towards concerned destination	3.56	0.62
V13	Governmental support should be provided to such tourism initiative	4.46	0.49
V14	Border tourism will increase the employment opportunities among youth of the concerned destinations	4.43	0.49

**Exploratory Factor Analysis**

To define the underlying constitution called factors among the variables in the analysis, exploratory Factor analysis is used to. For the purpose of this study, factor analysis was used

on 14 variables. The result of initial (first run of) factor analysis on 14 independent variables showed the value of KMO and communalities meet the threshold criteria and significance level of Bartlett’s test of sphericity was 0.00 (Table 2 and 3).

**Table 2: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.592
Bartlett's Test of Sphericity	Approx. Chi-Square	1705.346
	Df	91
	Sig.	.000

**Table 3: Communalities**

	Initial	Extraction
VAR00001	1.000	.546
VAR00002	1.000	.781
VAR00003	1.000	.756
VAR00004	1.000	.719
VAR00005	1.000	.761
VAR00006	1.000	.735
VAR00007	1.000	.653
VAR00008	1.000	.602
VAR00009	1.000	.697
VAR00010	1.000	.677
VAR00011	1.000	.851
VAR00012	1.000	.656
VAR00013	1.000	.747
VAR00014	1.000	.461

*Extraction Method: Principal Component Analysis.*

Factor analysis on all the selected 14 items was conducted using Varimax rotation. Four factors having eigen value above 1 was further

found relevant for the study (Table 4). Total variance explained was 31.074% with KMO value 0.592. Barlett’s test of sphericity was significant (p<0.01).

**Table 4: Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
VAR00001	.636	.141	.037	-.277
VAR00002	.489	.346	-.478	-.411
VAR00003	.588	-.421	-.318	-.274
VAR00004	.092	.631	.415	-.374
VAR00005	.638	-.431	.150	.381
VAR00006	.742	-.421	.002	-.067
VAR00007	.692	.116	-.246	.081
VAR00008	.468	-.256	.392	.152
VAR00009	.471	.379	.040	.452
VAR00010	.743	-.139	.172	-.270
VAR00011	.545	-.011	.284	-.128
VAR00012	.473	.398	.487	.190
VAR00013	.367	.314	-.460	.489
VAR00014	.518	.357	-.221	.080

*Extraction Method: Principal Component Analysis.*

Factoranalysis has been conducted on sustainable tourism development and peace building process across border derives four factors which in turn may help to promote border areas in lieu of community interest (Table4). The mean value and standard deviation itself clears the above statement, as the mean value and standard deviation for the Economic benefits (F1=3.81\*/0.35\*\*), Social benefit (F2=4.097\*/0.48\*\*), Destination promotion (F3=3.56\*/0.627\*\*), Tourism support ini-

tiative (F4=4.46\*/0.499\*\*) (\*= mean/ \*\*= standard deviation of factors).

**Discussions**

Community is expected to coordinate and assists the participation processes. However results revealed that representation of limited support from the government or local authority. Further, finding of this study is that tourism contributes positively to Guest-Host relationship, regional

economy; increase in income and cross cultural understanding. Our study finding shows that there is significant and positive relationship between peace and tourism. Community play a major role in influential the development and promotion of sustainable destination. Further, this study reveals that community and tourism are significantly and positively related. Most of the respondents feel that there is an opportunity to learn from other people and Cultures. This somewhere shows that tourism can be an effective tool for promoting peace, which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. This study shows that local services have ability to cater with user demand. There is moderate increase in level of change in local services. The major implications of our study is that tourism awareness programs among the host community should be conducted timely so that the locals can take benefits from tourism and will contribute towards the tourism development. Besides this, tour operators should suggest the border-tourism destinations of Jammu region to the tourists and all the hidden border tourism destinations should be promoted in a right way.

- The local community must be involved in tourism projects and ensure that the benefits of tourism accumulate to them in right measure. Provide the essential support facilities and motivation to both domestic and foreign investors to encourage private investment in the tourism sector.
- There must be cultural related activities, events in the state of Jammu and Kashmir.
- Provide basic infrastructural facilities including local planning and zoning arrangements to enhance the tourism potential.
- Commence specific measures to ensure safety and security of tourists and efficient facilitation services.
- Organize overseas promotion and marketing of Jammu and Kashmir tourism.

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## Conclusion

As tourism is a major player in spreading peace, as it operates at the most basic level by spreading information about the personalities, beliefs, aspirations, perspective, culture and politics of one country to the citizens of another. Besides this, stakeholders play an integral part in formation of tourist friendly destination concept inculcating tourists, industries and hosts. Tourism is beneficial in peace building process which is also explained by Kelly (2006). The relationship between tourism and peace is reciprocal. There is a symbolic relationship in which both benefit each other. Cross border peace building process is challenging due to the complexities in perception among communities. It will be possible to establish a connection between peace and trade relations among nations. The study highlights that there is a difference in opinion regarding tourism and peace building process between local community and tourists. Tourism contributes positively to Guest-Host relationship, regional economy; increase in income and cross cultural understanding. This somewhere shows that tourism can be an effective tool for promoting peace, which in turn leads to cross-cultural interaction resulting in tolerance, national integration, compassion, goodwill, educational standards, justice and mutual respect for each other. All these factors further leads to fewer tensions among the residents and tourists relating to the attitudinal change. On the other hand, tourism leads to the overall societal development due to poverty alleviation, boosting up of regional economy employment creation and income redistribution.

## Future Research and Limitations of the Study

State in the past and currently been troubled due to cross-border violence and terrorism which affected the tourism industry. Therefore apart from the nature of the problem, other factors like geo-political, culture, demographics, intra & inter-regional diversity and so forth can also be considered for any kind of research related to border tourism and peace.

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# Food Safety Knowledge of Food Handlers Working in Catering Restaurants Across Delhi

*Heena Yadav, Ranjana Mahna & Tejmeet K. Rekhi*

## ABSTRACT

Food hygiene and food safety practices are must at every step of food production in catering industry particularly in hotels as food served must be tasty as well as safe for the consumers. This has a major impact on the public image of these organizations. Food Safety standards are laid by FSSAI to ensure sound implementation of food hygiene and safety practices by the food handlers at all steps of the food production cycle. Also, training plays an important role in imbibing sound work practices and also helps in their periodic reinforcement of these practices. The present study thus focused on studying the food hygiene and safety knowledge of food handlers in various catering establishments across Delhi. The study was conducted at 44 restaurants (14 QSRs and 30 FSRs). The results indicated that majority of the employees were males in age group of 20 to 29 years. Almost all the employees were male. The mean knowledge scores of food handlers working in QSRs ( $17.19 \pm 3.8$ ) was comparatively better than that of FSRs ( $13.3 \pm 3.7$ ). Positive correlation between the knowledge level of food handlers with the work experience and educational qualification was also observed.

**Keywords:** *Hygiene, Knowledge, Food Handler, Catering Establishment, QSRs, FSRs.*

## Introduction

Unsafe food has been a human health problem since history was first recorded, and many food safety problems encountered today are not new. According to WHO (2007), More than 200 diseases are spread through contamination of food and water with harmful bacteria, viruses, parasites, toxins or chemicals. Worldwide, food borne diseases are a major health burden leading to morbidity and mortality in developing nations and are a growing global concern. With globalisation and boom in tourism sector, eating out has become a common practice (Sudershanet *al.*, 2012).

Food hygiene and food safety forms an integral part of every catering industry as food served here is for human consumption and a high standard are needed to protect the health of consumers. When a food service opens its doors,

a responsibility to serve safe food is incurred. The professional operator also realises that way to assure long term success, it is imperative to value the quality of the food and service being provided to the customer (Vemula and Polasa, 2012).

The constant quest for products and service quality is a major challenge for food service establishments. Food hygiene and food safety has become an issue of great interest to everybody in the food sector when the United States FSIS Pathogen reduction or popularly known as the HACCP rule published in July 1996. These combine the concepts of HACCP systems with FSIS requirements for written Standard Operating Procedures (SOP's). Thus, HACCP and SOP's have become an important part of the food hygiene and safety systems in food catering units, especially the larger ones like hotels (Roday, 2015).

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In today's world hygiene and safety have become competitive edges for the establishments producing goods and providing services. Thus with an increasing importance on food hygiene and safety, many novel reference standards (SOP's) have come up, which clearly define the working of any food service establishments, the quality of food is assured and they are also compatible with smooth functioning of the unit (Jairath and Purohit, 2013).

Food handlers in catering sector have a crucial role in prevention of food borne illnesses. It is essential for them to have appropriate knowledge of correct food handling practices i.e Good Hygiene Practices (GHPs) and Good Manufacturing Practices (GMPs) laid down in form of SOPs. Food handlers lacking right knowledge may cross contaminate the food by handling raw and cooked food together or by processing vegetarian and non-vegetarian foods at the same time (Seaman, 2010). They themselves may also become carriers of pathogens in case of a disease and illness. They may also lack the correct knowledge of receiving, storage, time and temperature requirements for food processing, etc. Non adherence to food safety procedures is the main cause of outbreak of food borne illnesses for which an organisation has to pay heavy costs financial as well as moral (Ovca, Jevsnik & Raspor, 2014). Such outbreaks lead to:

- Loss of customers and sales
- Loss of prestige and reputation
- Law suits and the resultant lawyer and court fee
- Increased insurance premium
- Lower employee morale
- Absenteeism of employee
- Need for retraining newly recruited employees
- Embarrassment through the media
- Closure of the establishment (in case of severe food borne illness or death)

Several cases of food borne illness and their repercussion on health and cost involved have been reported in developing countries. Around, 80 million cases of acute gastroenteritis in US cost around 55 billion dollars in year 2000 (Vemula and Polasa, 2012). However, it is unfortunate that in developing countries like India where food borne outbreaks are far greater in number owing to poor environmental conditions and high temperature go unreported. Only sporadic reports pertaining to food poisoning appear in media but without systemic reporting or follow up regarding financial losses incurred. Serving

safe food is thus an obligation for every food service institution and this responsibility rest with its professionals that manage these (Yadav, Mahna and Rekhi, 2015).

Across the globe, all countries has under laid Food Safety Standards for various food sectors to prevent occurrences of food borne illness and ensure safe food to the citizens (Powell, Jacob & Chapman, 2011). In India, Food Safety and Standards Act, 2006 has under laid regulation for GHPs and GMPs for safe food handling in food establishments including catering establishments (Sigamany, Vasanthan and Kaliappan, 2017; Yadav, Mahna and Rekhi, 2015). Food Safety and Standards Authority of India (FSSAI) is the regulatory body in India responsible for implementation of FSSA, 2006 in India. FSSAI has developed guidance documents for implementation of GMPs and GHPs in various food businesses including catering sector (Shukla, Shankar and Singh, 2014).

The research paper presents the part data on the research study that assessed the food hygiene and safety of food handlers involved in food production in catering establishments. The study was conducted using a multiple choice knowledge questionnaire administered to the food handlers of select catering establishments.

### Significance of the Study

Food safety and food hygiene practices are important at every step of food production for quality assurance to the consumer. It should be therefore an integral part of procedures followed food establishments (Anand, 2011).

In India also catering sector contribute to one of the major economy from the food sector. There is a striking paucity of reliable data on important issues like Food safety practices, risk assessment and standard operating procedures of food service establishments. There have been fewer studies to evaluate the food hygiene and safety knowledge of food handlers in food service establishments in India, especially in restaurants (Sudershan, Rao, Polasa, 2012).

### Objectives

The present research study this focuses to

- Evaluate the food hygiene and safety knowledge of food handlers in catering sector.
- Study the correlation between the food safety knowledge with work experience and educational qualification of the employees.

## Methodology

### Knowledge Questionnaire Design

A knowledge questionnaire consisting of thirty multiple choice questions on important concepts of food safety such as time and temperature control, sources of food contamination, personal hygiene, were designed to assess the knowledge of food handlers. The correct answer was given a score of 1 and incorrect answer got no score at all. The questionnaire also included the completing instruction, background information, purpose of the study and confidentiality of results.

### Delivery of Questionnaire to the Subjects

The researcher visited each catering establishment under the study and administered the questionnaire to randomly selected employees. The questionnaire was administered during lunch and tea breaks of the employees. The incorrect answers were also discussed individually to determine if the question is misinterpreted. The correct answers were shared with the employees.

### Catering Establishments Under the Study

75 catering establishments located various regions of New Delhi were requested to be a part of this study. The researcher was completely dependent on the permission granted by the managers and owners of the establishment to conduct the study. Since, the researcher had no rights to entry and hence the study was only conducted on co-operation of managers and owners.

### Pilot Study

A pilot study on 30 food handlers in five catering establishment was done to perceive the clarity of questions, time requirement to complete questionnaire and identify best opportunities to administer the questionnaire to food handlers. The results of these assessments were not included in any further assessments.

## Results

### Catering Establishment Under the Study

Out of seventy five catering establishments approached only forty four organisations granted permission to conduct the study. These catering establishments included fourteen quick service restaurants and 30 full service restaurants. A total of 387 employees (239 from QSRs and 148 from FSRs) were completed the knowledge questionnaire.

### General Profile of the Food Handlers Under the Study

The information regarding general profile indicated that majority of the food handlers (93.4%) were in age group of 20-29 years. Also, it was observed that 99.9 per cent of the employees were male. These figures indicate that catering industry prefers to recruit male youths as food handlers due to long working hours and heavy work load. The educational qualification of the 82.4 per cent of food handlers was matriculate (or less). Further, catering establishments which have been functional for around 5 years prefer a minimum **work experience** of 2 years. In this study, it was noted nearly 47.5 per cent of the employees had experience of 5 to 10 years while 31 per cent of the employees had a work experience of more than 10 years. fourth of the employees had a work experience of less than five years or were "fresher" indicating that QSRs provide work opportunities for new comers also.

### Knowledge Level of the Food Handlers

The knowledge scores indicate that the majority of the food handlers were not very familiar with basic SOPs related to food safety and hygiene. It was observed that on an average food handlers obtained knowledge score of  $15.7 \pm 4.2$ . Food Handlers working in QSRs  $17.19 \pm 3.8$  in comparison with the food handlers in FSRs ( $13.3 \pm 3.7$ ). Food hygiene knowledge and practices of food handlers determines the success or failure of a food service establishment and therefore, it is crucial for food handlers to have a sound knowledge of the standards regarding food hygiene and safety implementation in the respective food service establishment. Minor deviations from established norms can have harmful consequences (Padmaja, 2004). Also, the knowledge scores obtained were categorised into three categories of Good, Average and Poor. Table 1.1 represents the category wise knowledge scores of the employees.

It was disheartening to observe that, nearly 80 per cent of the food handlers of QSRs and 73 per cent of food handlers of FSRs were in average category of scores and only 16.3 per cent of employees of Quick Service Restaurants and only 4 per cent of the employees were in good category of scores. On the whole in both type of restaurants, more than three fourth of the employees (~77%) scored average while only 11.6 per cent employees were in good category of score.

**Table 1.1: Classification of Knowledge Level of Food Handlers**

Category of Knowledge Level	Quick Service Restaurants		Full Service Restaurants		Total	
	Frequency (N)	Percentage (%)	Frequency (N)	Percentage (%)	Frequency (N)	Percentage (%)
POOR (0-10)	10	4.2	34	22.9	44	11.4
AVERAGE (11-20)	190	79.5	108	73.0	298	77.0
GOOD (21-30)	39	16.3	06	4.1	45	11.6
TOTAL	239	100	148	100	387	100

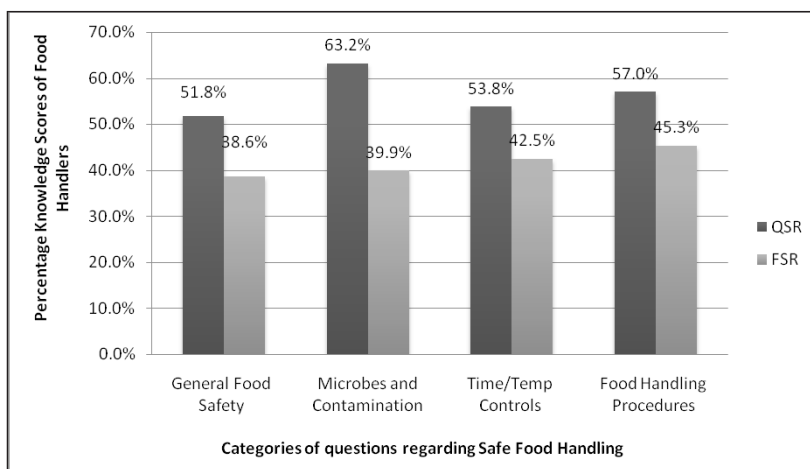
**Knowledge of Food Handlers on Various Concepts of Food Safety**

The knowledge questionnaire administered to Food handlers also covered important concepts of food hygiene and safety which are minimal requirements to ensure safe food handling in catering establishments. The per cent knowledge scores obtained for various aspects of safe food handling as depicted in Figure 1.1. Questions regarding **general food safety** are essential to assess the understanding of concept of food safety among food handlers (Ovca, Jevsnik&Raspor, 2014). It was disheartening to observe that 51.8 per cent of the food handlers in QSRs and merely 38.6 per cent in FSRs were familiar with the basic concepts of food safety.

Understanding the role of **microbes and key causes of cross contamination** in food is crucial for food handlers to adopt safe food handling practices (Jay., 2000). It was observed in the study that greater number of food handlers in QSRs (63.2 %) had an understanding of these concepts than from FSRs (39.9 %).

53.8 per cent of the food handlers in QSRs and only 42.5 per cent employees working in FSRs had thorough knowledge about safe food handling temperatures. This also indicates that a major per cent of employees in both categories of restaurants were lacking knowledge about safe food handling practices.

Handling food at adequate **temperature and time** is the key to preventing growth of microbes in food (Martins, Hogg & Otero, 2012). As bacteria grow in the ‘Danger Zone’, it is crucial to handle food at temperatures that does not promote proliferation of bacteria in food. Part II and V of Schedule 4 in FSS (Licensing and Registration of Food Businesses) Regulations, 2011 has also provided guidelines on cooking and holding food above temperature of 60° C and refrigerating below 5° C. It is important that food handlers understand the relevance of these temperatures and follow them diligently while preparing and storing food (FSSAI, 2011).



**Figure 1.1: Category Wise Knowledge Level Scores of Operational Level Employees**

**Safe food handling practices** must be followed at each step of the food production cycle to ensure food hygiene and safety (Kennedy et al, 2005; Panr& Lee, 2009). Knowledge scores indicated that 57 per cent of food handlers in QSR and only 45.3 per cent of employees in FSRs had adequate knowledge of safe food handling practices.

The above data also indicated the immediate requirement of training for them on food hygiene and safety. Periodic training ensures better understanding of the concepts and helps bring out a behavioural change among food

handlers. Also, a diligent monitoring system can make employees more responsible towards implementation food hygiene and safety practices while food processing.

**Correlation of Knowledge Score with Age, Salary, Work Experience and Educational Qualification of Food handlers**

Correlation between the knowledge scores with Age, Salary, Work Experience and Education Qualification of Operation Level Employees (N= 387) was evaluated; the results for which are depicted in table 1.2

**Table 1.2: Correlation of Knowledge Score with Age, Salary, Work Experience and Educational Qualification of Food handlers (N=387)**

Knowledge Score vs.	Category	r Value	p Value
	Age	-.013	.801
	Salary	.32	.005
	Work Experience	.344	.001
	Educational Qualifications	.153	.003

It is crucial for the food handlers, especially those handling good to have a sound knowledge of food hygiene and safety. Education combined with first-hand experience is the key methods to learn in catering business (Jianu and Chis, 2012). Table 1.1 indicates a strong correlation between the knowledge scores and the education level of operation level employees and also a positive correlation between knowledge level and work experience of the food handlers. This clearly indicates that food handlers with technical knowledge about food and beverage and with greater years of on hands experience scored comparatively better than their counter parts with lesser education qualification and work experience. A positive correlation was also observed between the salary of the Food handlers and knowledge scores indicating that food handlers with good knowledge of food safety and other key requirements of catering industry are offered a higher salary package than the employees who lack relevant knowledge in the field. Salary in turn also acts as a motivational factor for the employees to gain knowledge in the field to improve their skills.

**Conclusions**

Food hygiene and food safety must be maintained at every stage of food production in all food service establishments. This is done to ensure that the food produced is of good quality and safe for consumption. The catering establishments should have their SOPs in place based on GHP, GMP and HACCP practices laid by the regulatory bodies. Regular trainings shall be provided to employees for implementation of these practices. The current study focussed on evaluating food safety knowledge of food handlers working in catering establishments across Delhi. The results indicated that majority of the food handlers were male and in youth category to fulfil the requirement of strenuous labour and long hours required in catering sector. The results of the knowledge questionnaire also indicated the overall knowledge of food handlers working in QSRs is better than those working in FSRs. This can be attributed due to the regular training programs being conducted in QSRs. There is a strong correlation between the knowledge scores and education qualification. Correlation was also observed between knowledge scores and the work experience.

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# Satisfaction of Tourists Visiting Major Destinations of Chhattisgarh

**Abhishek Chakraborty & Souren Sarkar**

## ABSTRACT

**Introduction** - The study is conducted to collect information about Satisfaction of Tourists visiting major Destinations of Chhattisgarh to identify the need of visitors and address them.

**Purpose** - The study aimed to analyze the requirement of standardization of tourism activity at Chhattisgarh.

**Design/Methodology/Approach** - Primary Data from respondents visiting various destination of Chhattisgarh has been gathered.

**Findings** - Results show that there is a huge gap and tourism activity has to upgrade to a level so that it may contribute towards economic reward & fortify society.

**Research Limitations/Implications** - Respondents were reluctant to answer the questionnaire.

**Keyword(s):** Satisfaction, Tourism, Destination.

## Introduction

India has a lot of tourism resources to offer to the tourists of the world & thus tourism industry is flourishing in our country with strong credentials offering all types of tourism products becomes a strong reason to pull inbound tourist from different parts of the world (MRSS India, 2016) some strengths of our country regarding this are easy immigration procedures, fair usage of information technology to disseminate information, competitive pricing of tourism facilities thus tourism has grown but when state wise division is made Chhattisgarh contributes very less to the industry.

Chhattisgarh offers astonishing tourist destinations to its tourists that include ancient monuments, wildlife, ancient caves, waterfalls, Buddhist sites, palaces, rock paintings, unusual natural landscapes, lush green forests (Govt Of India) as the state is situated in the heart of India, is endowed with a rich cultural heritage and attractive natural diversity huge opportunity for tourism industry is there (Know India)

## Literature

(IBEF, 2018) Presently in India Tourism accounts for 9.6 per cent of the GDP and in terms of foreign

exchange earnings it is 3rd largest for the country & (UNWTO, 2017) is expected to reach 15.3 million by 2025 thus the strong momentum is expected to continue in the coming years a projection is made international tourist arrivals will grow in Asia and the Pacific by 5%-6% more all these projections are making tourism sector more demanding and a good avenue to make money by the investors for coming years (IBEF, 2018) direct contribution of travel and tourism to GDP is expected to reach US\$ 147.96 billion by 2027. Offering a diverse portfolio of niche tourism products India is developing a large market for travel and tourism in the world. (IBEF, 2018) India ranked third among 184 countries in terms of travel & tourism's total contribution to GDP in 2016. (FEEs, 2017).

Tourism destination has been defined in various ways by different authors. (Gunn, 2002) it can be an area that contains a critical mass of development that has the potential to satisfy traveler needs. (Keller, 1998) Attraction can be the reason for a tourist for a particular place India due to its geographical and cultural diversity becomes one of the favorite destinations for the visitors. (Buhalis, 2000) A destination can also well thought-out to be a combination of tourism products that offering integration of different experience to potential visitors.

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**Tourism of India**

(Ministry of Tourism, 2018)A blend of traditions, culture and vibrant geographies, India is a destination with Snow Mountains, sea coasts green forest, Places of spiritual & religious significance including many events making it multicolored country destination capturing the heart of every tourist.(Govt Of India)There are 29 states and 7 Union territories in the country.Every state in the country contributes towards tourism & has some distinct feature to offer tourist and the visitors some states have developed tourism activity and some are at developing phase.

Out of the 29 States Chhattisgarh (IBEF , 2018), came into being on November 1, 2000. Fortunate to have a low population density& fairly good literacy rate but as far as tourism as a industry is considered Chhattisgarh has huge scope of development although few initiatives have been taken by the state Government like (MRSS India, 2016)combined expansion of particular tourism areas and constructivecollaboration between Government and Private Sector, infrastructural development & up gradation of available human resources,reinforcing the institutional machinery.

**Research Methodology**

- I. Sampling design and data collection** - The data has been collected from visitors visiting various destinations of Chhattisgarh.
- II. Target population:** Sampling elements - tourists visiting Chhattisgarh ; and
- III.Sampling units-** individuals (in the case of couples/families/groups, everyone in the group could be a sampling unit)
- IV.Sampling frame** - Sampling is done at the from visitor visiting 13 important tourist destinations more than 200 samples were

collected out of which 147 were valid for the study.

**V. Sampling technique:** Convenience sampling from 147 respondents.

**VI. Time frame:**November2017toApril2018,November -Maybeingthetouristseasonin

**Hypothesis**

- H<sub>1</sub>:**There is significant difference in opinion of tourist at different tourist destinations.
- H<sub>2</sub>:**There is significant difference in popularity of tourist destinations among tourists.
- H<sub>3</sub>:**There is significant difference in Safety of tourist destinations among tourists.
- H<sub>4</sub>:**There is significant difference in ease of transportation of tourist destinations among tourists.
- H<sub>5</sub> :**There is significant difference in development of tourist places without harming natural resources of tourist destinations among tourists.
- H<sub>6</sub>:**There is significant difference in Climatic conditions of tourist destinations among tourists.
- H<sub>7</sub>:**There is significant difference in friendliness of local people of tourist destinations among tourists.
- H<sub>8</sub>:**There is significant difference variety of shopping possibilities of tourist destinations among tourists.
- H<sub>9</sub>:**There is significant difference general qualities of tourist destinations among tourists.
- H<sub>10</sub>:**There is significant difference in pricing policy of tourist destinations among tourists.
- H<sub>11</sub>:**There is significant difference in staying worth at tourist destinations among tourists.
- H<sub>12</sub>:**There is significant difference in overall satisfaction level of tourist destinations among tourists.

**Demographic Profile**

Age wise Classification of Subject								
Age	Male		Female		Grand Total		Statistics	P-Value
	N	%	N	%	N	%		
Range							Pearson Chi-square: 125.08	0.000
18-25	33	47.1	29	37.7	62	42.2		
26-40	14	20.0	19	24.7	33	22.4		
41-55	12	17.1	18	23.4	30	20.4		
Above 55	11	15.7	11	14.3	22	15.0		
Grand Total	70	100	77	100	147	100		

Classification on the basis of Income per Month of subjects								
Income per Month	Male		Female		Grand Total		Chi-Square Value	P-Value
	N	%	N	%	N	%		
Below 10000	23	32.9	31	40.3	54	36.7	Pearson Chi-square: 112.2	0.000
10000-25000	26	37.1	19	24.7	45	30.6		
25000-50000	8	11.4	12	15.6	20	13.6		
50000-100000	13	18.6	15	19.5	28	19.0		
Grand Total	70	100	77	100	147	100		
Classification on the basis of Occupation of subjects								
Occupation	Male		Female		Grand Total		Chi-Square Value	P-Value
	N	%	N	%	N	%		
Self Business	24	34.3	15	19.5	39	26.5	Pearson Chi-square: 44.7	0.000
Service	41	58.6	27	35.1	68	46.3		
No-Job	5	7.1	35	45.5	40	27.2		
Grand Total	70	100	77	100	147	100		

**Age-Wise:** The 147 response obtained, their age-wise distribution is shown in table. In the age band 18-25, total 62 responded which accounts to 42.2% of the total sample with mean age of 21.67 years and standard deviation of 1.62. In the age band 26-40, total 33 people responded which accounts to 22.4% of the total sample with mean age of 30.96 years and standard deviation of 1.46. In the age band of 41-55 years, 30 responses achieved which are 20.4% of the total sample with mean age of 45 years with standard deviation of 3.32. In the last age group above 55 years have mean age of 57.18 years with standard deviation of 2.98. From this table it can be seen that test statistic is statistically significant: Pearson Chi-square = 125.08,  $p < .05$ . Therefore, we can reject the null hypothesis and conclude that there are statistically significant differences in the age-band of the male and female respondents.

**Income Per month:** The 147 response obtained, their monthly income distribution is shown in table, having mean income of Rs. 8,424 for less than Rs. 10,000 per month which comprise of 36.7% of sample. In the income band 10,000-

25,000, are having 45 respondents which accounts to 30.6% of the total sample. In the income band 25000-50000, 20 people responded which accounts to 13.6% of the total sample and for income range of 50,000 to 100000, 28 people responded which accounts for 19% of total sample. From this table it can be seen that test statistic is statistically significant: Pearson Chi-square= 112.2,  $p < .05$ . Therefore, we can reject the null hypothesis and conclude that there are statistically significant differences in the income per month of the male and female respondents.

**Occupation:** Out of total response 26.5% (39) of the response is that they are retired and are currently have no job while 26.5% (39 out of 147) are having their own business and are busy with their business while 46.3% of the total respondents are in job or service. From this table it can be seen that test statistic is statistically significant: Pearson Chi-square=44.7,  $p < .05$ . Therefore, we can reject the null hypothesis and conclude that there are statistically significant differences in the occupation of the male and female respondents.



Classification on the basis of places visited by tourists						
Tourist Place	Male		Female		Total	
	N	%	N	%	N	%
Achanak Marg	2	2.9		0.0	2	1.4
Bhoramdeo Temple	4	5.7	6	7.8	10	6.8
Champaranya	2	2.9	3	3.9	5	3.4
Dhamtari	2	2.9	1	1.3	3	2.0
Dongargarh	25	35.7	30	39.0	55	37.4
Ghatarani, Jatmayi, amarkantak	3	4.3	2	2.6	5	3.4
GirodhpuriDham	2	2.9	2	2.6	4	2.7
Jagdalspur	7	10.0	11	14.3	18	12.2
Kawardha	1	1.4		0.0	1	0.7
Mainpat	7	10.0	6	7.8	13	8.8
Manghata		0.0	1	1.3	1	0.7
Rajim	3	4.3	6	7.8	9	6.1
Ratanpur	2	2.9	1	1.3	3	2.0
Shirpur	3	4.3	3	3.9	6	4.1
Tirathgarh Water Fall	7	10.0	5	6.5	12	8.2
<b>Grand Total</b>	<b>70</b>	<b>100</b>	<b>77</b>	<b>100</b>	<b>147</b>	<b>100</b>

The above table describes the various proportions of tourists at different tourist destination of state of Chhattisgarh. The collected data represents

15 different tourist destination of the state. The collected data shows difference in tourism of males and females according to their preferences.

H1: There is significant difference in opinion of tourist at different tourist destinations.			
Ranks			
	Tourist Places	N	Mean Rank
Tourist Opinion	AM	2	70.50
	BT	10	59.80
	CP	5	70.50
	DT	3	109.17
	DGG	55	79.98
	GJA	5	60.70
	GD	4	99.50
	JP	18	49.33
	KW	1	70.50
	MP	13	72.23
	MG	1	70.50
	RJ	9	76.44
	RP	3	109.17
	SP	6	68.08
	TWF	12	80.54
	Total	147	
Test Statistics <sup>a,b</sup>			
	Tourist Opinion		
Chi-Square	17.775		
Df	14		
Asymp. Sig.	.217		

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.217), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null hypothesis. Thus it can be concluded that there is no significant difference in opinion of tourist at different tourist destinations.

**H<sub>2</sub>: There is significant difference in popularity of tourist destinations among tourists.**

**Ranks**

	Tourist Places	N	Mean Rank
Tourist Place Popularity	AM	2	44.25
	BT	10	50.95
	CP	5	69.90
	DT	3	52.17
	DGG	55	73.65
	GJA	5	81.30
	GD	4	96.50
	JP	18	63.78
	KW	1	68.00
	MP	13	90.65
	MG	1	68.00
	RJ	9	93.33
	RP	3	106.00
	SP	6	68.17
	TWF	12	75.13
Total		147	

**Test Statistics<sup>a,b</sup>**

	Tourist Place Popularity
Chi-Square	14.781
Df	14
Asymp. Sig.	.393

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

**H<sub>3</sub>: There is significant difference in Safety of tourist destinations among tourists.**

**Ranks**

	Tourist Places	N	Mean Rank
Safety	AM	2	84.00
	BT	10	83.30
	CP	5	83.50
	DT	3	100.17
	DGG	55	73.89
	GJA	5	113.10
	GD	4	96.13
	JP	18	61.25
	KW	1	84.00
	MP	13	70.23
	MG	1	84.00
	RJ	9	79.94
	RP	3	83.17
	SP	6	44.75
	TWF	12	60.33
Total		147	

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.393), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject

null hypothesis. Thus it can be concluded that there is no significant difference in popularity of different tourist destinations among tourists.

**Test Statistics<sup>a,b</sup>**

	Safety
Chi-Square	15.265
Df	14
Asymp. Sig.	.360

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.360), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null

hypothesis. Thus it can be concluded that there is no significant difference in safety of different tourist destinations among tourists.

**H<sub>4</sub>: There is Significant Difference in Ease of Ransportation of Tourist Destinations Among Tourists.**

**Ranks**

	Tourist Places	N	Mean Rank
Ease of Transportation	AM	2	40.00
	BT	14	95.54
	CP	5	68.50
	DT	3	105.17
	DGG	57	70.82
	GJA	5	73.80
	GD	5	63.80
	JP	14	60.89
	KW	1	90.00
	MP	11	79.41
	MG	1	90.00
	RJ	13	75.50
	RP	2	40.00
	SP	8	84.69
	TWF	6	72.08
Total	147		
Test Statistics <sup>a,b</sup>			
			Ease of Transportation
Chi-Square			12.112
Df			14
Asymp. Sig.			.597

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.597), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject

null hypothesis. Thus it can be concluded that there is no significant difference in ease of transportation of different tourist destinations among tourists.

**H<sub>5</sub>: There is Significant Difference in Development of Tourist Places without Harming Natural Resources of Tourist Destinations Among Tourists.**

**Ranks**

	Tourist Places	N	Mean Rank
Development of Tourist Facilities	AM	2	96.00
	BT	10	59.75
	CP	5	61.50
	DT	3	69.00
	DGG	55	77.07
	GJA	5	104.70
	GD	4	62.25
	JP	18	57.28
	KW	1	15.00
	MP	13	74.81
	MG	1	139.50
	RJ	9	91.22
	RP	3	69.00
	SP	6	58.08
	TWF	12	85.67
Total	147		
<b>Test Statistics<sup>a,b</sup></b>			
	Development of Tourist Facilities		
Chi-Square	18.004		
Df	14		
Asymp. Sig.	.207		

*a. Kruskal Wallis Test*

*b. Grouping Variable: Tourist Places*

**H<sub>6</sub>: There is Significant Difference in Climatic Conditions of Tourist Destinations Among Tourists.**

**Ranks**

<b>Ranks</b>			
	Tourist Places	N	Mean Rank
Climatic Conditions	AM	2	52.75
	BT	10	50.85
	CP	5	87.20
	DT	3	80.00
	DGG	55	67.88
	GJA	5	102.10
	GD	4	88.88
	JP	18	86.25
	KW	1	80.50
	MP	13	80.27
	MG	1	134.50
	RJ	9	65.89
	RP	3	37.17
	SP	6	66.75
	TWF	12	89.38
Total	147		
<b>Test Statistics<sup>a,b</sup></b>			
	Climatic Conditions		
Chi-Square	19.581		
Df	14		
Asymp. Sig.	.144		

*a. Kruskal Wallis Test*

*b. Grouping Variable: Tourist Places*

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.207), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null hypothesis. Thus it can be concluded that there is no significant difference in development of tourist places without harming natural resources of different tourist destinations among tourists.

From the Kruskal Wallis test statistics, the

p-value is greater than 0.05 (0.144), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null hypothesis. Thus it can be concluded that there is no significant difference in climatic conditions of different tourist destinations among tourists.

H<sub>7</sub>: There is significant difference in friendliness of local people of tourist destinations among tourists.

**Ranks**

	Tourist Places	N	Mean Rank
Friendliness of Local People	AM	2	82.00
	BT	10	68.55
	CP	5	71.10
	DT	3	57.50
	DGG	55	76.30
	GJA	5	81.40
	GD	4	89.38
	JP	18	60.75
	KW	1	82.00
	MP	13	81.77
	MG	1	29.00
	RJ	9	81.83
	RP	3	57.50
	SP	6	55.08
	TWF	12	86.04
Total	147		
<b>Test Statistics<sup>a,b</sup></b>			
		Friendliness of Local People	
Chi-Square		9.133	
Df		14	
Asymp. Sig.		.822	

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

**Ranks**

	Tourist Places	N	Mean Rank
variety of shopping possibilities	AM	2	49.50
	BT	10	54.80
	CP	5	73.30
	DT	3	71.50
	DGG	55	78.91
	GJA	5	83.00
	GD	4	72.63
	JP	18	66.53
	KW	1	5.50
	MP	13	71.19
	MG	1	71.50
	RJ	9	93.83
	RP	3	56.83
	SP	6	38.50
	TWF	12	96.54
Total	147		
<b>Test Statistics<sup>a,b</sup></b>			
		variety of shopping possibilities	
Chi-Square		18.454	
Df		14	
Asymp. Sig.		.187	

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.822), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null hypothesis. Thus it can be concluded that there is no significant difference in Friendliness of Local People of different tourist destinations among tourists.

H<sub>8</sub>: There is significant difference variety of shopping possibilities of tourist destinations among tourists.

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.187), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null hypothesis. Thus it can be concluded that there is no significant difference in variety of shopping possibilities of different tourist destinations among tourists.

**H<sub>9</sub>: There is Significant Difference General Qualities of Tourist Destinations Among Tourists.**

**Ranks**

	Tourist Places	N	Mean Rank
General Qualities	AM	2	78.25
	BT	10	70.45
	CP	5	51.70
	DT	3	120.83
	DGG	55	77.07
	GJA	5	91.30
	GD	4	68.50
	JP	18	63.81
	KW	1	109.50
	MP	13	69.85
	MG	1	47.00
	RJ	9	77.39
	RP	3	88.67
	SP	6	53.67
	TWF	12	77.42
Total	147		
<b>Test Statistics<sup>a,b</sup></b>			
			General Qualities
Chi-Square			12.288
Df			14
Asymp. Sig.			.583

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.583), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null

hypothesis. Thus it can be concluded that there is no significant difference in General Qualities of different tourist destinations among tourists.

**H<sub>10</sub>: There is Significant Difference in Pricing Policy of Tourist Destinations Among Tourists.**

**Ranks**

	TouristPlaces	N	Mean Rank
Pricing Policy	AM	2	98.50
	BT	10	50.60
	CP	5	58.30
	DT	3	50.67
	DGG	55	76.55
	GJA	5	98.50
	GD	4	73.38
	JP	18	71.61
	KW	1	98.50
	MP	13	68.69
	MG	1	41.00
	RJ	9	82.56
	RP	3	60.17
	SP	6	72.92
	TWF	12	87.71
Total	147		
<b>Test Statistics<sup>a,b</sup></b>			
			Pricing Policy
Chi-Square			12.057
Df			14
Asymp. Sig.			.602
a. Kruskal Wallis Test			
b. Grouping Variable: TouristPlaces			

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.602), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null

hypothesis. Thus it can be concluded that there is no significant difference in Pricing Policy of different tourist destinations among tourists.

**H<sub>11</sub>: There is Significant Difference in Staying Worth at Tourist Destinations Among Tourists.**

**Ranks**

	Tourist Places	N	Mean Rank
Staying	AM	2	85.75
	BT	10	47.60
	CP	5	69.40
	DT	3	76.67
	DGG	55	70.84
	GJA	5	97.40
	GD	4	59.63
	JP	18	88.78
	KW	1	113.00
	MP	13	82.69
	MG	1	58.50
	RJ	9	67.67
	RP	3	113.00
	SP	6	40.58
	TWF	12	83.00
Total	147		

**Test Statistics<sup>a,b</sup>**

	VAR00002
Chi-Square	19.024
Df	14
Asymp. Sig.	.164

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

From the Kruskal Wallis test statistics, the p-value is greater than 0.05 (0.164), therefore at 95% confidence interval it can be concluded that there is no sufficient evidence to reject null

hypothesis. Thus it can be concluded that there is no significant difference in staying worth at different tourist destinations among tourists.

**H<sub>12</sub>: There is Significant Difference in Overall Satisfaction Level of Tourist Destinations Among Tourists**

Ranks			
	Tourist Places	N	Mean Rank
Overall Satisfaction Level	AM	2	85.00
	BT	10	64.55
	CP	5	73.10
	DT	3	65.17
	DGG	55	75.52
	GJA	5	106.00
	GD	4	68.38
	JP	18	63.89
	KW	1	85.00
	MP	13	75.31
	MG	1	85.00
	RJ	9	76.28
	RP	3	85.00
	SP	6	65.75
	TWF	12	75.79
Total	147		

**Test Statistics<sup>a,b</sup>**

	Overall Satisfaction Level
Chi-Square	6.763
Df	14
Asymp. Sig.	.943

a. Kruskal Wallis Test

b. Grouping Variable: Tourist Places

**Conclusions**

The above study reveals the current tourism activity equal importance should be given for both new destinations development & responsible management of existing tourist destination the aim of the above study was to identify weak areas of destination management for achieving competitive position for generating economic benefits and sustain the destination proper planning and implementation is required the

study also show that there is a huge difference in satisfaction level of tourist due to lack of tourism model to be implemented at ground level as to enhance the carrying capacity of a destination planning of infrastructure, super infrastructure and trained human resource is must and as a developing state tourism education must be provided so that scientific outlook for managing destination can be used to give maximum satisfaction to tourist.



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# Tourism Development and Local Community Wellbeing: Understanding the Needs

*Raymond Rastegar*

## ABSTRACT

Tourism, which is considered as an approach to enhance community development while conserving natural resources, has been receiving support from governments and academics to help achieve sustainable development. Sustainable tourism is increasingly being considered as a tool for improving local livelihoods. It is believed that sustainable tourism has the power to enhance the economy which in turn can provide enough benefits to offset the conservation cost and improve local people's livelihoods. However, tourism development may also result in unwanted consequences such as negative environmental impacts or illegal displacement of local communities in many areas. Differences in the nature of local communities make it impossible to adopt the same development approach for every community. These differences can be seen in terms of community characteristics such as religion or traditional beliefs or even in term of problems and demands they might have.

**Keywords:** *Local Community, Tourism Development, Wellbeing, Sustainable Development.*

## Understanding Communities and their Needs

A community is 'a mutually supportive, geographically specific, social unit such as a village or tribe where people identify themselves as community members and where there is usually some form of communal decision-making' (Mann, 2000, p. 206). The importance of these definition is that it covers vital elements of a community such as interdependence, common interests, geographical space and maturity or development. Today's most common use of the term 'community' is related to people living in the same geographical space with the same culture and interests (Beeton, 2006).

It is difficult to speak about communities in different parts of the world using a single definition. There is too much difference in terms of social, economic, environmental and political character between different communities. Consequently, it might not be useful to consider and apply a general development framework for every community as even a single community

keeps changing over time. However, the main aim of the Millennium Development Goals (MDGs) and other development plans, is to improve the wellbeing of human beings (UN, 2010). Such improvement often occurs at the community level.

Human wellbeing is not something that can be easily observed and measured. Different terms such as quality of life, welfare, well living, prosperity, needs fulfilment, development, human development, poverty, human poverty, living standards, utility, and life satisfaction are often used interchangeably with 'wellbeing' (McGillivray & Clark, 2006). The meaning of human wellbeing and the way it is measured has also evolved over time (see Table1). Research conducted on the evolution of human wellbeing creates a better understanding of this concept, because economic development alone cannot express the improving condition of life in a community, especially in rural communities where people usually have little or no power to stand up for their rights.

**Table 1: Evolution of the Dominant Meaning and Measurement of Wellbeing 1950s - 2000s**

Period	Meaning of wellbeing	Measurement of wellbeing
1950s	Economic wellbeing	GDP growth
1960s	Economic wellbeing	GDP per capita growth
1970s	Basic needs	GDP per capita growth + basic goods
1980s	Economic wellbeing	GDP per capita but rise of non-monetary factors
1990s	Human development/ capabilities	Human development and sustainability
2000s	Universal rights, livelihoods, freedom	MDGs and 'new' areas: risk and empowerment

Source: Sumner (2006)

As highlighted in the UN report on sustainable development, the aim is to understand the greatest global challenge facing the world and communities all around the world today (UN, 2014). To free humanity from challenges such as poverty and hunger, it is very important to understand their urgent requirements before the planning stage. Understanding the needs of local people in the planning process for community development and prior to making any policy is about respecting the basic rights of local people (Tesoriero, 2010).

Different forms of need (see Table 2) show that each community and even every member within a community might have different expectations.

Communities, especially in remote areas, face different problems such as poverty, lack of job opportunities, lack of access to current technology and so on. There may not be a single solution to answer all problems nor an approach for development to meet all needs.

Tourism has many tangible and intangible benefits which can help to develop tourism destinations. Haugland, Ness, Grønseth, and Aarstad (2011), define tourism destination development as an approach including different activities to develop a region, which provides incentives for all stakeholders. To avoid future conflicts in tourism development, it is important to ensure that costs and benefits are distributed evenly among stakeholders (Nastran, 2015).

**Table 2: Different Forms of Need**

No.	Need	Definition	Example
1	Normative	'Need' as defined by some authority, in accordance with an accepted standard	Poverty lines
2	Felt	'Need' as experienced by people concerned	Assessed through social survey
3	Expressed	'Need' expressed by people seeking some form of service	Assessed through looking at waiting lists or demands for services
4	Comparative	'Need' inferred from comparison of service provision with national or regional norms	Comparison of a region hospital's beds per capita per with the national average

Source: Bradshaw (1972)

**The Involvement of Local People in Tourism**

Communities in remote rural areas are vulnerable to problems such as unemployment, poverty, health problems and low levels of education. Usually most of these people live in small communities where there are very few opportunities for employment. Lack of diversity in the economy has other disadvantages such as collapsing the only source of income of the entire community.

It has been argued that most of the killing of protected wild animals is due to a lack of awareness and knowledge (Ceríaco, Marques, Madeira, Vila-Viçosa, & Mendes, 2011). Increasing local awareness about the status and value of these species has a significant role in their

conservation (Ghimire et al., 2014). Tourism has this ability to bring social and economic benefits for local communities in remote areas while increasing environmental awareness and support for conservation programs (UNEP, 2005). Tourism can provide conditions in which awareness of both tourists and local people about the real value of the environment and local cultures increases. These kinds of benefits have been explored in discussions of tourism benefits for local communities to protect natural resources such as wildlife, forest and rivers (e.g. Lai & Nepal, 2006; TIES, 2011; Winkler, 2010).

Ashley and Roe (1998), in describing these benefits argued that local communities can receive varying amounts of benefits, depending

on the degree of involvement, which significantly affects their lives. This wide range of involvement from passive to active can reduce unsustainable use of natural resources such as illegal hunting of wild animals, logging and shifting cultivation. However, the desired goals of sustainable tourism development may not be achieved until local people receive benefits by having some control over the tourism development (Scheyvens, 1999). Involvement of local people in different stages of development will result in positive attitudes towards the environment and conservation (Mutanga et al., 2015), which results in community support as a vital element of sustainable development (Beeton, 2006).

Community-based tourism aims to bring a close relationship between tourism and the

community. An ideal community-based tourism can be defined ‘as a form of tourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community’ (UNWTO, 2009). However, tourism development projects are not always successful as there is a need for careful planning to achieve a balance between costs and benefits and different reasons, including giving the wrong type of incentives, giving too few incentives, influencing conservation goals and failure to achieve the social optimum, can cause failure of programs (Winkler, 2010). There are also other barriers and challenges in community-based tourism development, as shown in Table 3.

**Table 3: Community-based Tourism Development Challenges**

Challenge	Sources in the literature
Lack of community interest	(Lepp, 2008a)
Negative attitudes	(Mutanga et al., 2015; Rastegar)
Lack of skill and knowledge	(Aref, Redzuan, & Gill, 2009; Liu, 2006)
Lack of training and awareness	(Lepp, 2008)
Lack of follow-up and commitment by community members	(Liu, 2006)
Lack of community capacity building	(Aref, 2010; Fuller et al., 2005)
Wrong incentives	(Winkler, 2010)

All the barriers mentioned in Table 3 make it difficult for a community to initiate actions of their own to develop tourism. Aref, Redzuan & Gill (2009) discussed the barrier of lack of skill and knowledge in community tourism development and the possibility of other barriers such as lack of community leadership for tourism development. There are different barriers, interests and expectations on a large scale between different communities and even on a smaller scale between members of each community. Haywood (1998) suggested that participation of local people in tourism development will reduce negative impacts and help to overcome barriers where the nature of tourism development is very complex due to differences in the character of the destinations. The participation of local people in tourism development helps the voices of communities to be heard and their attitudes to be considered. There can be different types of community involvement in tourism.

The other outcomes of involvement at the local level is consideration of local people’s expectations from tourism in the planning stage which results in positive perceptions by local

people towards the development plan (Liu, 2006). Local communities expect economic benefits from tourism development around protected areas (Nastran, 2015). Considering community perceptions and involvement is known to be one of the important tools of sustainable community tourism development (Mutanga et al., 2015). This consideration should be at the early stages of tourism or even at the planning stage when community support plays an important role in the success of plans. The lack of power in decision making and participation in tourism development can result in community anxiety about further tourism development (Jurowski, 1994; Liu, 2006) and their lack of support which leads to unsuccessful conservation (Thapa Karki, 2013).

The other issue can be the type of tourism development in an area which may not be able to involve all interested members. An example of this can be seen in a study on the type of tourism development in some of Bhutan’s rural regions (Gurung & Seeland, 2008). Gurung and Seeland (2008) found that most tourists are older people interested in those activities which benefit a particular section of society only. They

suggested that diversifying the type of tourism can bring more incentives to a cross-section of a community. To overcome barriers such as lack of skills in tourism planning, marketing and control, Fuller et al. (2005) submitted that there could be different forms of partnership with other stakeholders such as investors, NGOs or government agencies. Such partnerships could help the community to learn about business management and plan for further tourism development.

## Conclusion

There has been a vast volume of research on the relationship between local communities and tourism. It has always been suggested that in tourism planning the attention must be paid to maximise the wellbeing of local residents while minimising the cost of tourism development. With the local residents often

being a vital part of the tourism product, their attitudes can have a significant impact on the success of tourism development (Deery, Jago, & Fredline, 2012). Therefore, it is not surprising that to plan sustainable tourism, the focus of research in the literature has been on the social impact of tourism in general and local resident attitudes towards tourism in particular (Sharpley, 2014). Andriotis and Vaughan (2003) also suggested that Local resident attitudes are the major factor for developing successful tourism. Understanding local resident attitudes results in successful tourism development and community empowerment (Prayag et al., 2013). Nevertheless, despite the high volume of research, it has been suggested that there is a need for more in-depth studies on local people's attitudes towards tourism development (Sharpley, 2014) to bridge the gap between local community development and environmental conservation.

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## Laws Relating to Tourism in India: An Analytical Study

*Devinder Singh, J.K. Chauhan & Yogita Sharma*

### ABSTRACT

The scope of tourism is too wide and deep, since it is applicable to every strata of society. Tourism is a game changer industry benefitting people of all strata, improving the economy of the people and the country. With the arrival of tourist at any airport or rail station or bus station the tourism starts its encounter firstly with the services of a coolie; to taxi driver and transport companies; to guide; to tour operators; to hotels and other accommodation establishments; to restaurants and other eating places; to entertainment centre; to shopping establishment and so on. Since there are many people and subsidiary industries that are associated with the movement of tourist, there exists scope of some rules and regulations. But till date there is no one thing which can be described as tourism legislation because of the varied nature of tourism itself. This is the reason that why there is a need to study the status of tourism legislation. There are many laws in India which affect tourism operations and activities. Hence present study is going to provide a base for such initiatives. The main objectives of this study is to study the relevance of tourism legislation, and assessment of scope of tourism legislation and comprehend the demand for tourism legislation with special focus on highlighting the different Acts and Regulations those have a bearing on tourism in India. The study has taken an account of some of the selected cases, which are related with Indian tourism industry. The study concluded that these cases can have positive as well as negative impact on tourism. It also depends on the individual to individual, how they relate the cases with day to day life. In the cited cases there are many lacunas and loopholes, which surround the tourism industry. The careless attitudes of the tour operators and travel agents, railways and airlines have lead to huge losses to the tourists. The courts have been kind enough to impart justice to the aggrieved parties in one or the other way.

**Keywords:** *Tourism Industry, Laws and Regulations, Implications.*

### Introduction

The ancient Indian statement "Atithi Devo Bhawa" "Guest is God" is the tag line of Indian Tourism, it means the Indians welcome the tourists with open arms and bow them with respect and folded hands. Man is a tourist to some extent; man has always been a wanderer. In the ancient time, he roamed here and there aimlessly like vagabonds and ate fruits, raw flesh, slept in caves. Slowly and slowly he became civilized, formed societies and started living by following certain norms among themselves. The society was governed by heads,

whom everybody obeyed, the wrongdoers were given punishment, in grave offences they were ostracized.

In modern time men roam with certain aim. Thus a person, who is away from his house for more than 24 hour is a tourist. Tourism is not a confined field; it is a big field that is why it is regarded as an industry. Tourism can be in any form such as religious tourism, medical tourism, educational tourism, sports tourism, business tourism etc. Depending upon their choice the tourists choose their destinations like mountain, beaches, and historical places and so on.

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A possible explanation is given that 'tour' meaning a trip. This term has evolved from 'tower' or castle and referred as leisurely relaxing and sightseeing while going around the parapets of tower. It was only by the 18<sup>th</sup> century that tour in modern sense offer temporary trip away from home for some pleasurable purpose became well established".

All countries throughout the globe are vying to secure the best shares of tourism for themselves, on realization of the benefits that this industry brings. But the mad blind rush for this sector, taken for granted at times has started showing its negative face in the shape of resultant impacts of the industry's very development. The growth of this industry has now raised a warning alarm for the developers and stakeholders, bringing forth concerns and dilemmas of future growth. A number of tourism related issues to be addressed by environmentalists, developers and local communities are constantly emerging and need serious thought.

With the growth in tourism there is also a growth in the understanding of the various dimensions involved in tourism, particularly the service dimension and the industry aspect. In this new understanding tourism has emerged as an extremely vital and strategic activity having immense potential for employment generation and earning foreign exchange – two core elements in a developing economy such as ours. At the same time we cannot ignore the fact that without proper monitoring tourism can be a double-edged sword. While it has the immense potential to be in the forefront of socio-economic development it can also put tremendous pressure on environment and socio culture ethos. The constitution of India aims to provide safe guard and preservation of the environment and vests powers with state to make laws and policies regarding the protection of the environment there are many control mechanisms to protect preserve and maintain environment and look for friendly and harmonious relation between the tourism and environment safety. Moreover new and socially untenable forms of tourism are also raising their ugly head. Thus the issue of cultural, social and economic sustainability of tourism also needs close and constant attention.

Several multi-national firms are now investing in India and it is expected that with expansion of tourism activity, various legal implications can be seen. Indian constitution provides no special treatment of the subject since tourism is an inter-disciplinary and complex subject,

all one has to do is to pick up and assemble laws from different fields and apply them to specific situation arising in the field of tourism. Currently, there are various legislations that directly or indirectly affect tourism. They can be categorized under following heads.

- Consumer protection laws related to health, hygiene, service quality standards etc.
- Laws related to transportation like airline regulations, railways, road and water transport, fares and tariff etc.
- Labor laws related to employers working conditions, wages etc.
- Laws regarding the functioning of tourism organizations at various levels.
- Conservation related laws on environment protection, monuments and historical places.
- Laws specifically related with crime against tourists or crime by tourists.

The above said areas make it clear that in India there are laws on all the tourism related issues that directly or indirectly affect it, but not any separate law dealing with the tourism sector.

By tourism legislation we mean to formulate a legal and regulatory framework for the tourism sector for its smooth working and management.

In *Bombay v Ramchandra C. Kale and Others*<sup>1</sup> the state commission concluded the definition of deficiency. Further for the better understanding of implications of these laws to Indian perspective the following section has discussed the cases decided by various courts on issues related to tourism.

### Review of Cases Relating to Tourism Industry

This section is presenting a brief of various cases which are related with the tourism industry in one or the other way. The scope of applicability of tourism related laws is very vast. The cases ranged from gender discrimination to constitutional remedies under Article 21.

#### 1. Gender Discrimination at Employment

The first case in this section is about the gender discrimination at employment. The Supreme Court judgment in this case was a boost to the Hotel Associations as the hotels can employ women and men below the age of 25 years to serve alcoholic beverages in restaurants and bars.

#### **Anuj Garg & Ors v Hotel Association of India & Ors**<sup>2</sup>

This case is related with the Constitutional validity of Section 30 of the Punjab Excise



Act, 1914 (for short "the Act") prohibiting employment of "any man under the age of 25 years" or "any woman" in any part of such premises in which liquor or intoxicating drug is consumed by the public is the question involved in this appeal which arises out of a judgment and order dated 12.01.2006 passed by the High Court of Delhi in CWP No. 4692 of 1999. In the case the hotel Association of India along with four other members filed a writ petition before the Delhi High Court questioning the validity of Section 30 of Punjab Excise Act according to them liquor is served in hotels bars restaurants and it's also a part of room service. By reason of the impugned judgment Section 30 of the act has been declared to be ultra virus articles 19 (1) (g) 14 and 15 of the Constitution of India to the extent it prohibits employment of any woman in any part of such premises in which liquor intoxicating drugs are consumed by the public.

The case talks about the individual rights of women and the makers of the Constitution talks about equality among men and women in all spheres of life. The impugned provisions provide restrictions, it prohibits employment of any women in any part of the premises where liquor is being served so it would prohibit employment of women and men below 25 years in any of the restaurants. It would prohibit employment of women. The complainant pleaded that a large number of men and women take hotel management in graduation courses they pass the examination at a very young age, if prohibition in employment of men and women below 25 years is to be implemented then a large section of young graduates who have spent a lot of time money and energy in obtaining the degree or diploma in hotel management would be deprived of the rights of employment. Rights to be considered for employment subject to just exceptions, is recognized by article 16 of the constitution. Right of employment is a fundamental right but in terms of both Article 14 and 16 of the Constitution of India each person similarly situated has a fundamental right to be considered there.

In special leave petition, the matter was referred to the Supreme Court on the grounds that is Section 30 of the Punjab Excise Act 1914 was ultra vires, then it would lead to dangerous situations that would encourage another cases like Jessica Lal and BMW case. The court held that hotel management is a specialized job which require specialized skills. Young men and women who take hotel management what

degree or diploma enter into service at the age of 22 or 23 thus can not prohibit employment of men and women below 25 years such as restriction keeping in view a citizen's right to be considered for employment which is a facet of the right to livelihood. The supreme court judgment was a boost for the Hotel Association of India and the Federation of Hotel and Restaurant Association of India as all the hotel can now employ women and men below the age of 25 years to serve alcoholic beverages in restaurants and bars.

## **2 .Deficiency in Services by the Travel Agents and Tour Operators**

### **Daliya Roy v Anandiya Mikherjee<sup>3</sup>**

This is the case of careless attitude of the travel agents putting the Travelers in to inconvenience and spoiling their memorable trip.

The complainant filed complaint with the district forum Kolkata units II on 16. 11 .2009.

The brief facts of the case, the complainants met the travel agent who told him that he has considerable experience in conducting trips expeditions and excursions to Mount Kailash and Mansarovar. The complainant Spain rupees 30000 as advance after sometime they paid rupees 2,16,000 including the cost for state level oxygen cylinders guides charges. The trip was to comments on third week of June 2007. Despite of asking several times by the op the complainant was not provided the itinerary of the hotels and other details of the trip. The op had personally convinced the complainant that he would accompany them in their trip from Kolkata. At the last moment the op change his plans, he told the complainant that Loben Sherpa would accompany them from Kathmandu for the entire trip. On reaching Kathmandu no one receive the complainant at the airport and neither did Loben Sherpa accompany them for the trip instant the components were handed over to Neemah the agent of another local travel group carrying on business under the name of style of Kailash treks Private Limited, who had very less experience of the Mountain trekking. Neemah was managing a group of 70 people booked with Kailash trucks Private Limited Giving more attention to the group rather than the complainant even the complainant had to wait for hours before being allotted a room in the hotel the rooms provided were shabby, sub standard quality and lack of basic sanitation facilities and water supply. As a result the complainant suffered mental agony and harassment.

Throughout the journey the complainant were given inferior treatment and the things supplied to them were of standard quality. The op had assured the complaining that there would be necessary arrangement for carrying oxygen cylinders as The Pilgrimage involved travelling to high altitude but there was no arrangement of Oxygen and complainant number one and two cell seriously in due to respiratory problems they even have to purchase oxygen cylinders separately from a local shop at a hefty price. Throughout the trip the complainant would not treated properly as a result this is lot of harassment.

The complainant on returning filed the complaint after six months before the consumer dispute redressal forum against the op to pay them a sum of Rs15,00,000 in total along with interest at the rate of 12% per annum.

The aggrieved OP argued that the complainant never complained about anything during the entire journey. The opposite party argued that Loben was not allowed to travel because he was not holding a proper visa which the Tibetan and Chinese government provide. As a result another man Neemah was contacted and he took the complainants and fulfilled all the formalities of The Pilgrimage to Kailash and Mansarovar. The opposite party argued that the complainant were informed about the difficulties and distance of the trip in the early every morning before starting the journey. The opposite party also mentioned that when the email was sent to complainant number one it was clearly mentioned about the hotel and other facilities at different stays. The opposite party for the mentioned that they have to follow the rules and regulations of the agreement of China India pilgrim service centre of TAR, Trek in Tibet, Tibet guide jeeps, Yaks during the Parikrama and the permission is taken from Lhasa which is mandatory. After hearing the parties the forum allowed the complaint and awarded a sum of Rupees 1,08,000 in total towards compensation in favor of the complainant payable by the opposite party.

#### **Gopinath K Deshpande v Alitalia Airlines<sup>4</sup>**

The complainant has alleged deficiency in service by the Alitalia Airlines and M/s Gupta Travels, the former is the air carrier company and the latter is the agent of OP No.1. The complainant wanted to go to America so he purchased air tickets from M/s Gupta Travels. His route was Mumbai- Milan -New work -Milan -Mumbai. He visited Chicago and from

Chicago true facts message he requested open number one that his return flight should be rescheduled and he would be taking flight on 8 11 2005 instead of 4 eleven 2001 this request was confirmed by Chicago office of op No. 1 and his return journey was to start from New work to Mumbai. On reaching the airport on 8.11.2012. The staff of Newark airport inform the complainant that the flight to Mumbai was already full and he could not be accommodated. The complaint show them the fax message and his confirm status, the staff put the complainant and other passengers like him on their flight AZ-0645 which was to go to Rome and the stuff assured them that another flight would take them to Milan and from Milan the complainant would get flight number AZ-770 for Mumbai. The complainant and other members were prevented from boarding the flight there passport tickets and boarding cards were taken, the documents were seized and they were handed to immigration officials they were not even allowed to contact anybody.

The complainant and other companions had to go through humiliation inconvenience detention by police and immigration officials at various places and the officer liable for their unpardonable crime.

The deficiency in services was a listed by the complainant but the complaint was dismissed by the state Commission ,on appeal to the National Commission it was held that operator rerouted complainant to Rome without even once checking his visa of Italy amounts to deficiency in service and the operator was liable to pay compensation and order to return of air fare as paid by the complainant.

#### **3. Deficiency in Services by Railways**

The Indian railways is one the world's largest network systems. In India railways are the lifeline as it connects the country from every corner, it has proved a boon for the Indian topography. But railway department has many a times indulged in deficiency in services to its beneficiaries. Railways have a large network and a lot of people commute everyday by trains sometimes the travelers face a lot of inconvenience just because of the careless attitude of the railway police and railway department by not checking the unauthorized persons presence in the compartments. The cases of theft of valuables are reported almost everyday to the railway police and it has been noticed that the officials and police are also involved in theft cases as they take commission from the

thieves. Sometimes the railways fail to provide the lower berth to the senior citizens as a result they face lot of inconvenience.

### **General Manager North Central Railways v Shree Pati Singh<sup>5</sup>**

The facts of the case are that the complainant a senior citizen and an advocate booked ticket on 18.1.2010 in sleeper class by Kashi Vishwanath train from New Delhi to Varanasi. On reaching the railway station on 25.1.2010 he came to know the train had been cancelled due to heavy fog. The complainant returned back to his home and after many efforts he got a ticket for 26.1.2010 in another train which was Shiv Ganga Express coach No. 7, from Delhi to Varanasi. Petitioner No. 2 who is also the ticket examiner came and inquired about the ticket and ID card from Shree Pati Singh the complainant showed the ID card which had been issued by the Bar Council to him, according to the opposite party this ID card was not sufficient to depict his identification, and did not accept this card and asked for penalty the opposite party called the police force and forcibly throws him out of the train at Kanpur station along with bag on account of which his spectacles were broken, on the requests of other passengers he was allowed to travel in the train. The complainant filed the complaint before the Districts Forum. The opposite party resisted complaint and submitted that consumer forum has no jurisdiction to entertain complaint it was further submitted that due to heavy fog train coming from Varanasi to New Delhi came very late so train was cancelled and whole charge of ticket without any deduction was refunded to the complainant. It was admitted that complainant purchased another ticket for travelling on 26. 1. 2010 but he did not bring any valid identity card as mentioned in the ticket so penalty was charged, it was admitted that the Op No. 2 intimated to Commercial controller Kanpur on phone on which checking staff and RP came at Kanpur railway station. The Railways denying any deficiency on their part prayed for dismissal of complaint. The District Forum after hearing both the parties allowed complaint and directed API to refund rupees 350 pertaining to the ticket bought and the train got cancelled, rupees 263 for purchasing E ticket rupees 483 charged as penalty rupees 1000 for loss of profession rupees 5000 for mental agony and rupees 2000 as cost of litigation with 7% interest per annum both the parties filed appeals before the state commission and the state Commission vide

impugned order dismissed both the appeals against which this revision petition has been filed by petitioner along with application for condonation of delay.

It is not disputed that the complainant Shree Pati Singh was not possessing any of the identity card, he was possessing ID card issued by the Bar Council of Uttar Pradesh. It is not mentioned anywhere that as per E-ticket passenger is required to have a valid ID Voter identity card /passport /pan card/ driving licence / photo ID card issued by the Central /State Government for the employees. The complainant was having ID card issued by the bar council of UP he submitted that ID card and it was sufficient to depict his identification but the opposite party committed deficiency in charging penalty. The learned District Forum allowed refund of rupees 350 for cancellation of ticket and refund of rupees 263 pertaining to E-ticket by which complainants travelled in the train. The forum also ordered the refund of rupees 483 charged as penalty by the opposite party and also allowed compensation and litigation cost the respondents objected to all the above because according to them the opposite party has not committed any deficiency in his service when the Railways applied for appeal in state Commission the commission dismissed the appeal of the petitioner and revision petition was partly

### **Manju Kumar v Indian Railways<sup>6</sup>**

This is the case of theft in the Railways and deficiency of service by the railway staff by not restricting the unauthorised persons to enter the compartments

The facts of the case are the complainant Mrs Manju Kumar and her cousin Smt Veena Kumar had booked the tickets in Rajdhani Express No 22 692 Class 1A Coach No.H-1,PNRNo 2825850279 Delhi to Bangalore they both were travelling to Bangalore to attend the wedding of the niece scheduled on 23.1.14. The complainant was carrying jewellery, cosmetics, money and gifts with her. She noticed many unauthorised persons coming in the coach and passing by the cabin, since the complainant was carrying cash, jewellery, iPhone and other luxury items, she was all the time very cautious and alert, before sleeping she herself bolted the cabin from inside as a safety and precautionary measure and kept her purse under her pillow. During the night the complainant went to the washroom, she even called the attendant and requested him to give her blanket as she was

feeling cold, but the request was denied by the attendant who stated that there was no more blanket available, so she again bolted the door and went to sleep. In the morning when she woke up around 6 A.M she found her purse missing in which she had kept the valuables she along with her cousin sister and brother searched the compartment but all her efforts were in vain. She immediately reported the matter to the coach attendant and to the T T E and she was surprised by the casual and indifferent attitude of these persons. The items and valuable stolen were branded Golden green purse with GB written on it, 1 gold necklace with earrings of diamond worth rupees 2lacks, Kundan Jewellery worth rupees 5 lacs, Kundan green necklace with earrings of pearls Diamond amounting to rupees 4 lakh 1 Omega gold watch with diamond on it worth rupees 4 lakh, one Diamond bangle worth rupees 3 lakh cash amount of rupees 11000 one iPhone with dark pink cover on it worth rupees 40,000 credit cards of State Bank of India, debit card of ICICI Bank, imported cosmetics worth rupees 1 lakh, 2 necklace sets brought from Tanishq jewellery shop worth rupees 25000, 4 gold bangles worth rupees 2 lakh 1 gold necklace worth rupees 40,000 4 gold rings worth rupees 50,000, 2 gold chains worth rupees 50,000 expensive and important medicines kept in small silver box worth rupees 10000 and many other things . She then reported the matter to her husband who was in Delhi and he immediately informed the bank and managed to block the ATM, debit credit cards, and reported the matter to their son who was in Hong Kong he immediately tracked down the iPhone of the complainant with the help of software program provided by the said iPhone, the iPhone of the complainant was tracked somewhere near a house in East Railway Road Near railway track in Bina and the above location was tracked, and photographs of the house were provided to police, the police tracked down iPhone and seized the same. Mrs Manju could not enjoy the wedding she was not even able to eat properly because she was in such a stress she had to suffer a lot due to carelessness and casual approach of the opposite party, she was also informed that bolt of the cabin was defective. The inspector of the opposite party who appeared at the time of argument stated that the commission has no territorial jurisdiction as the theft took place in Ballarshah and FIR was also lost there he further submitted that the complainant has not booked her valuable and so the opposite

party was not liable to take care of the same, to reimburse for the same, the Council of the complainant relied upon the judgement of *Balbir Singh v Northern Railways*. The forum stated that complainant cannot seek refund of rupees 668 2.42 spent by her for value of ticket because she has availed journey. General compensation of rupees 2 lakh would be sufficient in place of 5 lakh as claimed by the complainant, the opposite party is also directed to pay rupees 2000000 for values of the stolen valuable and jewellery along with interest of 12% per annum from the date of the theft till date of payment. The opposite party is also directed to pay rupees 200000 towards compensation for harassment and mental agony and torture suffered by the complainant the order shall be complied within two months.

#### 4 Deficiency in Services by the Airlines

Air transport is the fastest mode of transportation. Airlines have made travel swifter and easier, airlines are the best for the long distance journey and the International travel because it can cover the distance in less time. Airlines geography is based on the international standards which need to be followed worldwide. These standards are set by IATA and have been created by International Standards Organization (ISO), based in Geneva, Switzerland. Codes for countries, airlines airports have been set up to understand and simplify the travel arrangements. Sometimes the Airlines too result in deficiency of services especially in case of overbooked flights on reaching the airport the tourist finds himself in big trouble because he had spent money on buying ticket and he is not allowed to board the flight, as a result the travelers face a lot of mental harassment. The non cooperative attitude of the staff in not providing comfortable seats and vegetarian food as per the choice of the customers in the journey turns into a horrible nightmare.

#### **Radha Kinkari Kejriwal v Jet Airways (India) Ltd and others<sup>7</sup>**

This is the case of overbooked flight, the facts of the case are as under the complainant a young girl of age 20 studying in Cardiff University of United Kingdom, wanted to come to home India for Diwali the complainant booked a ticket with Jet Airways in flight number 9W 121 for travel on 9.12. 2009 from London to Delhi scheduled for departure at 20:50 hours. According to the complainant she reached the Jet Airways counter at London Heathrow

Airport 70 minutes prior to the scheduled departure of flight number 9W 121 but she was denied boarding pass as according to the staff of OP Airlines she failed to report at least 90 minutes prior to the scheduled departure of the flight. The complainant was asked to wait beside the counter meanwhile the staff checked in 5 passengers who had come after the complainant but still they were issued the boarding passes, the complainant requested the authorities to allow her board the flight but she was denied boarding the flight and she had to arrange an alternative air ticket of another flight of Air India A1188 by spending an additional amount of rupees 83, 292. After reaching India she narrated the incident to her parents and the father of the complainant wrote a letter to OP- 3 the chairman of the Jet Airways explaining the entire episode to him thereafter a notice dated 16 .12. 2009 was also sent to OP- 1 demanding explanation for the aforesaid act of the staff and their offices the complainant filed the consumer complaint in question seeking directions to the office to refund the value of Jet Airways ticket of rupees 62,178 and also to pay the amount of rupees 83, 292 spent on the Air India flights taken from London and to allow damages of rupees 10 lakh for mental harassment and litigation cost of rupees 10,000. as per the documents of the office the OPs, the passenger was supposed to reach only 60 minutes prior to the departure and not 75 minutes.

According to the complainant she reached the airport at 7:40 P.M that is she reached 70 minutes before the departure against the stipulated time of 75 minutes.

This case was a case of over-booked flight as the facts and circumstances on record establish beyond any doubt that this was overbooked flight. As per the version of the Airlines three passengers had already volunteered to opt out of the flight and had been sent to the hotel accommodation. According to the learned council of the OPs two other passengers who had reached earlier than the complainant accommodated against those 2 seats which were available it is evident before that the complainant deserves to be compensated in accordance with the declared policy on the subject for compensation under the 'Denied Boarding Category', as applicable for the said flight, leaving from the Heathrow Airport London. As per the instructions issued by the Director General of Civil Aviation Government of India New Delhi vide their letter No 23-15/

2016 AED dated 1.8.2016, clause 3.2.2 under the heading Denied Boarding a maximum sum of Rs 20,000 would be given to the complainant however as per the guidelines applicable for the European Union a compensation of rupees €600 is to be given in denied boarding case, if the distance to be covered is more than 3500 km and in this case, since the flight was from Heathrow Airport to Delhi the complainant shall be entitled to a compensation of €600 for denied boarding. The complainant also had to spend additional sum of Rs 83,292 for booking an alternative air ticket with Air India the complainant deserves to be given compensation to a sum of rupees 83, 292 for the money spent for boarding the alternative flight.

From the above case it is noted that the airlines indulge in making overbooking in the flight so as to ensure that the seats in the flights do not go vacant and in the event of certain passengers not showing up at appointed time the seat is given to other passengers, this type of practice causes a lot of hardship and inconvenience to the passengers who are little late and left out from the scheduled flights despite the fact that they had confirmed reservation for the flight. In this case it was held that the complainant /petitioner is entitled to be provided a compensation equivalent to €600 as well as the amount spent on purchasing the additional ticket i.e 83,292 this amount shall be payable by the OP Airlines to the complainant along with the interest @ 9% pa from the date of complaint till realization the amount shall be paid by the OP Airlines within a period of 4 weeks and if the Airlines fails to pay the interest then it shall be @ 12% per annum for the entire period.

These types of matters leads to harassment of the innocent passengers and aviation industry must look into such matters seriously so that the harassment and inconvenience to the passengers left out from the overbooked flight is reduced to the minimum possible.

There is no law in our country which prescribes the amount of compensation in the case of DBC(Denied Boarding Compensation) and it depends upon the contract between the passengers and the Airlines. In case there is no such contract the passengers will be awarded compensation under the law of Torts.

#### **Spice Jet Limited v Ranju Aeray<sup>8</sup>**

Today E-Commerce has emerged as a major source of business, in almost all the spheres Internet has become a major source of

information, transaction, conducting business, bookings and much more.

In this case the major question is ,where a consumer has purchased air tickets online through Internet in case of deficiency in providing service at which place he she should file a complaint for redressal of his grievance.

The facts of the case are the complainant appellant and her family members purchased air tickets online through Internet, from Chandigarh for holiday to Bagdogra West Bengal. The tickets were booked through *yatra.com* for journey on 23.06 .2015 tickets for return journey were booked from Bagdogra to Kolkata and connecting flight of the opposite party from Kolkata to New Delhi for 3.6. 2015. Mrs Ranju paid the amount of rupees 70,900 through debit card, her grievance is that at the time of return journey while she was waiting for her return flight from Kolkata to New Delhi, she came to know that the flight has been cancelled and no alternative flight was arranged in place of that, Mrs Ranju and her family faced a lot of inconvenience. Even the staff of Jet Airways what non cooperative since Mrs Ranju and her husband were not caring much cash they had to arrange for money to buy tickets of another flight from the relatives in Kolkata as they both were to join their duties on 1 .7. 2015 after spending an amount of rupees 80, 855 they reached Delhi and from there reached Chandigarh through bus. She got information under The Right to Information Act 2005 from Airport Authority of India, showing that the only flight of the appellant was not operated where as other 128 flights departed, as per schedule VII flights were late and only flight of the appellant was cancelled due to operational reasons. The forum observed that the opposite party Airlines were inefficient in rendering proper service to the complainant and the opposite party Airlines was directed

- a) to refund the amount of rupees 88,85 minus the airfare between Kolkata to Delhi of the cancelled flight along with interest at the rate of 9% per annum from the date of cancellation of flight that is 30.6.2014 it is paid.
- b) to pay amount of rupees 1,25,000 to the complainant as consolidated amount of compensation for causing mental agony and harassment on account of deficiency in service
- c) to pay litigation expenses to the tune of rupees 10000

The forum directed that the above said order shall be complied within 45 days of its receiving by the opposite party thereafter it shall be liable to pay and interest of at the rate of 18% per annum on the amount as mentioned at Sub-para above from the date of cancellation of flight 30. 6. 2014 till it is paid and also on the amount as mentioned at Sub para be above from the date of filing of the complaint still it is paid apart from paying litigation expenses.

The Airlines opposite party felt aggrieved by the decision of the Forum, they filed an appeal in the Forum to say that the order under challenge could not have been passed by the forum for want of territorial jurisdiction as only the forum where headquarters of the appellant is situated will have territorial jurisdiction to entertain and decide this complaint.

The present case air tickets were booked through *yatra.com* and the amount of it was paid through debit card money, and was transferred from the bank account of the respondent situated in Chandigarh to the bank account of with the appellant at Gurgaon, where headquarter of the appellant is situated. the said tickets were purchase through Internet what delivered to the respondent at Chandigarh. It can safely be said that the air tickets would be taken to have been sent at complainants place of business/ residence. The acceptance of contract would have also be deemed to have been communicated at the above place. According to the following where contracts for services all goods are entered into over the Internet (or online as such transactions are commonly referred to) then for the purpose of consumer complaints part of the cause of action arises inter alia at the complainant place of business acceptance of the contract is communicated to her through the Internet including the medium of email. Further irrespective of the fact whether or not the contract is one made over the Internet cause of action would also continue to arise at any of the places a)where the contract is performed or it is to be performed b) where money under the contract is either payable or paid. c) where repudiation of the contract is received if any. It cannot be disputed that a consumer forum is not competent to entertain a consumer complaint even if only and a small part of cause of action arises within its territorial jurisdiction. The forum further stated that all consumers of our country do not necessarily have a place of business a student or a housewife or an employee has no place of business and one who places and order over the Internet

for home, such people cannot be denied refuge under territorial jurisdiction of the local consumer forum that would be discriminatory and unfair, the consumer protection act is a benevolent legislation the main object of it is not only to protect the consumers but also to provide them a simple dispute redressal mechanism free from hassle. The consumer forum was of the opinion that the complainant must have faced a lot of inconvenience at Kolkata, she was lucky to have relatives there from whom she could arrange money for the return journey. The whole family suffered because of the opponent's behavior. In reply of the Council of the appellant Airlines that the compensation awarded to the respondent is on the higher side is devoid of merit and according to Forum the complainant faced harassment and inconvenience because of the sudden cancellation of flight and non cooperative attitude of the Jet Airways staff. In The Appeal of the appellants no reasons for the cancellation of flight was given, it was not mentioned why the flight was not operated on the set date.

Since the respondent Airlines was not able to give a valid reason for cancellation of flight and no other point was argued by the Council of the appellant Airlines, in view of all the above discussions it was held by the forum that all the evidences given by the complainant are true and there was nothing to misguide and mislead the forum. For the reasons recorded above the appeal, being devoid of merit, must fail and the same is dismissed, at the preliminary stage, with no order as to costs. The order of the forum is upheld certified copies of this order be sent to the parties, free of charge

### 5. Uncomfortable Journey in Flights

Sometimes the air journey turns into a bad experience and the traveler have no other option but to accept the things the way it comes many a times it is seen that the seats of the plane are not comfortable and the passengers have to face lot of inconvenience especially when there are long journeys. It has also been noticed that the vegetarian passengers face lot of problems in international flights as they are not provided vegetarian or vegan meals.

### G.L. Sanghi v Scandanavian Airlines<sup>9</sup> 1999 CPA

This is a case of grossest kind of deficiency in service by the Airlines

The facts of the case are Mr GL Sanghi, senior and very renowned advocate of the supreme court has suffered mental agony and humiliation

coupled with the inhuman treatment meted out to the child. The complainant booked to themselves with Scandinavian Airlines through opposite party No 3 M/S Jasmine Travels Private Limited for 31.5.1999 from Delhi Copenhagen Oslo New York Delhi. Complainant No 1 and 2 were travelling on business class ticket and complainant No3. was travelling on economy class ticket all the tickets for the whole trip were issued by opposite party No2 through opposite party No. 3 who were agents of opposite party, No. 1. The opposite parties have always represented and showed that its the passengers would get the highest standard of service and special consideration for children, the complainant No1 and 2 along with their 8 year old granddaughter were travelling on economy/ tourist class ticket and boarded the flight being Flt No968 on 31.5.1999 from Delhi to Copenhagen. From Copenhagen they took Flt No SK 470 to Oslo on 6.6.1999, and left Oslo by Flt SK907 for New York and ultimately returned to New Delhi on 9.6.1999 by Flt No SK 902.

Since Mr Sanghi was a pure vegetarian, while making booking for the trip special demand was placed by the complainant for providing strict vegetarian meals to all the three throughout their journey. Several requests by the complainant were ignored when the complainant No.3 who was only 8 year old requested for vegetarian food the behaviour of the crew turned more arrogant ,they even went to the extent of saying that in the economy tourist class no vegetarian meal is served at all, the behaviour of the crew members during the entire journey was non cooperative.

### 6. Loss of Goods by Airlines

A traveler trusts the airline in which he is traveling but his travel turns into a bad night mare when his belongings are lost. He has to face a lot of problems without clothes or without his important necessities .The innocent traveler is helpless before the airport authorities because sometimes the person loses his life time achievements and he is left with remorse why he traveled by particular airlines.

### Praveen Kumar v Indigo Airlines<sup>10</sup>

This is the case of loss of goods by the Airlines. Praveen Kumar along with his wife and child was travelling to Raipur from Hyderabad on 22nd January 2016 by Indigo Airlines. They were going to Raipur to attend the first birthday celebrations of his sisters daughter. The flight took off at 11:15 p.m. and reached Raipur airport

at 12:35 A.M upon arrival Mr Praveen Kumar noticed that one of his two bags was missing, he waited for the bag to arrive on conveyor belt but after waiting for long when he could not find his bag he gave a written complaint to the airlines staff present at the airport. The Indigo Airlines staff pacified Mr Praveen saying that his bag would reach by 8:30 a.m by the next flight. His sister's house was only 40 km away from the airport but he could not go there because he did not get transportation at midnight and also he was waiting for the bag containing valuables which was to arrive in the next flight of Indigo Airlines. It was late hours so he and his family preferred to stay in a nearby hotel and wait for the flight. They were also waiting anxiously for the bag as it contains their clothes gifts money and other necessities worth rupees 64000. Mr Praveen and his family were not having fresh pair of clothes and they were forced to sleep in the same clothes. On 29th January the airlines sent an email to Mr Praveen. These days there is a trend that very few people visit the office of travel agents or tour operators the people prefer to book the tickets online from search agents. The E-travel agent or online travel agents are the new generation travel agents. Such agents are active online and cater the needs of the tourists or travellers. Yatra.com, Makemytrip.com, Travelguru.com are some of the e travel agents. These agents make online booking and the customer does not have to visit their office and easily from home they can book their tickets, hotels and resorts.

#### **Mrs Maria D'souza v Air India<sup>11</sup>**

Mrs Maria was travelling to New York from Bombay to attend a conference and present a paper in the conference. One of her baggage containing her research work was lost by the Air India. Mrs Maria was very upset at the careless nature of the airlines as her lifetime research work was missing.

She filed the complaint and asked for the compensation of \$1 million, but she was not granted this much compensation, there was unquantifiable nature of the damaged items. Mrs Maria was compensated according to the weight of the lost item, the maximum compensation she was offered was \$220 @\$20 per kg for 11kg. This is a case of pure negligence of the Airlines staff who misplaced the lifetime research work of the complainant and she had to face a lot of mental agony.

#### **7. Negligence by Clubs and Resorts**

##### **A deficiency in duty results in negligence.**

A tourist is a guest and he should be treated as guest, now a days the tourists pay for the services which they avail but sometimes the mismanagement of the hotels and resorts put the tourists in trouble and sometimes the tourist has to pay by his death

##### **In Unisource Trading (India) Pvt Ltd v Contential Airline Cargo<sup>12</sup>**

A Saudi boy aged four was electrocuted in the children's swimming pool at a tourist resort at Ammankary district in Kumarakam on 24th August 2017 leading to his death. The boy had come to India with his younger brother and parents and when he wished to go for swimming in the children's pool he got an electric shock. The waiter who was passing by tried to help the child and he too came in contact with the shock as a result the waiter dropped the boy back to save him. The boy's right side was paralyzed he was admitted in the hospital where he succumbed to his injuries. The autopsy report confirmed that the boy had died of drowning, one police officer on duty said that there were two other children inside the pool who were safe. In such types of cases what type of remedy is there for the victim and his family.

##### **Wg.Cdr. P.S. Sandu and Others. v. Union of India<sup>13</sup>**

This is a case of unfortunate tragedy that took place at Barapani lake near Shillong on 24th October 1991. The complainant Mr Sandhu who was a Wing Commander at Air command New Delhi, he along with his wife and two minor children, aged 11 and 13 had gone for a Boat Cruise in Barapani lake as part of picnic program organized by the Eastern Air command. The Boat Club was maintained by the Army authorities of Army 101 Area Base near Shillong. At about 4:30 the complainant and the other members went for boating. There were two boats 1 pedal boat in which four members sat and another was a motorboat. The complainant and other members occupied the boat when few members were left the garden chairs were put in the boat beyond its capacity. There were total 16 members including 1 Lifebuoy and only two life jackets were available which were worn by the lady passengers. The boat moved away from the shore and after covering a distance of more than one kilo meters it suddenly collapsed as a result Mrs Sandhu lost her life.



The National Commission awards a compensation of rupees 3 lacs to Mr Sandhu and rupees 2.4 lacs each to the complainants children for the death of Mrs Guddi Sandhu. The National Commission made it clear that those who pay less attention to safety will be held liable for any loss or suffering caused as a consequence of such negligence. The Army authorities at the Boat club at Barapani were held guilty of negligence for not providing life jackets and other safety measures due to which Mrs Guddi Sandhu lost her life leaving behind minor children.

#### **Klaus Mittelbachert v. East India Hotels Ltd.<sup>14</sup>**

There had been cases in India where foreigners have been given justice by the courts, though the procedure is slow but no one is denied justice, the Delhi High Court gave 72 page judgment in this case. the German national co-pilot of Lufthansa airlines, who died after suffering head injuries because of the negligence of the staff by putting depth board wrongly in swimming pool of Oberoi Intercontinental after examining 24 witnesses the court ruled that Mittlebachert did not consume wine at the time of the accident and was not at all careless at all. The hotel was liable to compensate him Rs 50 lacks for the consequences of the accident. In this case though justice was given but very late, there should be provision of speedy justice in tourism Industry.

These cases should serve as an example to those who face similar hardship at the hands of tour operators/travel agents. At the same time it would be better, while making the arrangements and payments, to clarify every point, so that there is no ambiguity in the contract. And if, even after that, the agency provides deficient service, it can be hauled up before the consumer forum. Such cases are not rare. But what is unusual that a government agency has for the first time decided to file a complainant on behalf of the consumer. Since the Consumer Protection Act stipulates that the case be filed in the district in which the opposite party carries on its business or has an office or a branch office most tourists find in difficult to seek redressel from consumer courts because of jurisdictional barriers. This is where a government agency can step in. Of course the Ministry may also face some problems in this regard, if it has to file cases outside Delhi. One solution case is to coordinate with state governments. In fact, the Ministry is encouraging state tourism departments also to set up similar

complaint cells. So far complaints received by the cell fall into three main categories. They are against (a) tour operators and travel agents, (b) hotels and (c) shopkeepers. The officials in the ministry say that they receive the largest number of complaints against gem and jewellery traders in Jaipur and Agra, besides carpet sellers.<sup>15</sup> Often they pertain to overcharging or delivering goods far inferior in quality to what has been selected. A larger number of complaints also refer to the poor service rendered by travel agencies. Already the cell has withdrawn the recognition given to a travel agency following four complaints that it had failed to make onward bookings, thereby subjecting the tourists to a lot of inconvenience. All this raises the hope that tourism and travel industry will soon become more tourists friendly and responsive to their complaints.

#### **9. Environment Protection Cases**

All that surrounds us is our environment. There is a famous phrase Man proposes, God disposes i.e People can make plans; God determines how things will turn out. In T.N Godavarman Thirumulkpad v Union of India and Ors.<sup>16</sup> The court declared any damage to the nature amounts to matricide which means killing of mother.

**In M.C Mehta V. Kamal Nath<sup>17</sup>** an interesting question was raised before the Supreme Court. The question was whether the public has right to natural flow of rivers and streams and to the natural configuration of land? The court took notice of the news item appearing in the "The Indian Express" under the caption –"Kamal Nath dares the mighty Beas to keep his dreams afloat". This is a famous case of Kullu-Manali in Himachal Pradesh, in this case the state Government has granted lease of riparian forest land for commercial purpose to a private company, Span Motels private limited which owns a resort situated at the bank of river Beas. The Motel management was interfering with the natural flow of the river by blocking its natural course as along with the motel Mr Kamal Nath who was the minister of Environment and Forests then, wanted to build his house and diverted the course of the river but the mighty swollen Beas washed away the barriers, lawns some constructed parts of resort and causing a damage to other properties nearby causing a damage up-to 105 crores. The court observed that the doctrine of 'public trust' rests primarily on the principle that certain resources like air, sea, waters and the forests are very

important for the people as a whole and it would be unjustified to make them subject to private ownership. The court issued various directions including the cancellation of the lease in favour of the Motel and directed the Motel to pay compensation by way of cost for the restitution of the environment and ecology of the area.

#### 10. Conservation of Forests and National Parks

The term forest land mentioned in Section 2 of the Act refers to reserved forest, protected forest or any other area recorded as forest in the Government records.

#### Forest Friendly Camps Pvt Ltd v. State of Rajasthan<sup>18</sup>

The government of Rajasthan had established a tiger project in the vicinity of Ranthambore National Park the main purpose of it was to promote, attract and allure tourism. The state and central Government promote, attract and allure tourism. The state and central Government was confident of earning a lot of profit through tourism and tourism related activities, for the promotion and profit by tourism the government helped setting up of various hotels, resorts amusement activities around the Ranthambore National Park, The government regulated the tourism business in the park by controlling entry of private vehicles. The appellants challenged the roster system and restrictions of vehicles on the ground that it can affect tourism inflow. The writ petition was dismissed on the following aspects of eco-tourism "it would be just and fair to maintain a careful balance between the preservation of wild life in forests and sustainable development, in order to ensure the long term health of both the eco-system and the tourism economy. Tourism should be based on environment friendly concept. Tourism activities which directly or indirectly contribute to the conservation of nature and biological diversity and which benefit local communities should be promoted. It should be seen that tourism activities should be environmentally, economically, socially and culturally sustainable. The tourism should be developed in such a way so that it benefits the local communities, strengthens the local economy employees local work force. To ensure all these aspects the policy of tourism should be such where the tourists are not put to inconvenience.

In **Nagarhole Budakuttu Hakku Stapana Samiti v state of Karnataka**,<sup>19</sup> the establishment of restaurant in the midst of a national park on

eighteen years lease from the government was the issue, the private company renovated the old building for stay of tourists. The Karnataka High Court held once the areas is declared as National Park no one has any right on or over the land unless it is specifically granted. The court held the lease being contrary to laws relating to wildlife and forest conservation, the court ordered to hand over the possession of the building to State Government and stop any type of tourists activity in the area.

#### 11. Crimes Against Foreigners in India

There are some instances of violent crime against foreigners in India. Many of the crimes occur against foreigners only. Scams involving export of jewels occur in India, which target foreign citizens. Traveling alone in remote areas after dark is of particular risk to foreigners. Police records say at least 14 foreign tourists, most of them young backpackers, have vanished from the area in recent years.<sup>20</sup>

Economic conditions and unemployment also influence criminality to a considerable extent, because the American, Canadian and British citizens' purchasing power is relatively large compared to the general Indian population, they are the preferred target for robbery and other serious crime. Unemployment among the youths is also cause of crime, today the youth indulge in crime because of their extravagant and expensive life style they believe in showoff want to keep motorbikes, cars, costly mobile phones want to wear branded clothes which is not easy for unemployed youths to maintain so they indulge in crime, and the tourists become the easy target since they are outsiders and are not familiar with the roads. Theft of camera, mobile phones, chain snatching and other valuables of tourists is becoming common these days.

In April 1999, Swaraj Damree, a tourist from Mauritius was befriended by a group of Indians who later held him in 25 days of captivity. They robbed him of cash amounting to US \$1,500, took his wrist watch, gold chain, bracelet, two bags and suitcase. In 2000, two German trekkers were shot in Himachal Pradesh. A few weeks later, two Spanish tourists were killed in Himachal Pradesh by robbers. Many foreign tourists are victims of violent crime in Kolkata. In September 2006, criminals robbed the wallet of a British woman in Kolkata. The same month, a Japanese tourist was robbed on his way to Sudder Street. In October 2006, a foreigner was robbed in daylight on Park Street.<sup>21</sup>

### Passport Theft

In India, stealing passports of foreigners from their luggage in trains and buses is widespread. Theft of U.S. passports is very common, especially in major tourist areas.

### Rape and Sexual Assault of Foreigners

Incidents of rape and sexual assault against foreign tourists at popular tourist spots is increasing in India. Many of the alleged perpetrators are children of senior government officials or politicians.<sup>22</sup> In September 1994, Gurkirat Singh Kohli, grandson of the then CM Beant Singh, was accused of abducting and molesting a French tourist, Katia Darnand, in Chandigarh.<sup>23</sup> In March 2006, Biti Mohanty, son of a senior police official in Orissa, raped a German tourist in Alwar, Rajasthan. In June 2007, a South Korean was molested near Manali. In September 2007, two Japanese women were gang-raped in Agra, a popular tourist-spot in India where the Taj Mahal is situated.

The Indian state of Rajasthan - a popular destination among foreign tourists, with one out of every three foreign travellers visiting the state - have been rattled by rape cases of foreign tourists. On December 5, 2009, a Russian woman was raped in Goa by a local politician, John Fernandes. In February 2008, Scarlett Keeling, a British national aged 15, was raped and killed in Goa. In January 2010, a Russian girl aged 9 was raped in Goa; referring to this and earlier cases, Russia threatened to issue an advisory asking its citizens not to travel to the coastal state. The US Bureau of Consular Affairs has warned women not to travel alone in India.<sup>24</sup> However in contrast the British Foreign office only advises them to take normal precautions.<sup>25</sup> In 2014 A 52 year. Old Danish woman was raped by five men when she asked for location of her hotel which she had forgot and they rapid her for period of 3 hours and even robbed her I-pad, bag and other articles which she was caring. The victim returned to Demark after providing a statement to police and in July 2015 she flew back to India to record a statement in the presence of a judge and indentify her attackers.

### Freddy Peats v. India, 1996 (Session Case No. 24 of 1992)

This was the first case which created public awareness on child abuse and pornography. Freddy Peats, a foreigner with unknown origin, was convicted in India in year 1996 for sexually

abusing children, prostituting boys under the guise of running a shelter and in possession of 2305 child pornographic photos, 135 strips of negatives as well as medication and narcotic substances. He was charged under Indian Penal Code ( Sections 342, 355, 323, 337, 328, 292, 293, 377); Immortal Traffic Prevention Act ( Section 4,5,6 and 9); Indian Post Office Act (Section 20) and under Drugs and Cosmetic Act (Section 27). This was the first conviction for running an organised paedophilia racket in India.

### Dog Bite Leading to Death of Foreigner Tourist

In another case a UK based 37 years tourist whose name was not disclosed was bitten by a stray dog in Goa in 2005. On returning back to her country her condition deteriorated, her pet cat was checked and given clearance of any type of infection or rabies, later she developed horse shoes shape infected marks on the body which are the symptoms of rabies she was admitted to the hospital. After long treatment of rabies infection the women died in Walton Centre Hospital Liverpool. In this type of case the need of law arises what remedy is there for the victim in India. Also how her children should be compensated who lost her life and leaving her family in pain.

## 12. Crimes by Foreghners in India

### Zainab Bte Yousaf v State of Maharashtra<sup>26</sup>

This is the case of international couple wife aged 47 a Singapore national and husband aged 62 a Japanese national were arrested on 27<sup>th</sup> November 2000 by officers of customs, Air Intelligence Mumbai at the International Airport for violations of the provisions of the N.D.P.S Act. The council of the complainants requested the court to grant them bail on the pretext that the husband was aged person and the wife was suffering from cancer, but the court did not agree to their request, they also requested the government to allow them to work or provide them a job in India so that they can maintain themselves. The complainants were sentenced a rigorous imprisonment of 10 years and a fine of 1 lakh each. They were not allowed to leave the country, also the court ordered the couple to me maintained by the state and provided medical facilities.

### Heroin smuggling case by Afghan National

Afghan man arrested at Delhi Airport for smuggling 57 capsules in his stomach. Ghulam Rabani had come to India on medical visa. When his flight was about to take off his condition

deteriorated he was admitted in AIMS the police was suspicious at his behavior, later is 57 capsules of heroine weighing 525 grams were found in his stomach which he had swallowed to smuggle. The cost of the capsules was Rs 2 crores in International market. Rabani was arrested and booked under the Narcotic Drugs and Psychotropic Substances Act.

These cases should serve as an example to those who face similar hardship at the hands of tour operators/travel agents. At the same time it would be better, while making the arrangements and payments, to clarify every point, so that there is no ambiguity in the contract. And if, even after that, the agency provides deficient service, it can be hauled up before the consumer forum. Such cases are not rare. But what is unusual that a government agency has for the first time decided to file a complainant on behalf of the consumer. Since the Consumer Protection Act stipulates that the case be filed in the district in which the opposite party carries on its business or has an office or a branch office most tourists find it difficult to seek redressal from consumer courts because of jurisdictional barriers. This is where a government agency can step in. Of course the Ministry may also face some problems in this regard, if it has to file cases outside Delhi. One solution case is to coordinate with state governments. In fact, the Ministry is encouraging state tourism departments also to set up similar complaint cells. So far complaints received by the cell fall into three main categories. They are against (a) tour operators and travel agents, (b) hotels and (c) shopkeepers. The officials in the ministry say that they receive the largest number of complaints against gem and jewellery traders in Jaipur and Agra, besides carpet sellers.<sup>27</sup> Often they pertain to overcharging or delivering goods far inferior in quality to what has been selected. A larger number of complaints also refer to the poor service rendered by travel agencies. Already the cell has withdrawn the recognition given to a travel agency following four complaints that it had failed to make onward bookings, thereby subjecting the tourists to a lot of inconvenience. All this raises the hope that tourism and travel industry will soon become more tourists friendly and responsive to their complaints.

## Conclusion

Present study has discussed various court cases related to tourism field. Legislation on tourism attempts to chalk in clear and unambiguous

terms the rights and responsibilities of its various segments *vis-a-vis* the user-vice versa, and to provide for legal protection of the rights and enforcements of the responsibilities thus defined. The economic importance of tourism and the present stage of its development has also brought into sharper focus the need for appropriate central legislation to coordinate and control the activities of the industries on professional lines and ensure observance of high ethical standards commensurate with the needs/demands of an international activity. This is especially so because global tourism is becoming highly competitive in the neighboring destinations/countries.

Today when tourism is a big industry in itself and the demand of the hour is to have a special law or legislations for this industry, there is no law which deals with tourism cases and every time shelter of other laws is taken when dealing with tourist problems. In case of loss of goods of tourists or overbooked flights there is no immediate remedy for the aggrieved and the procedure of justice is long which takes several months and many a times the evidences are also lost in long delays. If not then the existing laws and legislations may be incorporated with special focus/sections on tourism and tourists. The crimes by and against tourists should not be covered under or adjusted with other laws. There can be a proper law which must deal with tourism and problems and perspectives related to it. The law should also be beneficial for foreign tourists who is aggrieved and has returned to his home country and is unable to come for the hearings. There must be provisions for speedy dispersal of grievances which are less harassing, less time consuming and justice should not be denied to a tourist sitting in far off country. The principle of natural justice "*Audi Alteram Partem*" must be provided to such aggrieved tourists. There should also be a provision of compensation to the aggrieved by the wrong doer. As new provision of CrPC is incorporated pertaining to Plea Bargaining,<sup>28</sup> similar provisions may be also incorporated in laws related with tourism.

If it is not possible to incorporate sections for tourism in existing legislations/ laws then special tourism laws should be framed like on the similar pattern of POTA,<sup>29</sup> NDPS Act<sup>30</sup> etc., which solely deal with tourism and tourists so that whenever a crime or any wrong by tourist against local, or by local against tourist occur then immediately shelter of such legislation can be taken.

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29. The Prevention of Terrorism Act, 2002 provides legal framework to strengthen administrative rights to fight terrorism within India and is to be applied against any persons and acts covered by the provisions within the act.
30. The **Narcotic Drugs and Psychotropic Substances Act** is an act of the Parliament of India which was passed in 1985 and came into effect in India from November 14, 1985. Under one of the provisions of the act, the Narcotics Control Bureau was set up with effect from March 1986. The Act is designed to fulfill India's treaty obligations under the Single Convention on Narcotic Drugs, Convention on Psychotropic Substances, and United Nations Convention Against Illicit Traffic in Narcotic Drugs and Psychotropic Substances.

## Relation Between Service Attributes and Satisfaction Level Among Tourist: Case Study of HPTDC Hotels

Neeraj Aggarwal & Anil Kumar

### ABSTRACT

Himachal Pradesh is a beautiful hill state in India, nestles in North-West region of western Himalayas. The state has breathtaking pristine natural beauty. It has Himalayan desert to dense green deodar forest from apple orchard to cultivated terraces from snow capped high Himalayas mountains ranges to snow fed lakes and gushing rivers. While traditionally Himachal was known as summer destination, the tourism department has taken special efforts to break the seasonality factor and has developed diversified tourism product to attract tourist in other seasons too.

HPTDC hotels are providing comfortable stay and food facilities to those visiting Himachal and even they are the component for the promotion of tourism as it is basic need of tourist. Customer perception of service quality has an impact on customer loyalty. Customer satisfaction acts as mediatory among service quality and client loyalty. This paper tries to explore the relation of service attributes and satisfaction level among tourist staying in HPTDC hotels across Himachal.

**Keywords:** *HPTDC Hotels, Service Attributes, Guest Satisfaction.*

Travel and tourism is the largest service industry globally in terms of gross revenue and foreign exchange earnings. It is also one of the largest employment generators in the world. It has been a major social phenomenon and is driven by social, religious, recreational, knowledge seeking and business interests and motivated by the human urge for new experience, adventure, education, and entertainment. Tourism is both cause and consequence of economic development. It has the potential to stimulate other sectors in the economy owing to cross-synergistic benefits and its backward and forward linkages. Tourism comprises activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and social, recreational and knowledge seeking purposes.

The tourism industry is primarily service and people oriented. It is made up of businesses and organizations belonging to various other industries and sectors. It is interplay among

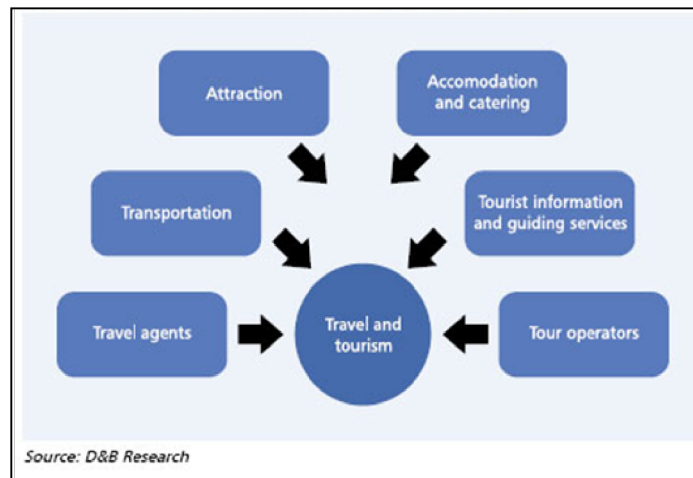
these businesses and organizations/persons, which offer "travel experience" to tourists. The tourism industry comprises hospitality (related to accommodation and dining), travel (transportation services through different modes) and various other businesses which offer services and products to tourists. The components of the tourism industry are shown in Fig. 1.1.

One of the greatest contemporary difficulties of management in administration commercial enterprises is giving and keeping up customer fulfillment. Overpowering customer interest for quality products and administration has as of late turned out to be progressively apparent to experts in the tourism and inn industry. Customer fulfillment speaks to a cutting edge approach for quality in ventures and organizations and serves the advancement of a really customer-centered management and society. Customer fulfillment measures offer an important and target input about customer's inclinations and desires. Advertising and management

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**Exhibit 1.1: Components of the Tourism Industry**

sciences now-a-days are concentrating on the coordination of all the organization's exercises keeping in mind the end goal to give goods or services that can fulfill best particular needs of potential customers. Hotels are one a player in accommodation industry, which has developed from the extremely humble start of families and landowners who opened their homes to explorers.

Throughout the previous couple of decades, the tourism business has been recognized as a key driver in the development of the administration business, which thus, is one of the three principle modern parts of a created and/or creating economy (Kotler and Keller, 2006). In this inexorably aggressive market, a standout amongst the most critical precepts for an administration organization is to keep up a progressing association with their customers to ensure their long haul premium. Considering this focused environment, there is a requirement for administration suppliers to arrange techniques that will separate them from others. This can be accomplished through the conveyance of prevalent administration quality. Giving a tasteful administration quality is critical to catch and hold customers. At the end of the day, the act of fabulous administration quality has been demonstrated to prompt expanded customer fulfillment (Martin, 2002).

Throughout the years the consideration of experts and the scholastic literature on quality has altogether focused on measuring the quality in the assembling part. Be that as it may, the interest for better customer administration has extensively expanded the requirement for overseeing administration quality (Wu et al, 2012). Therefore, the quantity of examination studies on quality in the administration connection has begun to increment in a few

sections of the world (Gummesson, 1991). With regards to the hotel business, administration quality as far as both customers' desire and customers' observation could prompt customer unwaveringness, upgraded picture, diminished expenses and expanded business execution (Choi and Chu, 2001; Ramanathan and Ramanathan, 2011 as referred to in Boon-itt and Rompho, 2012). Therefore, a standout amongst the most critical components influencing inn business execution is the change of administration quality, which is essential for making money related advantage prompting a long haul upper hand for the hotel (Zhang et al, 2011).

A few studies have distinguished potential troubles with respect to the theoretical establishment and exact measures of administration quality (Jabnoun and Khalifa, 2005; Landrum et al, 2007). Truth be told, the quality of services can't be measured equitably similarly as the quality of made goods (Crick and Spencer, 2011). Since administration quality is a subtle idea, there is still an open deliberation on how best to conceptualize it and how benefit quality can be measured in various connections.

There is still a need to create administration quality measures that are nation/industry-particular (Karatepe, 2005; Crick and Spencer, 2011). This is on account of administration quality builds that are produced especially for one society/industry may not be relevant in an alternate setting (Hsieh and Tsai, 2009; Salazar, 2010). With regards to the inn business, different characteristics, for example, uncertain norms, short appropriation channels, unwavering quality and consistency, eye to eye collaboration, and fluctuating interest, have been distinguished as a test for the errand of characterizing and measuring administration quality (Akibaba, 2005; Sohrabi et al, 2012). Also, the interest for

various inn sorts in various nations is normally bunched around crest periods, for example, occasion seasons, which makes it hard to give steady administration quality measures.

Himachal Pradesh arranged in the heart of the western himalaya, distinguished as "devbhumi" is accepted to be the house gods and goddesses. The whole state is punctuated with stone and also wood sanctuaries. The rich society and customs has made Himachal novel in itself. The shadowy valleys, tough ridges, ice sheets and enormous pines and thundering waterways and flawless greenery form the orchestra that is everlastingly Himachal.

Himachal Pradesh appeared as a union territory in April 1948 as an aftereffect of reconciliation of 30 regal states spread more than 27,000 sq.km. In 1954, when another "c" class condition of Bilaspur converged in Himachal Pradesh, its region expanded to 28,241 sq.km. The position stayed unaltered till 1966. On reorganization of the state, the sloping regions of Punjab were converged with the state, expanding its size to 55,673 sq.km. Himachal Pradesh today is cited as a fruitful model of slope zone improvement as well as for having acknowledged advancement in instruction, wellbeing and social services.

In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Customer satisfaction does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business because customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth. There are numerous studies that have looked at the impact of customer satisfaction on repeat purchases, loyalty and retention. Many researchers point out the fact that satisfied customers share their experiences with other people to the order of perhaps five or six people. On the contrary, dissatisfied customers are more likely to tell another ten people of their experience with product or service. Customer satisfaction is the outcome felt by those that have experienced a company's performance that have fulfilled their expectations. Many researchers and academicians highlight the importance of customer satisfaction. Many researchers see that customer satisfaction has a positive effect on organization's profitability. Much empirical evidence also shows the positive connection between customer satisfaction, loyalty and retention. Nowadays all companies are realizing the significance of delivering and managing service quality, which leads

to customer satisfaction. Service quality that is delivered can meet or exceed customers' expectations are mainly influenced by customer's prior expectations. According to Hansemark and Albinson (2004) "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some needs, goals or desire ". Customer loyalty on the other hand refers to a deeply held commitment to re-buy a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviour (Oliver, 1997).

In order to fulfil the research on measuring and evaluating customer satisfaction towards customer service provided at the three mobile telecommunication companies, ACSI for measuring the overall satisfaction was chosen. These measurement models are used because their use is appropriate and corresponds to the research problem. ACSI is used to measure overall customer satisfaction with service delivery because it combines responses to three questions that ask about the same idea, i.e., overall satisfaction. It is also relatively easy to apply as the weight of each response can be determined by the researcher irrespective of which industrial context it is used.

From literature review, there are numerous elements that have an effect on customer delight. Such factors encompass pleasant employees, courteous employees, informed personnel, useful employees, accuracy of billing, billing timeliness, aggressive pricing, carrier first-rate, true cost, billing readability and brief provider (Hokanson, 1995). From the studies completed in many countries, factors like: carrier best, and perceived fee, are the key constructs affecting the patron's pleasure with cell offerings. Studies additionally factor out that consumer pride consequences in the end in agree with, charge tolerance, and purchaser loyalty. Consequently, constructing purchaser dating is a spine for all corporations in general and agencies in service industries specifically. Problems like: customer delight, provider satisfactory, client notion, patron loyalty, are the main worries of the nowadays carrier agencies, which improves corporation's overall performance and translates into more profits.

Clients are very unique nowadays, because of their publicity to data, they're higher educated, and more disturbing in the goods and offerings they require, and they're extra



familiar with generation. The twenty first century consumer market increases many questions to the ones corporations that need to reply to this new generation of consumerism. Customer relationship advertising is a practice that includes all advertising activities directed closer to setting up, developing, and retaining successful consumer relationships. Building and preserving relationships with customers has become a key strategic point with provider industries. Therefore, dating advertising develops long-time period relationships and improves company performance thru consumer loyalty and purchaser retention. A research performed by means of Reichhold and Sasser (2002) of the Harvard enterprise faculty confirmed that, most clients are handiest profitable in the 2d year that they do business with you. Organizations spend money on advertising and advertising and marketing and locating out about what clients want which will satisfy their needs and requirements. Managers can use dating control (CRM) because the single strongest weapon to ensure that clients become andstay loyal.

Reichheld and Sasser (1990) confirmed that even a small increase in purchaser retention produced a dramatic and tremendous effect on profitability. Growing the customer retention price from, say, eighty five consistent with cent to 90 according to Cent represented a internet gift value income increase from 35 in keeping with cent to 95 according to Cent a number of the organizations they tested. Payne and Frow (1996) researched 225 uk companies and found that 41 per cent of the everyday advertising finances turned into spent on acquiring customers and most effective 23 in keeping with cent on retaining them. Agencies shouldn't always search for to maintain all their customers, because a few might cost an excessive amount of to service. They need to have a look at the consumer lifetime cost (CLV), which is described because the net gift fee of the future earnings glide over a customer's lifetime (Knox et al. 2003). Moreover, efficiency-driven corporations focus on the products and offerings they sell, and they are seeking competitive advantage in scale, experience and developing limitations to entry (Knox et al. 2003). Effective Corporation's awareness on their capability to understand and fulfil person clients' maximum critical desires. Powerful corporations are searching for competitive advantage in client involvement, carrier and advanced knowledge of consumer motivations and behaviour. Consequently, moving from efficiency to effectiveness represents a huge shift in enterprise emphasis, and is

one of the drivers behind the surge of interest and investment in CRM (Knox et al. 2003). Developing consumer price is a major source of competitive benefit for companies. The cost the clients receive derives from the total enjoy they have with both the middle product and the product surround. In fact, clients aren't buying items or offerings, but unique benefits, which solve problems. They cost to provide in line with their belief of its capability to resolve their trouble (Knox et al. 2003).

Customer pride has been a critical concept in advertising literature and is an important goal of all commercial enterprise activities. Nowadays, businesses face their hardest opposition, because they pass from a product and income philosophy to a advertising philosophy, which gives a corporation a better danger of outperforming competition (Kotler, 2000). Common consumer satisfaction interprets to greater earnings for companies and market share growth. The significance of clients has been highlighted by many researchers and academicians. The predominant problem of advertising is to connect with customers by building a robust purchaser courting which will meet their expectancies.

Tourism in Himachal offers tourists two fundamental seasons to appreciate tourism related exercises i.e. summer season and winter season. In summer season, tourism in Himachal offers trekking, para coasting, calculating and angling, vehicle safari, rock climbing and mountaineering, outdoors and going by world celebrated spots of Himachal. The weather is great in summer and you can investigate Himachal at any velocity you like. In winter season, tourism in Himachal offers skiing, heli skiing, ice skating and other winter sports related exercises. Himachal encounters substantial snowfall in winter in this manner swinging it to a paradise for individuals keen on winter sports exercises (himachal world, 2011).

Tourism and hotel organization in the present day is a method of life of all people. Hotel industry is considered as one of the central commercial ventures in India, as it gets around 465.6 million local and overall tourists every year (kent 2005, government of India 2008). For the most part in the tourism business, the interest for administration stays flighty contrasted with other administration commercial ventures, for example, instruction, account or social insurance. This is because of the difficulties faces by the tourism business, for example, the regular vacillations sought after which contains a dynamic and enduring condition of progress

in industry. Conversely with substantial goods which can be deferred for future utilization, the perishable and elusive nature of administration implies that it can't be put away for future utilization. Accordingly, this makes issues, for example, over utilization of offices amid the top time frame and under-use of offices amid the non-crest period. ( Marane1, b., Asaad, z. And Omer, a. 2013).

Fulfilment is a "general customer disposition towards an administration supplier", or an enthusiastic response to the distinction between what customers expect and what they get (Zineldin, 2000), with respect to the satisfaction of some need, objective or yearning. Buyer fulfilment research began as right on time as the 1960's (Cardozo, 1965). The literature proposes that customer fulfilment is a by-result of the affirmation or positive disconfirmation of desires and that customer disappointment is a by-result of negative disconfirmation of desires (day, 1984; Oliver, 1980; Olshavsky and Miller, 1972; Olson and Dover, 1976).

Customer satisfaction has been admired topic in marketing practice and academic research since Cardozo's (1965) preliminary study of customer effort, satisfaction and expectations. Despite many attempts to evaluate and explain customer satisfaction, there still does not appear to be a unanimity regarding its definition (Giese and Cote, 2000).

Customer satisfaction is generally defined as a post consumption evaluative judgement pertaining a specific service or product (Gundersen, Heide and Olsson, 1996). It is the result of an evaluative process that contrasts pre purchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

The widely consented conceptualization of the customer satisfaction construct is the expectancy disconfirmation theory (McQuitty, Finn and Wiley, 2000). The theory was developed by Oliver (1980), who projected that satisfaction level is an outcome of the difference between perceived and expected performance. Satisfaction (positive disconfirmation) occurs when service or product is better than accepted. On the other hand a performance worse than expected results with dissatisfaction.

Research display that customer satisfaction may additionally have indirect and direct effect on commercial enterprise results. Luo and Homburg (2007) resolved that consumer satisfaction definitely impacts business profitability. Most

of the people of studies have seemed into the relationship with client behaviour patterns (Faullant et al., 2008). Consistent with those findings, consumer pleasure increases consumer loyalty; influences repurchase intentions and results in fantastic word-of-mouth. Given the essential function of client pleasure, it isn't always unexpected that a diffusion of studies has been dedicated to investigating the determinants of delight (Zeithaml and Bitner, 2003). Pride may be determined by means of subjective (e. g. consumer wishes, emotions) and objective elements (e. g. product and provider capabilities).

Applying to the hospitality industry, there have been numerous studies that look at attributes that travelers might also discover critical concerning customer delight. Atkinson (1988) found out that cleanliness, safety, fee for cash and courtesy of workforce decide purchaser delight. Knutson (1988) discovered that room cleanliness and comfort, convenience of vicinity, prompt provider, safety and security, and friendliness of personnel are essential. Barsky and Labagh (1992) stated that employee attitude, vicinity and rooms are probably to persuade travellers' pleasure. A take a look at performed via Akan (1995) confirmed that the main determinants of motel guest pride are the behaviour of employees, cleanliness and timeliness. Choi and Chu (2001) concluded that workforce satisfactory; room traits and fee are the top three hotel factors that decide travelers' satisfaction.

Offering offerings those customers pick is a starting point for imparting consumer satisfaction. An exceedingly clean manner to determine what offerings patron prefers is absolutely to invite them. in keeping with Su (2004), guest remark cards (GCCs) are most commonly used for determining lodge guest pride. GCCs are usually allotted in lodge rooms, on the reception desk or in a few different seen places. However, research screen that numerous hotel chains use visitor pride evaluating strategies primarily based on derisory practices to make critical and complex managerial decisions (Su, 2004). The most generally made faults can be divided into 3 major areas, specifically, great of the sample, design of the GCCs, and facts series and evaluation. With the intention to improve the validity of lodge vacationer pleasure measurement practice, Barsky and Huxley (1992) proposed a new sampling system that is a excellent sample".

It reduces non response bias by offering incentives for completing the questionnaires. The components of their questionnaire are based on disconfirmation paradigm and expectancy-value theory. In this manner, guests can indicate whether service was above or below their expectations and whether they considered a particular service important or not. Furthermore, Gilbert and Horsnell (1998) developed a list of criteria for GCC content analysis, which is adopted in this study as well. Schall (2003) discusses the issues of question clarity, survey timing, scaling, question order, validity, and sample size.

**Objectives**

1. To recognize high importance and superior service attributes in every hotel
2. To recognize high importance and low performance service attributes in every hotel
3. To recognize low importance and low performance service attributes in every hotel
4. To recognize attributes which were seen vital by customer

The objectives of the study were understanding the relation between the services attributes and the overall satisfaction of the tourists. To understand this phenomenon Pearson’s correlation analysis was performed on the variables and the results are presented in table 1.2.

**Table 1.2: Service Attributes Vs Overall Satisfaction**

		Overall Satisfaction with HPTDC
the facilities in general were satisfactory,	Pearson Correlation	.730**
	Sig. (2-tailed)	.000
The ambience of your room was perfect.	Pearson Correlation	.659**
	Sig. (2-tailed)	.000
The quality and variety of food was good.	Pearson Correlation	.609**
	Sig. (2-tailed)	.000
The attitude and services from hotel staff is highly professional.	Pearson Correlation	.699**
	Sig. (2-tailed)	.000
Hygiene and cleanliness of the hotel is high standard.	Pearson Correlation	.727**
	Sig. (2-tailed)	.000
The hotel is easily accessible and easy to reach.	Pearson Correlation	.692**
	Sig. (2-tailed)	.000
Entertainment facilities are satisfactory in the hotel.	Pearson Correlation	.671**
	Sig. (2-tailed)	.000
your holiday was upto your expectations	Pearson Correlation	.648**
	Sig. (2-tailed)	.000
Are you satisfied with the package or services offered?	Pearson Correlation	.782**
	Sig. (2-tailed)	.000
Did you receive the value of money with us?	Pearson Correlation	.769**
	Sig. (2-tailed)	.000
Would you like to have your future stay in HPTDC hotels?	Pearson Correlation	.771**
	Sig. (2-tailed)	.000
Would you like to recommend HPTDC hotels to someone?	Pearson Correlation	.777**
	Sig. (2-tailed)	.000
Are the services offered worth the price paid?	Pearson Correlation	.799**
	Sig. (2-tailed)	.000
Overall customer handling process is satisfactory?	Pearson Correlation	.700**
	Sig. (2-tailed)	.000
Online portal is very helpful	Pearson Correlation	.634**
	Sig. (2-tailed)	.000
The location of the hotels is very good.	Pearson Correlation	.747**
	Sig. (2-tailed)	.000
Local information about the attractions is available.	Pearson Correlation	.746**
	Sig. (2-tailed)	.000

Table 1.2 shows the relationship between the service attributes with the overall satisfaction of the tourists with these services. This has been done with the help of correlation analysis, as it helps in determining the relationship between the given set of variables. This correlation analysis has been performed to understand if these service attributes contribute to the overall satisfaction or not and to what extent. Under the correlation analysis the value lies between (-)1 to (+)1, wherein the negative and positive signs depict the direction and the value depicts the degree of correlation. As it can be seen from the table that all the values are positive, signifying that the service attributes and the overall satisfaction move in same direction i.e. if there is increase in the value of any of these service attributes; overall satisfaction will also increase. Another aspect of the correlation analysis is the degree. It can be observed here that majority of correlation values are more than 0.75 (which is considered as high correlation), implying that there are 75% chances that, if these service attributes change; the overall satisfaction will also change. The third and the last aspect of correlation analysis is one of the most important, as it lets us know the

significance level of the value of correlation. Any value less than 0.05 is considered to be highly significant. Under table 1.2 it is very much clear that all the value bear a significance level of 0.00, making the correlation values highly significant.

## Conclusion

HPTDC hotels are located at best location in Himachal Pradesh, but we conclude that they are not capable to achieve the same business as compared to private hotels, even being located on the prime locations. This gives an indication that there are some loops in services provided by them. To have more competitive edge the HPTDC has to provide more facilities with service quality to meet their expectations.

It is concluded that attribute such as location of hotel, quality of food , prices of food, entertainment activities, travel facilities, parking facilities, hygiene are given high importance by means of performance and importance towards it. It shows that if HPTDC gives care on these service attribute, the service quality will increase in direct proportionate and leads to higher guest satisfaction.

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## Destination Attributes and Pillars of Indian Tourism: A Gender Perspective

Arvind Kumar Dubey & Shweta Chandra

### ABSTRACT

Tourism is a global activity which minimizes boundaries connected to geography, culture, ideology, and politics. It has now come to be recognized as an Industry with product travel and is well branded. In travel and tourism production destination is at foundation with specific attributes like attraction, accessibility, amenities, activities, accommodation and ancillary services. These attributes are going to be consumed by a tourist which decides brunt at destination. In the process of consumption the behavior of tourist depends on their sex, age, education, social and cultural background. These are the components of buying behavior prior to, during and subsequent to travelling. The present paper examines destination attributes and pillars of India tourism in relation to gender. This study can provide insight vis-à-vis behavior of male and female tourist thus assisting in promotion, planning and management which can further augment tourism. The impetus behind studying the female travelers was triggered owing to escalating number of women travelers worldwide.

*Keywords: Tourism, Destination, Motivation, Perception, Attributes, Behavior, Components.*

### Introduction

We have been since early ages been a part of a binary society, which has either males or females. Mutually males and females have been the pillars of the human society and have been coupled with certain explicit kinds of roles. That is why sex represents biological characteristic and the gender represents social and cultural characteristics. Sex is something that comes to us naturally whereas gender concept has been fashioned by cultural and societal norms. This segregation in the society has undeniably affected how both genders have developed over the years. The male and female psychology forms an interesting topic which is widely researched for different reasons. As per Baron-Cohen male's brain are trained for leadership role, hunting, tracking, gaining power, trading, using aggression, tolerating and solitude. On the other hand female brains are specialized in mothering, gossip, friendship and multitasking.

Owing to this there is a divergence in attitudes, perception, outlook, behavior, reactions and understanding of males and females. To understand any phenomenon we have to study it both from male and female perspective. Tourism is an activity undertaken both by men and women, sometimes together and many times unaccompanied. With the changing society the women empowerment is mounting, they are no longer reliant on men. They are treated at par with men and are evolving as a explicit segment and this increase calls for the need to understand their behavior.

In a break from tradition, Indian women enjoyed traveling alone for leisure. As per one study 41% women enjoyed travelling alone for work and nearly 76% enjoyed holidays when they are solo. This is due to freedom of enjoyment without bothering for others. Solo travelling is adventurous and exciting for women.

Varying pattern of travel and tourism specially related to women's travelers, there is an increase

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of 230% in number of women centric travel companies. Study shows that 87% women travel for exotic scenery (men – 72%). Different Studies also conducted which revealed that average adventure traveler’s age and gender is 47 years old female and not 28 year old male. These adventures loving female are elegant, confident, independent and adventures.

Travel behavior explains the way in which tourists behave, react, make choices, like or dislike depending on their attitudes, culture, education, knowledge, age etc before, during and after travelling. Knowledge of behavior of travelling women is an imperative tool for tourism planning, infrastructure development and marketing of a destination. The behavior study can decide destination choice pattern and related demanded activities at the destination. Designing tourism product is a complex activity in which study of women’s travel behavior can play lead role.

The present study is an attempt to discover whether there is any influence of gender on destination attributes like attraction, accessibility accommodation, amenities, ancillary services and activities. This study will also explain male and female travelers opinion about pillar of Indian Tourism like *swagat, soochana, suraksha, sahyog, people samrachana and safai*. This study also discusses ingredients of a perfect holiday from gender perspective.

### Research Questions

- 1) Is there any influence of gender of tourist on destination attributes?
- 2) What is the opinion of male and female tourist about availability and effectiveness of 7S of Indian Tourism?
- 3) What is a perfect holiday for male and female tourist?

### Objectives of the Study

- To study the important level of various factors related to A’s of tourism for men and women.
- To study the micro parameters of destination attributes like accessibility, accommodation, amenities, attractions, activities and ancillary services.
- To study the effectiveness and availability of the seven pillars adopted by the government of India.

- To study the ingredients of a perfect and enjoyable holiday and compare the opinions of men and women.

### 6 A’ of Destination Framework and Pillars of Indian Tourism

Destination is a place towards which tourist travel, stay, experience, and consume offered product holistically. Destination provides integrated services and facilities specially designed on basis of tourist needs and wants. This phenomena can be well understood as a push and pull factor. Destination framework includes the following A’s.

Attractions represent a unique thing which can be special events, artificial buildings, natural resource, hand-made article etc. These make the image of the destination and traveler plans their itinerary around these attractions.

Accessibility refers entire movement pattern with the help of transportation system, terminals and vehicles. It comprises both inter and intra-city transport. First the transport is required to reach the destination which can be air, land or water based depending on the connectivity available for destination .Then transport is also required within the destination to visit different attractions.

Amenities refer to the various survival needs like accommodation, retailing, catering, and other specific tourist services. Tourism intermediaries and principal suppliers are providing pre arranged packages so that amenities of the destination can be consumed by the tourist.

Activities represent all the activities – adventure, water, trekking, diving, cruises etc which could be done by tourists while they are at the destination. Ancillary services refer security, banking, posts and hospitals, telecommunications etc. which helps in day to day activities.

India has one of the world’s biggest and fastest growing tourism industry and we have woken up to leverage the burgeoning global travel and tourism industry. India which was a concealed treasure of tourism has been brought into glare of publicity by the launch of Incredible India campaign and has established India on the world tourism map. In the same context the Ministry of Tourism has strategically outlined in its policy around the central principle of Guest is God, ‘*Atithi Devo Bhava*’. To meet this objective the seven pillars of tourism have been outlined –

- Swagat (Welcome) - To make the tourist welcomed
- Soochana (Information) - To ensure proper / timely / useful and correct information to all tourist
- Suvidha (Facilities) - Refers to basic amenities
- Suraksha (Safety) - Refers to safety and security of tourist
- Sahyog (Cooperation) - It refers to help and cooperation of the local people
- Samrachanam (Infrastructure) - It refers to the development of facilities
- Safai (cleanliness) - It refers to clean and hygienic surroundings

**Research Methodology and Instrument**

Survey was conducted at Pune (Maharashtra-India) in the month of September – October 2017 with the help of pre-designed questionnaire. Questionnaire was based on previous research, literature review and finalized after pilot study. It was distributed to both genders i.e. male and female. Total of 150 Questionnaire was distributed electronically by using Whats-App, social media, survey monkey and by sending to office groups, art groups and various work groups. Out of distributed 150 questionnaires, 124 (64 male and 60 female) were found complete in all respect and found suitable for data analysis. It was a convenient sampling and for analyzing data Excel and SPSS software was used.

All the questions were structured and responded were required to either choose or rate (likert Scale). Questionnaire was related to Demographic study, Travel Behavior, Factors affecting choice of destination, Travel company preference, Frequency of travel, Motivations, Essential attributes (A’s of tourism) etc.

**Findings of Research**

**Destination Attributes**

The survey studied the essential attributes that males and females look in for a travel destination. Both the respondents were asked to rate the eight attributes in Extremely Important to Not Important scale. These eight attributes related to destination was

1. Security and safety at destination.
2. Affordability of the destination
3. Connectivity and Accessibility for the destination.
4. Acquaintance with destination.
5. Infrastructure availability at destination
6. Government support at destination
7. Medical care facility availability at destination
8. Overall image of destination.

The mean and standard deviation was calculated and then t-value after comparison of mean scores / (Level of Significance = 0.05 or 5%) was taken. The p value is given by Significance (two -tailed) and output sheet is presented below.

**Table 1: Independent Samples Test**

		Levene’s Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Security	Equal variances assumed	5.492	.021	2.141	122	.034	.288	.134	.022	.553
	Equal variances not assumed			2.171	106.985	.032	.288	.132	.025	.550
Affordability	Equal variances assumed	.236	.628	-3.318	122	.001	-.680	.205	-1.086	-.274
	Equal variances not assumed			-3.329	121.854	.001	-.680	.204	-1.085	-.276
Connectivity and accessibility	Equal variances assumed	15.109	.000	2.284	122	.024	.475	.208	.063	.887
	Equal variances not assumed			2.256	102.12	.026	.475	.211	.057	.893

Acquaintance	Equal variances assumec	.592	.443	.484	122	.630	.118	.243	-.364	.600
	Equal variances not assumec			.481	116.310	.631	.118	.245	-.367	.602
Infrastructure	Equal variances assumec	22.519	.000	.234	122	.815	.068	.289	-.505	.640
	Equal variances not assumec			.231	99.014	.818	.068	.293	-.514	.649
Government support	Equal variances assumec	.500	.481	4.324	122	.000	1.206	.279	.654	1.759
	Equal variances not assumec			4.316	120.209	.000	1.206	.279	.653	1.760
Medical care	Equal variances assumec	13.242	.000	-.218	122	.828	-.056	.258	-.567	.455
	Equal variances not assumec			-.216	109.163	.829	-.056	.261	-.573	.460
Overall limage	Equal variances assumec	8.764	.004	-1.086	122	.280	-.531	.489	-1.500	.437
	Equal variances not assumec			-1.091	121.455	.278	-.531	.487	-1.495	.433

There was a mixed result. On some attributes there was no difference of opinion like acquaintance, infrastructure, medical care and overall Inage of the destination. In all these cases the p value was greater than .05 showing no significant difference. On the contrary in parameters like security, connectivity and accessibility, affordability and government support a significant difference was established as the value of p was less than .05. The difference may be linked to the outlook and perspective of the females. Biologically weak they tend to be little more careful and cautious hence give more importance to security and government support. With the current scenario of brutal rape and murder cases, it's wise to be cautious and aware. The males on the other hand are not really concerned with security.

Hence we can clearly state that gender has influence on the destination attributes. At the

micro level the attributes which exhibit the difference of opinion are security, connectivity and accessibility, affordability and government support

**Accessibility**

The survey had questions on the A's of tourism. These factors form the entire system of the tourism. In the first section the respondents were asked to rank the importance of various attributes related to accessibility (Extremely Important to Not Important). Accessibility is one of the most important attribute of a destination. For promoting tourism a destination should be accessible thought different means of transport. One of the reasons for the burgeoning growth of tourism is the development of good transport which has made journey safe, conformable, easy and shorter. It included convenience, comfort, safety and cleanliness as micro parameters.

**Table 2. Mean and Standard Deviation**

**Group Statistics**

	Gender	N	Mean	Std. Deviation
Convenience	Male	64	1.45	.58
	Female	60	1.59	.64
Comfort	male	60	1.60	.63
	Female	60	1.86	.61
Safety	Nale	64	1.32	.56
	Female	60	1.31	.53
Cleanliness	Male	64	2.85	.79
	Female	60	1.47	.50



**Table 3: t-values**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Convenience	.230	.632	-1.244	123	.216
			-1.241	120.812	.217
Comfort	3.504	.064	-2.317	123	.022
			-2.318	122.921	.022
Safety	.180	.672	.169	123	.866
			.169	122.991	.866
Cleanliness	4.273	.041	11.572	123	.000
			11.692	107.308	.000

The study show that on some attributes there was no difference of opinion like convenience and safety as the p value represented by Sig. (2-tailed) at (Level of Significance = 0.05 or 5%) and 95% confidence level was greater than .05. On the other hand on factors like cleanliness and comfort the p value was less than .05 showing a significant difference in opinion.

**Accomodation**

The next attribute was accommodation. It forms a primary constituent of tourism and

comprises of various types of stay facilities. A wide range of facilities are hotels, resorts, hostels, home stays, inns, dormitories, cottages etc. The micro factor of the accommodation includes comfort of stay - rooms, bathrooms and services. Then there is convenience - ease of booking, location, connectivity. Another aspect related to accommodation is facilities in accommodation which include airport transport, swimming pool, sauna, gym, spa and other recreational facilities. Ambience, hygiene and brand image also forms an important aspect of accommodation.

**Table 4: Mean and Standard Deviation**

	N	Mean	Std. Deviation
Acco-Comfort	64	1.85	.90
	60	1.95	.99
Acco-convenience	64	1.85	.73
	60	1.70	.86
Acco-facilities	64	2.51	.95
	60	2.40	.82
Acco-ambience	64	1.75	.71
	60	1.58	.61
Acco-hygiene	62	1.41	.64
	56	1.21	.41
Acco-brandimage	64	2.90	.90
	60	1.46	.87

**Table 5: t-values**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Acco-comfort	.006	.938	-.530	122	.597
			-.528	118.893	.598
Acco -convenience	1.573	.212	1.107	122	.271
			1.101	115.627	.273
Acco-facilities	2.272	.134	.717	122	.475
			.720	121.178	.473
Acco-ambience	.439	.509	1.387	122	.168
			1.393	121.299	.166
Acco-hygiene	14.224	.000	2.039	116	.044
			2.082	105.388	.040
Acco-brandimage	1.237	.268	9.014	122	.000
			9.024	121.888	.000

The statistical analysis revealed a mixed result. On the attributes like comfort, convenience, facilitates there was no difference of opinion as the p value represented by Sig. (2-tailed) at (Level of Significance = 0.05 or 5%) and 95%

confidence level was greater than .05. On the other hand on factors like hygiene and brand image the p value was less than .05 showing a significant difference in opinion.

**Amenities**

**Table 6: Mean and Standard Deviation**

**Group Statistics**

	Gender	N	Mean	Std. Deviation
Food	male	64	1.6393	.63332
	Female	60	2.0870	.28810
Transport	male	64	1.4844	.61701
	Female	60	1.3833	.61318
Public Utility	male	64	1.7188	.70076
	Female	60	1.3333	.47538
Local Support	male	64	2.1875	.66368
	Female	60	2.0333	.73569
Police/ Govt Support	male	64	2.1875	.92367
	Female	60	2.0000	.73646

Amenities include the facilities at a destination. These include almost all service which a tourist may require during his stay. For the purpose

of research food, transport (internal) public utility services, local people support and police and government support has been considered

**Table 7: t-value**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Food	28.406	.000	-3.256	82	.002
			-4.435	79.018	.000
Transport	.376	.541	.914	122	.362
			.914	121.579	.362
Public utility	11.164	.001	3.560	122	.001
			3.604	111.375	.000
Local Support	.001	.972	1.227	122	.222
			1.222	118.677	.224
Police/ Govt	4.042	.047	1.245	122	.216
			1.254	118.987	.212

The statistical analysis revealed a mixed result. On the attributes like transport, local support and police and government support there was no difference of opinion as the p value represented by Sig. (2-tailed) at (Level of Significance = 0.05 or 5%) and 95% confidence level was greater than .05. On the other hand on factors like food and public utility services the p value was

less than .05 showing a significant difference in opinion.

**Attractions**

Attractions is a place of interest may be natural or manmade, bearing cultural or historical significance, may offer leisure or amusement ,

may be adventure or wildlife which will be a pull factor for the tourist .Many of these often become the signature identity of the place like Eiffel Tower as no one can imagine Paris without that. While visiting a place the tourist has some expectations from an attraction and

also has choice of attractions as per his liking. For the purpose of study the attractions have parameters like Festivals, Museums, Nightlife, Shopping and handicraft, Art galleries and Local food. Its analysis is given below.

**Table 8: Mean and Standard Deviation**

	Gender	N	Mean	Std. Deviation
Festivals	Male	64	1.8906	.83793
	Female	60	1.6667	.89569
Museums	Male	64	3.0625	.83333
	Female	60	2.2667	.95432
Nightlife	Male	64	2.3281	.87387
	Female	60	2.4833	.92958
Shopping and handicraft	Male	64	2.5312	.87230
	Female	60	2.1500	.89868
Art galleries	Male	64	1.6719	.71391
	Female	60	1.5667	.83090
Local food	Male	64	1.9219	.82240
	Female	60	2.0500	.89110

**Table 9: t value**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Festivals	.544	.462	1.439	122	.153
			1.435	119.927	.154
Museums	3.336	.070	4.954	122	.000
			4.933	117.345	.000
Night life	.789	.376	-.958	122	.340
			-.956	120.074	.341
Shopping and handicraft	.257	.613	2.397	122	.018
			2.395	120.913	.018
Art galleries	.174	.678	.758	122	.450
			.754	116.616	.452
Local food	.123	.726	-.833	122	.407
			-.830	119.491	.408

The statistical analysis revealed a mixed result. On the attractions like festivals, night life , art gallery and local food here was no visible difference where for the attractions like museums and shopping and handicraft there

was a difference of opinion as the p value represented by Sig. (2-tailed) at (Level of Significance = 0.05 or 5%) and 95% confidence level was less than .05.

Activities

**Table 10: Mean and Standard Deviation**

	Gender	N	Mean	Std. Deviation
Cultural heritage (heritage walks, sound and light shows)	Male	64	2.39	.86
	Female	60	2.18	.87
Adventure (water sports, paragliding etc.)	Male	64	2.82	.88
	Female	60	2.55	.67
Nature (Wildlife, trekking, camping)	Male	64	2.54	.87
	Female	60	2.38	.78
Wellness activities (spa, massage, Ayurveda)	Male	64	2.95	.95
	Female	60	2.75	.83

**Table 11: t value**

	Levine's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	T	df	Sig.(2-tailed)
<b>Cultural Heritage</b>	.279	.0598	1.327	122	.187
			1.326	121.345	.187
<b>Adventure</b>	3.820	.053	1.961	122	.052
			1.978	117.316	.050
<b>Nature</b>	1.251	.266	1.097	122	.275
			1.100	121.787	.273
<b>Wellness Activities</b>	.540	.464	1.260	122	.210
			1.266	121.527	.208

Activities include various man made things which give a feeling of delight, pleasure and adventure to the people. These activities are usually high on adrenalin and cause adrenalin rush. These may be natural (star gazing) or manmade like bungee jumping, but in either case they require expertise and special gadgets. The statistical analysis including t test at (Level

of Significance = 0.05 or 5%) and 95% confidence level revealed no difference of opinion between men and women.

**Ancillary Services**

These are the secondary services and may or may not be required by all the tourists.

**Table 12: Mean and Standard Deviation**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
<b>Mobile, Internet</b>	Male	64	1.2031	.40551	.05069
	Female	60	1.1167	.32373	.04179
<b>Help desk</b>	Male	64	1.5938	.77087	.09636
	Female	60	1.4237	.64870	.08445
<b>Emergency services</b>	Male	64	1.4219	.68556	.08569
	Female	60	1.3333	.54202	.06997

**Table 13: t value**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Mobile and internet	7.173	.008	1.307	122	.194
			1.316	119.033	.191
Helpdesk	2.921	.090	1.318	121	.190
			1.327	120.030	.187
Emergency services	3.938	.049	.794	122	.429
			.800	118.681	.425

The statistical analysis including t test at (Level of Significance = 0.05 or 5%) and 95% confidence level revealed no difference of opinion between men and women.

**Pillars of Indian Tourism**

As code of conduct for safe and honorable tourism the Government of India has adopted seven key principles which form the frame work of Indian Tourism.

The respondents were asked to rank the effectiveness and availability of these key factors

in India. As they all start from letter s they can be called as 7S of Indian tourism. These are

- Swagat - welcome, feeling welcomed and valued
- Soochna - access to correct and reliable information
- Suvidha - facilities
- Suraksha - Safety
- Sahyog - cooperation from locals, government
- Samacharan - Infrastructure
- Safai - Cleanliness

**Table 14: Mean and Standard Deviation**

	Gender	N	Mean	Std. Deviation
Swagat	Male	64	3.03	1.27
	Female	60	2.43	1.16
Soochna	Male	64	2.98	1.21
	Female	59	3.10	1.22
Suvidha	Male	64	3.06	1.28
	Female	60	2.88	1.46
Suraksha	Male	64	3.07	1.45
	Female	60	3.00	1.52
Sahyog	Male	64	2.85	1.25
	Female	60	2.63	1.38
Samacharan	Male	64	3.29	1.35
	Female	60	3.03	1.33
Safai	Male	64	3.50	1.48
	Female	60	3.61	1.47

**Table 15: (t value)**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Swagat	.829	.364	2.719	122	.007
			2.727	121.957	.007
Soochna	.501	.480	-.532	121	.595
			-.532	119.977	.596
Suvidha	2.837	.095	.726	122	.469
			.723	117.557	.471
Suraksha	.012	.914	.292	122	.771
			.291	120.335	.771
Sahyog	2.534	.114	.951	122	.344
			.947	118.815	.345
Samacharan	.012	.912	1.089	122	.278
			1.089	121.629	.278
safai	.003	.955	-.440	122	.661
			-.440	121.548	.661

The statistical analysis including t test at (Level of Significance = 0.05 or 5%) and 95% confidence level revealed difference of opinion between men and women in Swagat only. In other S of Indian tourism, there is no difference in opinion between men and women. The difference of opinion in Swagat may be due to sensitive nature of female tourist which is a feminine aspect.

**INGREDIENTS OF A PERFECT HOLIDAY**

The question what is the recipe for a perfect holiday is not yet been discovered and the

answer to this varies as per the travel motivations and other demographic factors. The study elaborated that for perfect holiday following micro parameters must be available/present in tourism phenomena

- a) It must be Refreshing and relaxing
- b) It must be Adventurous
- c) There must be Fun and togetherness factor
- d) It must include memoirs and souvenirs
- e) Tourist must enjoy Quality time
- f) It should be escape from daily routine

**Table 16: Mean and Standard Deviation**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Refreshing and relaxing	Male	64	1.1875	.43187	.05398
	Female	60	1.2000	.40338	.05208
Adventurous	Male	64	1.7812	.65390	.08174
	Female	60	1.7833	.55515	.07167
Fun and togetherness	Male	64	1.2812	.45316	.05665
	Female	60	1.4500	.56524	.07297
Memoirs and souvenirs	Male	64	2.2656	.87726	.10966
	Female	60	1.9833	.91117	.11763
Quality time	Male	64	1.3750	.51946	.06493
	Female	60	1.3500	.54695	.07061
Escape from daily routine	Male	64	1.3750	.65465	.08183
	Female	59	1.2712	.48532	.06318

**Table 17: t value**

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig. (2-tailed)
Refreshing and relaxing	.037	.847	-.166	122	.868
			-.167	121.999	.868
Adventurous	2.213	.139	-.019	122	.985
			-.019	120.841	.985
Fun and togetherness	11.494	.001	-1.840	122	.068
			-1.827	113.077	.070
Memoirs and souvenirs	.076	.783	1.758	122	.081
			1.755	120.721	.082
Quality time	.003	.958	.261	122	.794
			.261	120.367	.795
Escape from daily routine	4.245	.042	.992	121	.323
			1.004	115.802	.317

The statistical analysis including t test at (Level of Significance = 0.05 or 5%) and 95% confidence level revealed no difference of opinion between men and women on the ingredients of a perfect holiday

**Results and Discussions**

The entire study can be precisely summarized into the following table. There is difference in opinion on micro parameters related to travel between men and women. The areas where there is absolutely consent are activities and enjoyable holiday parameters.

**Table 18: Consolidated Table on the Basis of the t value**

Macro parameter	Difference of Opinion	Micro Components
Destination attributes	Yes	Security
	Yes	Affordability
	Yes	Connectivity and Accessibility
	Yes	Government Support
Accessibility	Yes	Comfort
	Yes	Cleanliness
Accommodation	Yes	Hygiene
	Yes	Brand Image
	Yes	Food
Amenities	Yes	Public Utility
	Yes	Museums
Attractions	Yes	Shopping And Handicraft
	No	Nil
Activities	No	Nil
Pillars of Indian tourism	Yes	Swagat
Ingredients of a perfect Holiday	No	Nil

On basis of research survey we can conclude that on the major parameters which are more or less generalized there is no difference in the opinion of males and females. Males and females think alike but there are certain parameters on which increased influence and importance by

female travelers have been observed. Hence we have enough evidence of difference in opinion between men and women and it would not be wrong to conclude that **“Gender has influence on Destination attributes and related Travel behavior”**.

Statistically influence is visible only on micro parameters and almost all the macro parameters have been rated equally by both the genders. However there are one or two parameters in all the factors where the difference of opinion has been observed with an exception of activities and enjoyable holiday where there is full consensus between both the genders.

So in case the female travelers have to be attracted - shopping, local fairs and festivals needs to be promoted, organized, advertised. One such concept is already being followed by Dubai - DSF - Dubai Shopping Festival and it is a big tourist attraction and offers a strong pull factor.

Another factor concerning the females and given importance by them is cleanliness and hygiene. It is not justified to say that which gender is cleaner but going by the gender ideology females have been responsible for maintaining a neat and orderly homes. As they are the care takers of the house, they are concerned with the wellbeing of all the family

members. If women do not take pride in their homes, they are thought of as unfeminine. If a woman has a dirty house and children, her ability or willingness to care for her children is questioned.

Cleanliness is not just next to godliness as a virtue, it is seen as evidence of a host of other virtues, like a good work-ethic, self-respect, and good self-discipline. From the biological point of view also women needs to maintain more cleanliness.

Another factor where women differ from man was Swagat. Females perceive that pleasant, welcoming, hospitable and convivial environment is missing from India as a tourist destination. Cooperation, assistance and help are ineffective as far as Indian environment is concerned. They are put off by the indifferent and non-helpful behavior whereas the male counterparts are not much concerned and affected by these attributes. In case the women travelers have to be attracted the above things should be given importance and improved.

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## Research Note 1

# A Review on Eco-Tourism Development Challenges in the Selected Eco-Tourism Sites of Ethiopia

Sanjay Joshi

### ABSTRACT

So far, various studies attempted to study Ethiopia Eco-tourism potential is huge and unmatched. However, little is done on the exploring on challenges of tourism development. Therefore, this article was envisaged with objective of critically reviewing the key challenges of eco-tourism development in the selected eco-tourism sites (Semin Mountain National Park ,Mekit Eco- Tourism Site and Guna Mountain Community based Eco-tourism site)of Ethiopia. In order to meet the objective, interviewee and extensive document analysis of relevant literature on eco-tourism development challenges was reviewed to give insight on the cutting edge issues on eco-tourism development. The secondary and primary data sources portrayed that, the question of grazing land, Human population pressure, livestock pressure, Agricultural land expansion, absence of tourist facility and infrastructure , host community conflict of interest, human wild life conflict, deforestation, low level of host community awareness, fire destruction, poverty, livelihood issues are the main challenging factors for the selected eco-tourism sites of Ethiopia.

**Keywords:** *Eco-tourism, Semimountain, Mekit Mountain, Guna Mountain.*

### Introduction

Eco-tourism is a new concept, it is a form of tourism involving visiting fragile,pristine, and relatively undisturbed natural areas, intended as a low impact and it is an alternative commercial to mass tourism (Aregawi, 2016). The role of eco-tourism is undeniable for the socio-economic development for the local communities, for rapid socio-economic development, capable of generating foreign exchange reduce unemployment and improving the standard of the people (Ajala, 2008). Increasingly viewed by local and indigenous communities as an important tool for promoting sustainable livelihoods, cultural preservation, and biodiversity conservation (Blangy & Meht, 2006).

The market is now growing at an annual rate of 30% it has a potential for growth and benefited to the local. The empirical evidence urges that eco-tourism contributes to economic development and management of resources are undeniable via generating revenues, provides local employment opportunities and develops

sense of ownership on resources.It is widely accepted as a means of achieving several opportunities the local communities have. If eco- tourism is properly utilized, it can definitely be an effective source of income, employment and infrastructural developments (Miller, 2001). Whereas, Tourists require a variety of goods and services in destination areas, including accommodation, food and beverages, entertainment, local transport services, souvenirs and so on (Mulugeta, 2015). Larger part of the literature analyzing the links between eco-tourism and community development assumes that indigenous communities will result conservation of their natural resources and increased development. Whereas others study further argued that, ecotourism has often failed to deliver the expected benefits to indigenous communities due to a combination of factors, including shortages in the endowments of human, financial and social capital within the community, lack of mechanisms for a fairdistribution of the economic benefits of ecotourism and land insecurity.

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Whereas, others identified a slow level of knowledge, low level of local community interest and perception towards eco-tourism development; the resource ownership questions like land; capacity problems and local level government office staff; lack of legal registration of CTEs; conflicting policies and legislations; communities' expectation for immediate financial benefits; quality and standard of products and services, lack of cooperation among stakeholders; emerging challenges on marketing and booking, establish rules for use and conservation, and sanction rule breakers are the prominent problems in Ethiopia (Gebeyehu, 2011). These also further strengthened according to Gebeyehu (2011), Social, economic, environmental, legal and cultural reasons were the main influencing factors over eco-tourism development these are lack of investment, absence of tourist infrastructure, dominance of agricultural sector, food insecurity, poor health, and hygiene conditions (Adem, 2008 & Yabebal, 2010). In this regard, Ethiopia is one of the east African countries rich in biodiversity; it is home to many Mountains, National parks and protected wildlife Sanctuaries and reserves which are excellent for eco-tourism development (Young, 2012).

The reality is factual in Amahara region and it is blessed more with abundance and diversifies eco-tourism resources (Ajala, 2008). Even though, the Region and Ethiopia has a huge potential to run eco-tourism development effectively, the sector is in its infancy stage because of many factors that assured the failure of eco-tourism development in and around the sites. In doing so, this was the main driving reason for the researcher to undertake comparative review in the selected eco-tourism sites of Amahara region to pin point a better approaches towards an ecotourism development experience.

### Objectives

1. To identify the Semin Mountain National Parks eco-tourism development challenges
2. To identify the challenges in Mekit community based eco-tourism sites
3. To explore the challenges community based eco-tourism development of Guna Mountain
4. To pin point best approaches to tackle eco-tourism development challenges

### Review of Related Literature

#### Eco-Tourism Concept

Eco-tourism, as a niche tourism market, is considered to be one of the fastest growing

segments of tourism industry. Some have claimed that eco-tourism is increasing by 25 to 30% a year (UNWTO, 2012). Based on its amazing increase, inarguable contribution to economy and society as well as its important role on environment conservation, the tourism industry has been regarded as an efficient development strategy that keeps a balance between improving the living standards of people and maintaining the sustainable use of resources. The idea behind of eco-tourism concept, is to create the potential for the empowerment of the community, enhancing their involvement in decision making but also simply making sure that they will and incentive to participate come from the community itself. While, eco-tourism implies that the local community owns controls and manages the enterprise, through the establishment of locals. Eco-tourism can generate a sense of pride in the local population and make funds available for maintaining or upgrading cultural assets of archaeological ruins, historic sites, traditional crafts production (World Bank, 2000 cited in UNEP, 2011).

#### Significance of Eco-Tourism Development

Eco-tourism now utilized for its multipurpose of economic development of poverty reduction, livelihood diversification, sustainable natural resource management and local governance, it helps to protect and enhance the natural resources. Many of the world's poor depend directly on the environment through agriculture, forestry or fisheries for their livelihoods that has a great role for land degradation. In order to overcome such environmental issues, eco-tourism serves as a powerful incentive to protect natural resources because the basic rationale behind eco-tourism is to preserve natural resources while profiting from them through enhancing the special qualities of the site with its flora and fauna (Eshetu, 2014).

The significance of eco-tourism is undeniable to economic potential as an incentive to the protection of resources and culture for the host community.

It would also make the indigenous people think about themselves, learn to empower themselves through the capacity building process, and sustain their resources. Eco tourism can transform people in positive ways by increasing their power, confidence, and environmental awareness, more than just making them richer or give jobs (WTO, 2005). According to, UNEP (2002), extended as eco-tourism as growing niche market with the potentials of being an

important for sustainable development. If eco-tourism properly implemented can integrate conservation and rural development by helping to protect valuable natural areas, by generating income, stimulating economic development through tourism expenditures and providing jobs and market for local goods (Adem, 2008 & Fasil, 2010).

Eco-tourism can be an extraordinary tool for conservation. By creating a value for an eco-system, species or landscape, eco-tourism can raise much-needed funds to protect and conserve these natural resources. Eco-tourism can also be a support mechanism for poverty alleviation, providing employment and income for local people, encourages socio-cultural aspects of the local community and offering them an alternative means of livelihood to those that may result in the destruction or overuse of natural resources (IUCN, 2010).

Today around the world Eco-tourism has been hailed as a solution of way to fund conservation, and scientific research, protect fragile and pristine eco-system, benefit rural communities, promote development in poor countries and some claim, build world peace (Wagnaw, 2014). Therefore, eco-tourism is becoming the only way to maximize the economic, environmental and social benefits of tourism. Cognizant with it, strong current trends indicate that eco-tourism has proven itself to be an important tool for conservation, and in certain cases it has improved the quality of life of local people.

### Challenges in Eco-Tourism Development

According to Selesh (2010), although, country has diversified eco-tourism resources, developing and providing of such ample resource to the market mainly influenced via; market obstacles, low level of community participation, lack of infrastructure, environmental obstacles, lack of integration, institutional obstacles, and employment and training obstacles.

The increasing population and dependency of the residents over the resources for agricultural practices, charcoal making, soil erosion, deforestation, land degradation and over grazing makes a serious obstacle over an eco-tourism development (Gete, 2010). Whereas, the most prominent challenges for eco-tourism development were; poor infrastructure (roads, camp sites, lodges, lack of abundant health facilities, hotels and electricity), undiversified level of human power and lack of shopping and commercial facilities, administrative challenges

(size, shape, lack of natural buffer zone and serious environmental degradation, grazing, demand for water, demand for fuel wood (Wagnaw, 2014).

Lack of in adequate bio-diversity management system, population pressure on the natural resources, deforestation for agriculture, unsustainable harvesting of forest products for construction of houses, farming tools, furniture, fuel wood, charcoal are the dominant factor for tourism development (Henok, 2012). Whereas, according to (Aschalew, 2012) soil degradation, uncontrolled grazing, and seasonal migration of livestock, wild fire, lack of co-ordination between stakeholders, awareness of the local community were the major obstacles of eco-tourism development. Absence of camping sites, loges, trekking routes, road networks, air transport, and bank and hotel services in the area (Tewodros, 2012). Promotion, distribution of benefits, decision on beneficiaries and decisions related to governance, and regulations are other factors (Braun, 2008).

Shortages of adequate accommodation services, poor international image. Likewise, weak capacity of tour operator, low participation, low management style, low co-ordination of the sector and weak product, absence of related facilities for sports, recreation and entertainment have affected the growth of the eco-tourism site (World Bank, 2006).

Whereas, others also argued that; loss of biodiversity and inadequate conservation strategy, climate change, alteration of local culture and life style, erosion from hiking, environmental pollution, deforestation, dependencies on foreign supplies and foreign controlled services and leak-age of foreign currency are obscurity for sustainable development of eco-tourism has increasingly become a major threat affecting ecotourism development around the world (Gouvea, 2004).

Degradation of natural resources, deforestation, air, soil, and water pollution, extreme weather events (increase in temperature, and precipitation), and presence of eucalyptus trees in the environment, fast growing construction industry, dependence of the local communities on the natural forest for their livelihood, lack of clear budget for tourism and eco-tourism activities at sub-city level, low income generated from parks' entrance fee, and poor economic benefits for the local communities low level of local communities' awareness, weak formal institutions to organize ecotourism activities, and limited concern of the local communities

for conservation of eco-attractions, poor culture of the local communities about pollution control and waste management, poor culture of local communities to manage forest and protect the natural environment and eco-attractions, and poor culture of visiting eco-tourism attractions, implementation and enforcement problem of environmental protection law, and lack of legally enforced measures to protect the natural environment from being destroyed by humans are the major factor for eco-tourism development (Gebeyehu, 2011).

## Methods and Materials

Making a clear understanding on the persistent challenges of eco-tourism development in the selected eco-tourism sites of Ethiopia, and the researcher employed an interview and secondary Data analysis, which could make the study more comprehensive. Relevant literature on eco-tourism development challenges was reviewed to give insight on the cutting edge issues of sustainable eco-tourism development in Semien Mountain National Park, Meket and Guna Mountain Eco-tourism sites of Ethiopia.

## Geographic Location of the Study Areas

**Simen Mountain;** The Simen Mountains National Park (SMNP) is situated between 38° 00' - 38° 12' E and 13° 12' - 13° 9' N in the North Gondar Zone of the Amhara National Regional State in the northern and north-western part of Ethiopia. The National Park currently encompasses an area of 136 km<sup>2</sup> of afro-alpine undulating grassland plateau, with precipitous escarpments dropping away to the north and east, giving spectacular views of peaks and canyons.

**Meket Eco-Tourism Site;** it is located in the East highlands of Amhara Region, North Wollo Zone. The total land area of the woreda is 1919.59 Sq. Kms. It is located on the western side of the North Wollo. Meket is bordered by the Wadla in the south, Southern Gondar in the west, Bugna in the north, and Guba Lafto in the east. Its main town, Filekit is laying at about 665 km north of Addis Ababa, 217 km North East of Bahir Dar and 137 km North West of Woldiya town. Its geographical coordinates are 11° 40' 0" North, 38° 48' 0" East (Gebeyehu, 2011).

**Guna Mountain ;** located near to the city of Debre Tabor, Gassay and KemerDengaye town in FartaWereda, South Gonder Zone, and Amhara Region, Ethiopia. It is 130 km away from the capital city of Amahara region, Bahirdar, 35

km from DebreTabor, 15 km from Gassay and 10km from KemerDengay town. The Mountain is situated on the three woredas of Farta, Lay Gaynt and East Estie of South Gondar Zone, it has located absolutely in a coordinate of 11.7°11'N latitude & 38.23°71'E Longitude .The altitude of the Mountain is 4281masl, relatively bordered in the West and North by FartaWorda, North East and South East by lay GayntWorda and Eastie to West and South West (ORDA, 2012).

## Result and Discussions

### Eco-Tourism Development Challenges in Semien Mountain National Park

Eco-tourism currently in the park becomes basic means of generating income for both the community and local government. The park which has a spectacular landscape which possesses considerable biodiversity and natural resources, as well as many endemic species. However, only limited success protecting these natural assets since it's establishing as eco-tourism destination.

Due to the existence of extreme population pressure in and around the national park, crop cultivation, livestock grazing, excessive soil erosion, frequent fires, deforestation, lower level local community attitude towards conservation, absence of optional livelihood for the community, hunting and human wild life conflict related factors,. All these were that led to sever changes and limited on the success over the development of Eco-tourism and its wild life conservation.

An interviewee of Semien Mountain National Park triangulated the result, Population pressure, Agricultural land expansion, deforestation, wild fire, wild animal hunting, wild animal disease, low level of community awareness towards the conservation of biodiversity and eco-tourism development, human wild life conflict, natural factors such as soil erosion are the main challenges for eco-tourism development.

The rapidly growing population, Deforestation, hunting, agricultural expansion, housing development, overgrazing are the dominant factor throughout the country (Demele & Badege, 2001; Berry, 2003). Whereas, conflict of interest over resource usage and sense of ownership of the sites, unfair benefit sharing, incapability of eco-tourism business to benefit the local community equitably, inability of eco-tourism to substitute traditional agriculture, illegal land hunting activities and tension among local community are encumbrances a negative effect over the eco-tourism sites.

## Eco-tourism Development Challenges in Mekit Eco-Tourism Destination

Thinking eco-tourism has become one of the economic sectors that generates substantial income and maintains conservations of protected areas; now a day's Ethiopia government with host community co-operation Mekit worda proposed as community based eco-tourism site. However the past study portrayed that, absence alternative livelihood, high overgrazing in the area, the expansion of farming into unsuitable land, low fertility of soil, degradation and ecological imbalances, absence of stake holder co-operation for tourism development, deforestation, environmental degradation, climatic and human factors, over cultivation, population increase, and declining farm size, vegetation depletion, problems of tourism marketing and tourist facility.

The result also portrayed via an interviewee since Mekit eco-tourism site established recently mainly the site is being affected by the challenges of low level of local community awareness, in availability of tourist facility, low level of marketing strategy, expansion of agricultural land and Deforestation.

The above result also demonstrated that Ethiopia eco-tourism sites mainly have common challenges via poor infrastructural developments, (roads, campsites, lodges, lack of abundant health facilities, hotels and electricity); lack of well qualified human power, lack of natural buffer zone, serious environmental degradation, overgrazing, host community conflict of interest, deforestation, population growth, human wild life conflict, lack of shopping and commercial facilities were the persistent challenges for eco-tourism development in any site of Ethiopia (Wagnaw, 2016)

## Eco-Tourism Development Challenges of Guna Mountain

Eco-tourism recently is a key for education, conservation of resources, and appreciation of cultures and considered a prime tool for environmentally degraded destination by agricultural activities. In this regard, considering its tourism potentials recently Guna Mountain has opened as new destination. The mountain is endowed with an attraction of impressive features such as broad altitudinal range, geological and topographic setup catered diverse biological resources, scenic features with unique endemic fauna and flora species associated with the Afro alpine and afro Mountain eco-

systems, the Mountain is also the source of many springs, and perennial rivers.

Even though, the mountain is ample potential, the past study proved that there are a number of threats to undertaking community based ecotourism in Guna mountain of these, serious environmental degradation, society interest conflict between the three wordas (East Este, Lay Gaynt, Farta Worda), high level of grazing in the entire of the mountain, agricultural practice near to the mountain and high level of human encroachment, killing of wild animals, low level of community voluntarism to evacuate the mountain, medium level of accepting the government policy towards the mountain, low level of sense of ownership and low promotional activity towards the mountain.

The result demonstrated above the interviewee again confirmed that even though the site declared as an eco-tourism site recently, it is infancy in its development mainly challenged via the in availability of tourist facilities, question of grazing land, expansion of agricultural land, human government interest conflict, deforestation, erosion, low level of host community awareness are the main challenges factor for its development.

## Conclusions

In fact eco-tourism is an optional form of tourism recently getting high attention by the world people for education, conservation of resources, and appreciation of its cultures and considered a prime tool for environmentally degraded destination via agricultural activities. In this regard, the various study portrayed that, developing countries currently tries to expand eco-tourism destination throughout the country. Previous studies also point out that, encouraging eco tourism as well in places influenced via degradation and human pressure eco tourism is an optional and pleasing way for the conservation of biodiversity and enhances sustainable development to the local community, at the same time it can give ample room for the community psychological empowerment on the rights over the resource utilization and dividing of benefits equally.

However, because of it is infancy the analysis undertaken over the eco-tourism site of Semin Mountain National Park, Mekit Eco-tourism Site and Guna Community based Eco-tourism mostly portrayed that, the question of grazing land, Human population Pressure, livestock pressure, Agricultural land expansion, absence of tourist

facility and infrastructure, host community conflict of interest, human wild life conflict, deforestation, low level of host community awareness, fire destruction, poverty, livelihood issues are the main challenging for eco-tourism development. So far, to continue these eco-tourism sites as important destinations, for a growing tourism like heart of diverse nature, landscapes and biodiversity as major attractions. Thus, minimizing such threat and problems are the prime objective of the stake holders. Lastly if properly planned & managed may it will be minimizing the negative impacts and it will strength the eco-tourism site for further development.

### Recommended Approaches

This reviewed focused on the assessment of eco-tourism development challenges in the selected Eco-tourism sites of Ethiopia. Thinking tourist facility is a prime component for tourism development. Thus, with considering the following approaches the stake holders a must to give high attention to tackle the persistent challenges in the eco- tourism sites.

Education can help to create more awareness about how to conserve their environment and knows more about eco-tourism development with its impacts. Thus, the respective administrative districts with the cooperation of Zonal administrative units should give continuous training for capacity building. Stake holders prioritized/keep free zoning of the eco-tourism sites then take appropriate decision with setting an alternative solution including incentive, compensation and creating association for Eco-tourism development. Bring the community in to co- operation for extensive sustainable development. Creating and strengthening locals in sense of eco-tourism development limiting the number of tourists and tourist operators based on the carrying capacity of the area, Improving the patterns or logistics of tourism movements to reduce environmental damage or adverse effects, Providing appropriate environmental education to tourist operators and tourists. Whether it is through touroperators, lodges, national parks, private reserves, or different types of eco-tourism related activities, Introducing technological improvements to reduce environmental damage via deforestation, Imposing restrictions on the intervention of locals and governments on the site.

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Research Note 2

## Evaluation of Ecotourism Planning and Management Strategies: Applying for the Indigenous Community of Phawngpui National Park, Mizoram, India

*Lalrosanga & Manohar Sajnani*

### ABSTRACT

The concepts of community development negligibly affect public policy talk while the propounded methodologies in the diary writing with differing objectives frequently create subtle results. In this paper the contextual investigation of Phawngpui National Park and its local community development endeavors to deliver these deficiencies to give clearness of objective and reason and to distinguish issues and need regions for policy bolster. The paper assesses the reasonability of ecotourism for practical community advancement by utilizing an effect think about strategy. The paper underscores on multidiscipline reconciliation and community interest to guarantee congruity of community advancement. The recommended strategy is to set up public approaches to encourage nearby community investment for the reactions on the progressions experienced, with the goal that public policy can react viably to the progressions and needs as to guarantee manageability of development.

**Keywords:** *Ecotourism, Community Development, Ecotourism Planning, Management Strategies, North East India.*

### I. Introduction

The state of Mizoram, supplied with various excellent hill ranges secured with forest, rivers and streams between the hills, combined with its rich natural and cultural heritage gives remarkable chances to ecotourism. Mizoram has 89% of its territory secured with forests and is the highest forest cover among the Indian States and Union Territories that backings different species of well evolved creatures, flying creatures, reptiles, in excess of 2500 species of plants including 253 species of orchids and in excess of 300 species of therapeutic plants. The rich biodiversity of the state is monitored for the most part through a system of secured areas involving 2 National Parks and 8 Sanctuaries supplemented by wild areas, community preserved town forest areas, wetlands and other forest areas. The hills of Mizoram are known as structural hills. They depict undulating, harsh, intense, and soak territory; secure the most elevated zone of Mizoram (96.9%). Mizoram

has around 21 hill ranges and pinnacles. The hills are moreover arrangement as moving hills; depict unmistakable length, breath, and heading. Ecotourism or Ecologically Sustainable Tourism is characterized as capable go to natural areas that moderates the environment and enhances the prosperity of local community. It is one of the instruments whereby people are urged to visit natural forests to elevate activity to monitor it. Ecotourism offers a chance to exhibit the state's remarkable natural and related cultural heritage to visitors while improving the vocation choices for the nearby people. Ecotourism is all around recognized as methods for accomplishing twin objectives of bio assorted variety protection and maintainable advancement. Both here and now objectives and long haul objectives can be accomplished without relinquishing one's own particular advantages.

Ecotourism centers on nearby societies, wild, enterprises, and environmental security. The most noteworthy component of the ecotourism

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business is its ability to create employment openings, especially in remote and immature area. It offers tremendous potential for using natural assets like scenes, mountains, bio-assorted variety areas, rivers and so forth for the advantage of people. Ecotourism is the most ideal approach to make the most of nature's moxy without hurting it and for the appreciation of nature's wonders. Mizoram, the place where there are hills offers a few tourist goals that de-worry as well as restore people. There are a few approaches to appreciate Mother Nature in the most flawless way. Spots like Phawngpui (Blue Mountain) Mizoram are a portion of the spots where you can appreciate the loved abundance of the unstoppable force of life.

## II. Phawngpui National Park

Phawngpui National Park is situated in the South-Eastern part of the State near Myanmar border. It is the most elevated mountain peak in the state, elevating at a height of 2157 metres with an area of 50 sq.km. It is surrounded by 9 villages on all sides. It is famous for orchids, rhododendrons, the scenic beauty and its folk tales which is considered to be sacred peak. Camping out and trekking here is quite delightful. It is a place full of magic and the nearby delightful surroundings here feel like paradise.

### i. Local Community of Phawngpui National Park

*People:* Sociable, accommodating and friendly with, extremely strong community securities. the people are regularly alluded to as the 'Lark of the North east'.

*Ethnicity:* They are of Mongolian inception, accepted to have relocated from northwestern China. With the progression of time, various individuals with their own particular culture and custom and having a place with differing ethnicity have made the express their home.

*Arts and Crafts:* The decision of brilliant shading in everything is a remarkable aspect of Mizo workmanship and specialties.

### ii. Setbacks

The study area falls behind in numerous areas of advancement, especially in the area of revenue generation. Most of the population of this region relies upon agriculture and the timberlands for their livelihood, which is just of subsistence level with no information or means for long-term benefits. The rich biodiversity of the region is additionally being radically

decreased due to the "Jhum Cultivation" (cut and burn cultivation). The vast majority of the more established generations having conventional learning have not possessed the capacity to exchange it to the younger generation.

### iii. Eco-Tourism as a Solution

Ecotourism gives off an impression of being a practical alternative for sustainable development and conservation of rich culture and condition of this region. Development of ecotourism in this delicate biotic and social circumstance will thusly be testing. It would require creative inputs. Its unbelievable magnificence, social diversity and geographical location offer extraordinary possibilities for and sustainable development for the whole region.

## III. Ecotourism Planning and Management Strategies

The Proposed Planning and Management Strategies of the Mizoram Ecotourism Development for community development will be:

- i. To facilitate ecotourism projects compatible with this policy in Phawngpui National Park.
- ii. Develop and enforce standards and norms for promotion and implementation of ecotourism destinations, based on specific studies conducted Phawngpui National Park.
- iii. Establish partnerships between various government departments, local communities and other stakeholders.
- iv. To develop policy and guidelines governing ecotourism to meet the challenges in changing times in Phawngpui National Park.
- v. To ensure adequate funding for ecotourism projects in the State.
- vi. Facilitate education, research, monitoring and evaluation of the ecotourism activities to the local Communities.
- vii. To promote Community Based Ecotourism, Eco-lodging, Eco-Trekking and Nature-Based Ecotourism through "Ecotourism Development Committees which will be constituted at the village level" or Joint Forest Management Committees" whichever is suitable to the local people.
- viii. Awareness raising and capacity building of various stakeholders.
- ix. Undertake education, research, monitoring and evaluation of the ecotourism activities in the local people.

#### **IV. Impact of Ecotourism Planning and Management Strategies on Local Community in Phawngpui National Park**

Viability appraisal through effect study affirms how best the conceivable outcomes of the district can be harnessed and how effectively the inadequacies are to be tended to. Impact think about casings the commence of whole deal vision arranging and administration. It imagines how mishandle of visitor trails, defiance to worldwide code and social disintegration impacts the gathering. It gives an idea on the most capable technique to prepare for whole deal policy at the full scale level and plan an approach to arrange the large scale policy structure with the little scale administration for execution of the considerations into preparing. The direct point is; influences think about is for understanding the ground reality. Impact consider is an essential evaluation approach for defeating any issues between the prerequisites and the policy to fulfill those necessities so it is possible to ensure improvement with bind and achieved supportability of today without haggling the future needs.

##### *i. Economic Viability*

Tribal relationship structure in the Northeast India in light of regular proprietorship and aggregate work is essentially appropriate for community development. Local possession will guarantee profit for local people with constrained leakage. The controlled and restricted voyagers versatile to local benchmarks will insignificantly bother the social environment and the constrained request on ecotourism infrastructure won't strain the resource. The resource assembled will have expansive impacts on parts extending from correspondence industry to agriculture. Local visit administrators can help local schools and center. Lion's share of eco-visitors is typically better than expected income profiles and will pay higher stop extra charges and also donation endeavors. Costa Rica's contextual investigation uncovers that foreign guests will pay a normal of 118 to guarantee that the recreation center is satisfactorily secured. The procuring potential is I billion from I million guests every year. One of the advantages of tourism is exchanging income from affluent nations and people to poorer parts of society. Ecotourism is particularly viable in this exchange since voyagers regularly wander in remote, financially - burdened areas. Additionally, tourism is a moderately obstruction organized commerce ware and can be a more compelling methods for exchanging income

from the modernized world than different types of foreign venture, for example, send out handling zones, in which profits are to a great extent repatriated.

##### *ii. Social Viability*

Ecotourism can be a panacea for the district's social crisis conveyed in the output for character. Ecotourism can connect with the nearby community through advancement of use of indigenous learning, material and work and allows to the neighborhood people to create financial points of interest, propel nearby ownership, spread neighborhood character and strengthen monetary incentive in the community financial favorable circumstances from tourism. Pride in the community will create as they get a sentiment ownership and end up being financially more joyful. Ecotourism will develop the community by incorporating the neighborhood community in the running and obligation regarding meanders that ensures success of the nearby individuals. Community intrigue will manhandle less from inside and will progress public congeniality under a mutual goal of supporting employment. Another positive point of view is that tourism could make a vitality about social relativity and overall appreciation of different social orders. Ecotourism will help reveal the dark culture of the region in all inclusive exchange and will open the locale for enthusiasm for high potential regions like hydro power and boulevards improvement. Utilizing community in tourism orchestrating is an option that is other than keeping up awesome promoting. Individuals in the gatherings are provided with certain particular learning and regard for attitudes in perspective of their word related position in the community. The usage of capable nearby individuals will engage tourism coordinators to get sees that give them understanding for that specific zone that they would not for the most part have had the ability to get to.

##### *iii. Environmental Viability*

For tourism to have reasonability, it must deliver benefits sifted over into local community, with extents spent on saving, keeping up and improving the regular habitat used for tourism. It is a begging to be proven wrong issue if tourism spurs preservation or is it the authorized law that forces the protection. Also, it may not generally be conceivable to re-flow the benefit for protection when the benefits might be important for different necessities,

for example, everyday costs and paying off obligation. The significant perspective is to keep up the profitability of the asset; in this way, it is commonly useful for both the traveler wanders and the local population to keep up the regular habitat.

### V. Recommended Strategies to Facilitate the Community Participation in Phawngpui National Park

The viability test endorses the use of ecotourism development in and around Phawngpui and affirms the need regions for policy support. The impact considers getting ready for reducing the dangers and making prepared for vision arranging and administration. The imagined objective is then set to be proficient through a framework under facilitated approach of public policy. The investigation visit affirms nonattendance of target of supportability and lacking vision arranging and administration. The inquiries for of an area agent to guarantee the depleted mishandled voyager trails were not responded by the state government which rather bolstered the outside overseers. Particular profiteers and outside heads won't limit the advancement unless it is supported in the greater eagerness of the community under public policy by the central government and the state government. It is moreover implausible that the community will be enlivened to spare from endowments of visitors alone unless public policy ensures protection through institution. It is routinely affirmed that nonattendance of necessity of forest laws is a critical purpose behind stress than the adjacent penchant for pursuing. These affirm the criticality of public policy intervention for vision arranging and administration and for making an elucidation of the vision decisively. Whole deal arranging and administration depends upon influence consider which in this way depends upon the policy responses on the movements experienced by the community. It is only through public policy response to the movements that congruity can be ensured and just by including the community that the response on the movements can be tended to. Community venture is earnest in summoning responses on the movements. The proposition is to have an arrangement of public policy for empowering nearby community participation, recorded as underneath.

- **Resource Management:** The main train is to organize the spending to incorporate ecotourism as a need part. The second teach is to hold responsibility for the abuse of

the reserve. The third train is to assess if the spending acquires the coveted effect the formation of essential resources for local people since unimportant creation of use authentication is lacking to clarify the result.

- **Fiscal Decentralization:** Ecotourism does not require overwhelming superstructures like five star lodgings, but rather even the fundamental needs might be past the asset limit of nearby community bunches requiring neighborhood government intercession. Unless the assets are adequately exchanged to the nearby government; neighborhood groups can't be helped productively and viably in ecotourism.
- **Public Private Partnership (PPP):** Private tourism activity regularly prompts spillage of benefit and the lucrative employments go to outcasts. In any case, it might be reasonable to include private area investment when neighborhood business people do not have the assets and information of ecotourism. To stay away from pilferages, private area contribution must be restricted to local people as it were.
- **Human Resource Development:** The regular information in 'English', the bent, training and very much respected notoriety of the young in the friendliness area in the nation are all around recognized. The potential can be tackled for boundless administration bolster including top administrative capacities to rouse and add to neighborhood advancement.
- **Integrated Network Approach:** Coordinated approach is another worldview in public policy and has turned into a scholarly hotspot for overseeing assets and ecological intending to accomplish reasonable advancement in tourism. Ecotourism being little business, the effect is little yet can be fruitful if incorporated with other provincial parts on a level plane making steady linkages and decreasing money related spillages. It can be facilitated with agribusiness and agriculture in giving business sector to nearby produces.
- **Governance:** To expel contortion in the responsibility structure, initiative under a cautious changed police drive must rouse individuals to 'have desires' and have the capacity to 'express their desires'. On the other hand, the Principal-Agent (policy producers and implementers) must be prepared to tune in to what individuals say and receive an approach of 'going nearer to them').

To close with, the administration ought to understand the direness and significance of advancing tourism in Northeast. The intermixing of the vacationer, uniquely the inner visitor, with the neighborhood masses will go far in decreasing the perpetual grumblings of disengagement raised by the general population. This will likewise help in evacuating the irritating observations that individuals have on the district and one day they will themselves wander out to investigate and discover why Meghalaya is called "Residence Clouds" or Manipur is called "The Jewel of India".

## VI. Conclusion

The improvement of tourism industry in North-East Indian states for the most part depend on the itemizing of a honest to goodness tourism advancement policy and people's co-undertaking and mindfulness. The High Powered Shukla Commission has recommended for setting up a North-East Tourist Development Corporation to make tourism in the region. Moreover, a genuine and strong of the lawmaking body joined with people's sound co-movement will bolster up tourism industry in North-East Indian states in not all that far off future. Notwithstanding having a correspondingly long history of tourism most of the tourism specialists in Northeast India have not yet expanded much inclusion

in orchestrating, making and administering tourism area.

Along these lines, a significant part of the time their undertakings in tourism progression are delude and waste gainful resources of the region. Amidst political quarters, nearby tourism promoters and directors in a couple of areas of the region, picture of tourism improvement is interest driven instead of in perspective of a sound and made formative bring up of view. In this manner, the region isn't yet in a circumstance to offer better comprehension to voyagers. Productive improvement and action of tourism segment in this region requires better organization at the neighborhood government level to coordinate, energize and orchestrate the methodology, so tourism tries can oversee in nearby financial condition and contribute really in the zones concerned. Generation of a band of promoters and policy-makers is also the need of extraordinary significance. It ought to be conceivable by widening need-based tourism instruction and short and whole deal tourism work improvement frameworks which will help in raising a made tourism part in the region fit for giving the result of tourism to the tourists as moreover local people. Hence, apportionment of a maintainable tourism procedure is a critical need to utilize the tourism capacity of the northeastern region of India.

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Research Note 3**Farm Tourism in Haryana: Present Status, Challenges & Opportunities***Sandeep Malik & Vivek***ABSTRACT**

Haryana state comes on map of India on 1<sup>st</sup> November 1966. The geographically condition of Haryana is mixture of all their neighbor states. In the north Punjab and Himachal Pradesh touch the border of Haryana while in west and south by Rajasthan and in east side Yamuna river defines its border with Uttar Pradesh. Culture, language and geographically conditions here are matching each other. Delhi, capital of India touches Haryana from three sides and 13 districts out of 21 are part of national capital region (NCR) i.e. Faridabad, Gurgaon, Mewat, Rohtak, Sonapat, Rewari, Jhajjar, Panipat, Palwal, Mahendargardh, Bhiwani, Jind and Karnal. NCR cover total area of around 25,327km of Haryana. Many of the National Highways cross Haryana i.e. NH44, NH48, NH9, NH5, NH709, NH344, NH7, NH152, NH52, NH352, NH105, NH54, NH919, NH907, NH334B, NH11, NH248-A, NH703, NH709-A, NH148-B, NH444A, NH352-A. According to census (2001) total village in Haryana is 6841 and total population of Haryana living in village 1, 65, 09,359 out of total population 2, 53, 51, 462. The main occupation in rural Haryana is agriculture and animal husbandry work. They produce grains, pulses, oils, milk, and milk products at their own home or land. Because of the strong culture, geographical boundaries and other facilities people visit Haryana not only to explore the rural Haryana tradition, culture and customs but also for experiencing farming techniques which has led a new form of tourism i.e. Farm Tourism. First of all the farm tourism concept was launched in Haryana in 2003. The main purpose of introducing farm tourism is the development of villages of Haryana by tourism sector. It provides employment to youths at rural areas at their place of residence. Main concept of starting farm tourism is the earning money with minimum investment by introducing rural life style to the urban domestic and international tourist. In farm tourism tourists get a chance to become familiarize with the daily routine work and other activities like entertainment, celebration of festival or marriage functions of local people. Today all over Haryana 25 farms are available Faridabad, Gurgaon, Rohtak and Jhajjar. The target market for all these farms is Delhi and developed NCR because today everyone want to take some time rest in a week /months/ yearly from their big or metro city life and hectic schedule. Then they want to move toward outside of the city for peace of mind. Most of the farms are linked with good quality transport to national capital Delhi. However, farm tourism still is in infancy stage and has not gained much popularity because of certain constraints. In the present paper, all the farms developed in Haryana for tourists are studied and an attempt has been made to analyze their present status and also to see the scope, challenges and opportunities of farm tourism in Haryana.

**Keywords:** *Villages, Farm, Tourism.*

**Defining “Farm Tourism”**

Alberta Tourism and Small Business Administration (1980) defined farm tourism, popularly known as rural tourism, as a vacation or a holiday in which a vacationer occupies a large portion of his time engaged in recreational activities on a

farm, ranch or country home and its environs. Swinnerton (1982), Gilbert and Tung (1990) and Robinson (1990) established that farm tourism enterprises are small scale, traditionally operated and relatively geographically isolated, and their individuality gives them a sense of place.

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The natural life tourism, through which the customer may access the natural environment as opposed to commercially developed tourist activities and locations (Hill, Sunderland, O’Cathain, and Daly, 1996). Fleischer and Pizam (1997) concluded that it is based on natural amenities, rural way of life; and bed and breakfast (B&B) and self-catering units as the main elements in rural tourism.

Page and Getz (1997) portrayed it as involving access to the wilderness and capitalizing on the advantages of rural areas, namely nature and open space; supported by Schroeder (2003).

Roberts and Hall (2001) propounded that this type of tourism involves five categories of tourism i.e. farm, eco-, cultural, adventure and activity tourism. So farm tourism is a sub-sector of rural tourism (Coomber and Lim, 2004 and Oppermann, 1996). Cox, Murray and Kereluik (2004) defined it as a group of activities which can be classified as eco-tourism and agri-tourism.

Tikkanen (2004) summarized farm tourism as; any tourist or recreation enterprise on a working farm. The tourism that occurs in rural areas can be termed as rural tourism, at a very basic level (Siemens, 2007). Pittman (2006) refereed farm tourism as “agri-tourism,” “agrotourism,” “agricultural tourism,” or “agritainment; and defined it as a tourism activity carried out by a farmer for the recreation or education of the public to promote the products of the farm and to make additional income from farm.

World Tourism Organization (WTO) included a wide range of activities like: climbing, riding, adventure tourism, educational travel, sport and health tourism, arts and heritage tourism (Negrusa, Cosma, & Bota, 2007). They defined it as that form of tourism offered by people from rural areas, with an accommodation on small-scale and with the implication of important components of their rural activities and customs. Tourism appears to be developing an elitist bias as participation from all sections of society is clearly not visible.

Darău, Corneliu, Brad, & Avram (May, 2010) concluded that it is generally regarded as including a wide range of elements referring to accommodation, activities, events, sports, rest and recreation, air treatments, instruction and education, treatments in bathing resorts etc., all these being developed in an area characterized as being rural. Consequently, it is a concept including all touristy activities performed in extra-urban areas.

### Activities Offered at Farm Tourism Sites

Ilbery (1996) found that most farms in England and Wales offer a range of ‘unthemed’ farm activities and facilities, often not linked to the main purpose of the farm; these may involve:

- animals, especially rare breeds and horses but also pets and other farm animals;
- nature trails, walks and interpretation centres;
- leisure parks;
- arts and crafts;
- retail and catering;
- children’s entertainment, including play areas and adventure playgrounds;
- special events, such as caravan rallies, donkey driving, gymkhanas, country fairs and dog shows.

Oredegebe and Fadeyibi (2009) categorised farm tourism activities into five different types i.e. *accommodation, recreational activities, educational activities, direct farm product sales and entertainment activities*. Accommodation include (e.g. bed & breakfast, farm accommodation, ranch); recreational activities (e.g. wildlife viewing, hunting, fishing, and horseback riding) (Blacka et al., 2001); educational activities (e.g. garden or nursery tours, historical agricultural display tours, and agricultural technical tours); direct farm product sales (e.g. on the farm sales of farm produce, pick your own operations, and sale of agricultural related crafts); and entertainment activities (e.g. barn dances, harvest festivals and hunting) (Maetzold, 2004).

Wilson, Thilmany & Sullins (2006); Cikin, Çeken & Uçar (2009); Icoz & Pirnar (2009); and Icoz, Pirnar and Gunlu (.....) classified agri-tourism activities into two broad types i.e. *outdoor events and activities that are of particular appeal*. These include activities such as:

- outdoor recreation (fruit picking, fishing, hunting, wildlife photography, picnic grounds, scenic trails, wagon/sleigh rides, horseback riding, bird watching,);
- educational experiences (on farm experience, cropping, agricultural tours, cultural/heritage tours, learning about exotic/domestic animals, farm demonstrations, historical re-creations, horse farm tours, petting zoos, school tours, winery/distillery tours/events nature study, farm and cannery tours, cooking classes, wine tasting, cattle drives or help work the ranch);
- entertainment (harvest festivals or corn mazes, concerts/musical events, barn dances);

hospitality services (farm and ranch stays, guided tours or outfitter services);

- on-farm direct sales (u-pick operations or roadside stands); and,
- off-the-farm direct sales (farmers' markets, county and state fairs, special events).

Hill & Busby (2002) estimates suggest that 10000 farms in the UK offer bed and breakfast (Band B) serviced accommodation. A thorough review of the existing literature indicates over 50% of Devon and Cornwall's farmhouse Band B sector operate without participating in any form of quality assurance inspection scheme. This research executes a stratified postal survey to gain a comprehensive understanding of Devon's farmhouse Band B product, with particular interest in extracting providers' attitudes towards quality assurance inspection schemes. The very representative results suggest a divergence of attitudes towards the notion of quality inspections for all farmhouse B and B providers.

Lane (1994) described that rural tourism is that form of tourism which takes place in the countryside and it has existed for almost 200 years in certain parts of Europe and America (Sharpley and Sharpley, 1997). Whereas, farm tourism has been enjoyed for nearly 100 years (Frater, 1983). But in the past 50 years only it has been transformed into a product (Davies and Gilbert, 1992).

Ramakumar & Shinde (2008). Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is experience oriented, the locations are sparsely populated, it is predominantly in natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. The Rural tourism has great potentialities in attracting tourists of various interests as it is a mix of various tourism concepts. It provides everything in single package and works in non-urban setting with rural essence for the benefit of local community while preserving rural assets, values and heritage. Rural tourism inculcate following concepts of tourism-

- Heritage and Culture (Ethnic Tourism)
- Learning and Education from natural environment about rural life style, art and culture (Eco Tourism)
- Scenic value (Nature Tourism)

- Religious value (Pilgrim Tourism)
- Adventure/Sports based activities (Adventure Tourism)
- Rural/Agrarian life style (Farm Tourism/ Agritourism)

Halder (.....) Rural tourism had both positive and negative in our society. Although tourism can bring various benefits such as foreign exchange, employment, higher government revenues and the transformation of agriculture into a modern service industry, it can also damage many indigenous societies.

Ju (2011) conducted a research on tourist expectation in rural tourism of Tuanjie Township in Yunan Province of China and gave five recommendations i.e. first, to transform from household owned business to specialized management: for lack of regulated management, many facilities cannot meet the tourists' demands, such as sanitary condition and public security, etc; second, to develop unique commodities of their own and pay much attention to brand effect; third, to pay attention to marketing and expand tourist source markets as much as possible; fourth, it should pay more attention to the quality and unique features of tourism commodities; and fifth, the government should strengthen the construction of infrastructural facilities.

Demonja & Baćac (2012) discussed that rural tourism is a relatively new tourist movement that humans of postindustrial society return to traditional values and nature. Primarily is strongly associated with farms and production of traditional agricultural products. The aim of the rural tourism is exploitation of all existing resources of one farm regardless of whether it is traditional architecture, traditional activities (traditional crafts), agricultural production or presentation of the rural way of life. In addition, rural tourism is a generator of additional revenue and achieves full employment of the farm which enables to integrate all the potentials and diversification of activities. The organization of the farm, in terms of taking some tourism activities, is a complex activity that requires certain procedures and steps for successful business. Therefore, authors proposed eight different steps that should be applied in order to organize and successfully lead a farm holidays in Croatia. Some of these steps could be applicable for successful engagement in rural tourism in other countries that have the potentials to develop rural tourism. These steps are:

- designing the idea,
- selection of types of tourism services (typology of farms),
- registration of the farm holidays,
- financing the project,
- arranging the farm holidays,
- organization of services on the farm holidays,
- legal obligations of the farm holidays, and
- connecting with the market (promotion and marketing).

Rathore (2012) concluded that rural tourism will emerge as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas. Environmental management, local involvement, sound legislation, sustainable marketing, and realistic planning are crucial for development of rural tourism. The government should promote rural tourism to ensure sustainable economic development and positive social change.

Nair, & Hussain, (2013) propounded that

responsible rural tourism is a unique form of sustainable tourism. If managed well, future generations will enjoy what we are enjoying today. It is like the oil that never runs out. While most other economic sectors generate short and medium-term gains, rural tourism, when sustainably planned and managed, has proven to stimulate economies over the long-term. Finding the right balance between profitability and sustainability has been an age-old debate in the industry and academia.

Karpov & Merzlov (2016) concluded that it is not really possible to prescribe a universal approach to exploration and staging experiences; each beautiful village needs to explore its own potential. It may be impressive features of local history, architecture, cooking, nature, crafts, customs and traditions. However, the required feature should have several important qualities. It should be exceptional and, ideally, unique to this village. Inhabitants, who are the main actors representing their village during interactions with guests, should be proud of their village. If this sense of enthusiasm is not felt and expressed by village inhabitants as something exceptional and important, guests visiting the village will sense this. In essence, if the residents are not able or willing to share positive benefits of living in the village, guests will not receive a holistic experience in terms of the staging of their visit. Another important aspect relates to the perceptions of guests.





Ideally, a key feature of the village should be widely known outside of the village. At least, it must be perceived by guests as something very interesting and distinctive. It is worth noting that inhabitants might consider a feature of the village as unique, whereas guests perceive it as a commonplace.

An in-depth investigation of impacts of different dimensions of rural tourism in Kampung Semadang (Malaysia); Chin, Thian, & Lo (2017) reported the impacts of rural tourism development from the three dimensions, i.e. economic, environmental and socio-cultural, and the local community knowledge and support toward tourism development are significant and positively correlated with the rural tourism competitive advantage with the exception of the stakeholder involvement.

### Haryana: As a Farm Tourism Destination

India is popular and preferred destination among tourists because of its rich culture and geography. India's unique geographical features are comprises of deserts, mountains, rainforest, plains, plateaus, islands and coasts. In the north-Himalayan crown is scattered over northern and north eastern states such as Jammu and Kashmir, Uttarakhand, and Himachal Pradesh. In the west- world's 7<sup>th</sup> largest desert i.e. The Great Thar Desert covering Rajasthan and some part of Gujarat. UNESCO has recognized 36 World Heritage sites in India, out of which 7 are natural Site, 1 is classified as mixed and the rest are cultural site (Su & Province, 2013).

According to WTTC report, in the recent years Tourism sector has registered growth as India's Travel & Tourism industry is the 7<sup>th</sup> largest in the world. Travel & Tourism industry of India had contributed ₹15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. It is forecast to record hike of 7.5% and 2.8% in total contributions of Travel & Tourism to GDP and employment in 2018 respectively. UNWTO is also putting efforts for the effective and sustainable use of resources and celebrated World Tourism Day 2017 based on the theme "*Sustainable Tourism - a Tool for Development*". Majority of Indian land is covered by lush farms and plantation which act as an asset for development of the country. According to Census report 2011, around & 70 percent of country's population resides in rural areas. There are various states of India that are included in agriculture like Punjab and Haryana are two of them. Haryana is 20<sup>th</sup> state

of India and known for its agriculture. Earlier it was part of Punjab but later it got separated from Punjab on 1st November 1966. Haryana lies in the northern region of India and share its border with Himachal Pradesh in the north, Uttarakhand in the north-east, Punjab in the north-west, Rajasthan in the south, Uttar Pradesh and National Capital Delhi in the east. Many of the National Highway crosses Haryana State i.e. NH44, NH48, NH9, NH5, NH709, NH344, NH7, NH152, NH52, NH352, NH105, NH54, NH919, NH907, NH334B, NH11, NH248-A, NH703, NH709-A, NH148-B, NH444A, NH352-A. In 1970, Haryana launched the concept of Highway Tourism and become world's first state to start this new concept. Similarly, Haryana is the first state to introduce the new form of Tourism in India i.e. Farm Tourism. Farms are situated in Faridabad, Gurgaon, Rohtak, Palwal, and Jhajjar.

### Tourism in Haryana

It is important to analyse the potential and threats in the tourism sector as a result it help in finding out the deviation and taking corrective action required to get rid from obstacles. Following is the SWOT analysis of Haryana (Personal, Archive, & Erdogdu, 2016):

#### Strengths

- Its geographical location makes it different from other as surrounds National capital Delhi from sides.
- The nerves of India i.e. National Highways passes through Haryana. National Highway 44, 48, 52 etc.
- The peacefulness and security of state add mile stone to it. Approx 36 diverse community resides in this state.
- Developed infrastructure
- Unique culture, tradition and rituals stimulate tourists for visit.

#### Weakness

- Marketing of farm tourism is one of the biggest weak points for rural farmers.
- The number of activities is very limited at each farm tourism resort.
- The trained workforce is very rare and unwilling to work in rural areas.
- Seasonality is another weakness which require immediate attention.

#### Opportunity

- Marketing of religious, farm, rural, highway tourism is required to create awareness

among consumers.

- Promote adventure and sports tourism.
- Advertise the diverse form of cultural festivals and art and craft.
- Attain perfection in Infrastructure sector

#### Threats

- State becomes a passage way for the transient. (The state should ensure that it should not be use for transit purpose only).
- Safety concern for female tourists is the major issue. (There is a need to deviate insecurity among visitor and make them feel comfortable).
- Haryana tourism declared the Tourism as a prime focus which has positive contribution but negative aspects as well. The growth should be in appropriate manner otherwise it could exploit the resources.

#### Farm Tourism

Farm Tourism is popular concept and similar like Rural Tourism as it provides opportunity to tourists to experience the stay on farms in the lap of nature and participate in activities like riding Bullock cart, cow milking and cooking (Kumar & Singh, 2015). On World Tourism Day i.e. 27 September 2003, Farm Tourism scheme was formally introduced by Haryana Tourism. This concept envisions that public private partnership plays a vital role for the participation of private sector farmers or Farm owners. The attributes of farm house that contribute for the comfortable stay of tourists are cleanliness, hygienic surroundings and proper facilities. Farm Tourism provides benefit in term of social and economic to the local peoples whose livelihood depends on agriculture only. It helps to the local community as it dispenses employment opportunity and source of income. The focus of farm tourism is to conserve the local culture, art and craft, and sustain its heritage. It has the potential to grab the deals of investors which in turn increase Gross Domestic Product of the nation (Taxak & Aggarwal, 2017).

S.No.	Farm	Location
<b>Ambala</b>		
1	Roots Farm retreat	190 kms from Delhi, 50 kms from Chandigarh vill Kurali Tehsil Naraingarh Distt. Ambala
<b>Faridabad</b>		
2	Prakriti Farm	4 Kms. From Palwal Distt. Faridabad, Haryana vill. Gailpur, Palwal Nuh Road
3	Sheilma Farm	50 km from Delhi tourist Complex vill. Khori Jamalpur, 1 km. off Ballabgarh Sohna Road near BSA Institute of Engineering & Technology, Distt. Faridabad.
4	YMCA Rural Centre	90 Km. from Delhi on Delhi Agra NH 2, opposite Hodal Railway Station, Outskirts of Hodal.
5	Progressive Farm House	65 Kms from Delhi 23 kms from Ballabgarh vill. Amarpur, near Palwal, Distt. Faridabad
6	Heritage Green Valley Farm (Approved and under process of registration)	38 Km. from Delhi Village Seekri, Outskirts of Faridabad
7	Laksh Farm (Approved and under process of registration)	6 Km of the Faridabad-Gurgaon road, Manger Police Check Post, Village Mangar, Distt. Faridabad
<b>Gurgaon</b>		
8	Herambh Aushadh	62 km. from Delhi and 4 km. from Sohna Tourist Complex Vill. Kanwarskia Sohna Distt. Gurgaon
9	Botanix Farm House and Resorts	62 Kms. from Delhi and 20 kms from Rajiv Chowk Opposite Damdama Lake, Vill. Abhaypur Distt. Gurgaon
10	Golden Creepers Farm House	44 Kms from Delhi & 12 kms from Rajiv Chowk distt. Gurgaon vill. Chandu near Sultanpur Bird Sanctuary
11	Kalki Mystic Farm House	42 Km. from Delhi and 10 Km. from Rajiv Chowk Vill. Gari Harsru Near Sultanpur Bird Sanctuary.
12	Great Escape Farm House	42 Kms. from Delhi & 10 kms from Rajiv Chowk Village Garhi Hasru near Sultanpur Lake Tourist complex, Distt. Gurgaon
13	Surjivan Farm House	28 Km. from Delhi opposite Classic Golf Resort

14	Golden Dunes Resort	44 Km. from Delhi and 12 Km. from Rajiv Chowk vill. Chandu near Sultanpur Bird Sancturay
15	Anugrah Vatika	50 Km from Delhi and 24 Km from Rajiv Chowk vill. Binota near Gurgaon on Delhi-Jaipur Highway
16	Sultanpur Agro Farm	45 km. from Delhi 1km from Sultanpur Bird Sanctuary vill. Chandu near Sultanpur Bird Sanctuary, Gurgaon
17	Vedic Gram Lifestyle Farm & Spa	45 km from Delhi, 10 km from Gurgaon near village Manesar on NH 8
18	The Village Retreat Farm,	50 Km from Delhi vill. Wazirpur near Gurgaon
19	Healthec Farm Spa	18 Km. from Rajiv Chowk on Delhi Sohna Road Vill. Raisina Distt. Gurgaon Haryana
20	Water Banks Farm	22 Km. from Rajiv Chowk VPO Abhaypur Near Damdama Lake, Distt. Gurgaon
<b>Panchkula</b>		
21	Emrald Green Orchard,	20 kms from Chandigarh vill. Dab Kori Panchkula,Haryana
<b>Hisar</b>		
22	Nature Care Farm	165 Kms from Delhi, 35 kms From Hissar, vill & PO Daulatpur Distt. Hissar.
<b>Karnal</b>		
23	Hibred Farms	4 kms from Kamal by pass, adjacent to Karnal Aviation Club in vill. Kutwchri Tehsil & Distt. Karnal, 130 kms from Delhi on NH1.
<b>Kurukshetra</b>		
24	The Village Farm	180 kms. From Delhi 65 kms from Chandigarh vill. Goripur P.O. Kalyana, Shahbad Markanda, Haryana (1.5 kms off the NH-1)
<b>Rohtak</b>		
25	Banni Khera Farm	85 Kms from Delhi, 9 Km, from Jind by pass Rohtak V.P.O. Samai Gopalpur Kalan, Rohtak, Haryana

<http://haryanaturism.gov.in/WriteReadData/downloads/citizencharter.pdf>

## Role of Haryana Tourism

Haryana Tourism Department had launched this new form of Tourism and it act as entice for tourist to get break from the hectic schedule. Haryana Tourism coordinates has sign up with farm owners for developing packages and also promotes the farm tour packages developed by farm owners. Haryana Tourism provide platform for marketing product and market at national and international level as well. It is the duty of farm owner act to provide details of farm and escort tourist during their visit. Guidelines and standards for farm Tourism are also formulated by government to avoid exploitation of farms. Haryana Tourism Department plays a role of monitoring authority to alleviate the risk of improper use of resources. Haryana Tourism Department has recognised 25 farms tourism spots.

## Activities on Farm Tourism

Tourist can participate in various activities of rural life and adventures like:

- Milking and feeding cows, buffaloes and goats,
- weeding,
- Watering and fertilizing crops,
- Ride of bullock cart, camel cart, horse, donkey and tractor,
- Weeding and pruning,
- Organic farming,
- Spa
- Outdoor and indoor games: Cricket, Golf, volley ball, badminton, football, pool, chess, ludo etc.
- Adventure activities: Rock climbing, trekking, Burma Bridge, flying fox, commando net, swings and tubewell bath.
- Plucking organic vegetables from farms the cooking
- Socio culture activities: panchayat, local songs, occasions-marriages, fairs, art and craft.

## Implementation

Haryana Tourism Department looks after the facilities provided by farm house owner and

evaluate as per the guidelines set by government after meeting standards as per checklist the registration process move forward. Monitoring the impact of farm tourism and advertisement is the key role of the department for seeking and attracting large number of tourists. For the effective implementation it is required to maintain coordination between Haryana Tourism and Farm Owners. Haryana Tourism policy for future is concerned for the effective role of private sector but it solely private sector can't bring changes as it require cooperation of all sectors and government as well (Pandey & Lakhawat, 2015; Personal et al., 2016).

### Benefits of Farm Tourism

Farm Tourism plays a significant role in preservation of culture, heritage and tradition. Also it contributes to the rural economies as a result provide source of livelihood to the local community. Farm Tourism gives chance to the locals to interact with visitors and elevate the standard of living. It create awareness among youths for sustain the culture and tradition (Dernoi, 1983; Frater, 1983; Ollenburg,

2008). The positive side of farm tourism is no chance of leakage as raw material used for serving is produced by their own (Personal et al., 2016).

### Conclusion

Haryana came out with the Concept of Farm Tourism and it is catching eyes of tourists and becoming popular among them. This new form of tourism is contributing to promote tourism of rural areas as well providing livelihoods to the locals. The Haryana Tourism Department is also taking keen interest in the development farm tourism and taking steps for increasing market share. Haryana has the potential to grow as a tourism destination but there is need to formulate legislation and policies. Policies and legislation is not only the solution it is required to be implemented properly to avoid the negative impact like overdevelopment or exploitation of resources. Coordination between Government and Farm owner plays a crucial role for the success of farm tourism. Majoring of the authors recommended that development and sustain use of resources should go hand on hand for a fruitful future.

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Research Note 4**A Study on Potentiality of Tourism Industry in Yemen****Mosleh Abdu Mosleh AL-Najjar & Ishwara. P****ABSTRACT**

This paper, which is a part of my academic research, provides a brief overview of the potentiality of the tourism industry which enjoyed by Yemen. Yemen is an excellent tourist country due to its rich and unique tourist elements, attractive nature and ecological diversity that is not found in many countries of the world. Alongside, this paper attempted to present the historical development, current status, activities and major destinations of the tourism industry in Yemen. The researcher relied on writing this paper on the secondary data; researches, e-books, articles, reports, and online websites, which highlights the themes of the tourism industry in Yemen. This paper found that Yemen has an enormous tourist potential both on the level of historical, natural, and cultural potentials or in the level of tourism infrastructure potentialities. In the same context, this paper concluded that despite these tourism potentialities which enjoyed by Yemen it is still not enough to achieve the desired success for this sector in the absence of other important factors such as political stability and tourism awareness and this is what Yemen lacks.

**Keywords:** *Tourism, Historical Development, Current Situation, Potentialities, Yemen.*

**Introduction**

According to the World Tourism Organization (UNWTO) tourism revenues contribute 10% of world gross domestic product (GDP), and one in 10 jobs of the world's total job opportunities, and ranks third after fuels and chemicals as the world's leading export commodity. (UNWTO, annual report 2016, p12). Tourism has become the primary source of income in the economics of many countries, and it has also become representing an open door to the progress of nations. This development provides broad areas for the employment of factors of tourism production, especially labor, as well as became a stimulating factor in the development of society and update their behavior and the goal of achieving development programs. (Belfair, 2014, P90)

The tourism industry in Yemen is considered one of the most important economic sectors; where tourism is the second source of national income after oil; tourism represents 3% of the gross domestic product (GDP) (<http://www.yemen.gov.ye/portal/tourism>)

As is known, Yemen is considered a "tourist state" due to its rich and unique tourist elements, attractive nature and ecological diversity that is not found in many countries of the world. It also has an ancient historical and cultural stock that made many historians and archaeologists consider it a big museum for history. It has four historical tourist sites in the world heritage sites (UNESCO): Socotra, Old Sana'a, Shabam and Old Zabid. It also has a large cultural wealth of customs, traditions, dances and old markets that sell traditional cultural heritage products that distinguish Yemen from other countries of the world. Yemen is also located on long coasts of 2500 kilometers located on the Arabian Sea and the red sea, and it is characterized by its coral reefs and colorful fish and its soft sand which is suitable for diving and recreation. It has a vast desert that is perfectly suitable for all types of sandy tourism. It is characterized by mountainous natural heights and suitable for tourist activities such as walking, climbing and flying by paragliding, where there is the highest mountain of the country and the highest peak in the Arabian Peninsula, the summit of

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the Shuaib prophet 3,666 meters. Yemen has a wide range of tourism components including hotels, resorts, tourist villages, and means of ground and air transport, travel and tourism agencies, tourist restaurants, gardens and parks, and other. As Yemen has many unique tourism elements that meet the various desires and preferences of tourists, making it an attractive source for tourists and tourism from different countries of the world. (Tourism development plan, Yemen, 2008, p2-3). The world tourism organization in date 12/3/1997 announced that Yemen is a tourism state, and (WTO) describes Yemen as a tourist attraction and a hospitable, attractive and unique in its culture, civilization, diversity of its terrain and owns many of tourist elements. (Allsofi, 2010, P3)

### Historical Developments of Tourism Industry

The tourism industry in Yemen dates back to the era of the kingdoms of old Yemen, which people comes to it from all regions of the world for the purpose of business tourism, transit tourism, and other. In the Islamic era, tourism in Yemen is not different from tourism in other Islamic regions, which was a destination for visitors from all over the world at the time, Yemen was a center of knowledge for individuals from all over the Islamic world to take lessons in science in Zabid city and elsewhere in the country, and to Learn arts and crafts and so on. It can be said that the importance of tourism in the Islamic world dates back to the beginning of the eighteenth and fourteenth centuries, where the Islamic state was in its fullest extent (Belfair, 2014, P 92)

Although the tourism in modern era emerged with the major global industries which emerged in the 20th century and grew more rapidly in the 21st century in Yemen it did not appear until the late seventies of the last century. According to civil aviation and meteorology authority, (2014) for many years, tourism has been one of the priorities of the Yemeni government. In the 1980s, the first tourism agency was established and UNESCO classified the cities of Sana'a and Shabam as part of the world heritage List. In the 1990s, after the unification of north and south Yemen in 1990, Zabid was added to the list of world heritage areas. Later in 2008, Socotra Island was added to the list of world heritage areas. The first ministry of tourism and environment was established in 2001 and was specialized in tourism affairs of Yemen. Despite the modernity of this ministry, but it was one of the ministries with great activity

in the work of several promotional campaigns with the assistance of the private sector. In 2003, it was changed from the ministry of tourism and environment to the ministry of culture and tourism. During this period, the tourism sector in Yemen witnessed a great development at all levels and achieved huge financial returns. In recent years, in 2006 the ministry of tourism (its new name) was established independently, the tourism promotion authority has been established and many tourism organizations also have emerged in order to improve and coordinate the interaction between the ministry and the private sector. After that date, new hotels were built in the country, the capacity was improved and tourists were allowed to visit new areas of the country, this contributed to allowing more tourists to visit areas that were not included in their earlier plans and provided new possibilities for people who visited Yemen to return to and visit areas that were inaccessible due to lack of security as well as the accompanying tourism services. (<http://www.cama.gov.ye/node/30>)

### Current Situation of Tourism Industry

The reality of tourism industry in Yemen is currently undergoing a real and difficult crisis, the volume of domestic and international tourism are almost suspended due to many challenges and the most prominent of these are the political unrest and al -Qaeda attracts in many areas. The political unrest that began in the last quarter of 2011 was only the beginning of the tourism sector's retreat due to security absent as a result of the security absence.

Then, the events developed in a fast sequence and Yemen's entry into an internal civil war, and the Sana'a (capital of Yemen) controlled by the al-huthis, in addition to the intervention the Arabic alliance in Yemen. As a result of these events, Yemen's tourism sector had the largest share of sabotage and destruction through the impact of field developments witnessed by Yemen over the past years. On the other hand, as a result to the security and terrorist events witnessed in Yemen there has been a big change in the quality of demand for the Yemeni tourism product due to successive warnings by western official circles to their nationals from visiting Yemen has undoubtedly contributed to the retreat proportion of western tourists and Europeans in particular.

At present, Yemen's tourism industry sector is in a state of clinical death with the absence of any efforts to save it either by all conflicting

parties or officials of bodies, associations, and organizations responsible for this sector by neutralizing this sector of conflict and preserving its history, civilizations and other components. According to a report issued by the Yemen Tourism Promotion Board (YTPB), the losses of tourism sector during the past three years amounted to four billion and 500 million dollars, represents the loss of tourism revenues in Yemen. In addition, loss of about four million and 500 thousand tourists with a million and a half million tourists are the average of annual tourist arrivals to Yemen. And the loss of Yemen Tourism Promotion Board (YTPB) of tourist tax on flights is estimated at ten million and 800 thousand dollars, and the loss of tourist agencies are estimated at "nine million dollars". And losses in the hotel sector are estimated at \$ 666 million and these are only losses of operating expenses for these hotels do not include the cost of rebuilding the hotels targeted. According to the reports issued by the ministry of transport, the losses of Yemeni Sea, land, and air transport sector are amount to about three billion dollar, and these losses are distributed over two billion dollars of the initial losses of Yemeni air aviation due to the targeting of airports, navigational and technical equipment, communications equipment and radars, stopping travel to and from Yemen, \$ 900 million in shipping losses incurred by the sea sector and \$ 19 million in direct losses incurred by the land transport sector. In addition to the loss of local, Arab, foreign investments projects in the tourism sector which estimated in billion dollars.

Also, there are losses in other areas and branches of services and business related to tourism, such as travel agencies, food and beverage facilities, tourist institutes, event halls, shrines, parks, entertainment centers and others. In terms of tourism employment, the ministry of tourism reports indicated that more than a quarter of a million workers in various sectors of tourism have lost their income and laid off about 90% of workers in this sector. On the other hand, the damage to Yemeni tourist facilities as a result of the war exceeds 360 tourist facilities, in addition to about 360 cities and historical and archaeological villages, and more than 85 archaeological sites and historical landmarks.

### Types of Tourism Activities

Yemen is considered one of the best tourist destinations on the international tourism map, where it has many types of tourism activates

such as natural, religious, historical, social, sports, cultural, educational, entertainment, shopping, and so on Here the researcher can mention the most important of these types of tourism as follows:

#### 4.1 Nature Tourism

Ecotourism or natural tourism is defined by the International Ecotourism Society (TIES) is responsible for travel to the natural areas that known to its environment conserves which seeks to improve the physical conditions of the local population. (Jamal & Borges & Stronza, 2006, p145-175). Ecotourism is also in its general sense, means getting out of daily routine, whatever it is to rest, recreation and fun. Enjoyment of everything natural is found around us in the land and sea environment. The Global Environment Fund (GEF) defined eco-tourism / natural tourism as "travel to natural areas that have not been polluted and whose natural balance has not been impaired, to enjoy its landscapes, plants, wild animals and civilizations in the past and present. (Khanfar and Khanfar, 2006, p58)

Yemen has almost all the elements of nature tourism. The researcher can address some of them as follows:

**4.1.1 Islands Tourism:** The Yemeni islands occupy an important position due to its geographic location and its important spread along the waters of the Red Sea, the Gulf of Aden and the Arabian Sea and its close to the most important international sea lanes which connects the world east with its west and controls the Bab al-Mandab strait. (Qahtan, 2002, P4). Yemen has 183 islands, 25 percent are not named, and divided into four major archipelagoes. The Red Sea archipelago includes 151 islands, the Gulf of Aden archipelago 20 islands, the Arabian Sea archipelago 5 islands, and the Socotra archipelago in the Indian Ocean 7 islands. (Al - Haidari, 2005)

**4.1.2 Coast tourism:** Yemen has a long coast, with an estimated length of 2500 km, and overlooking the Bab-el-Mandeb strait, which is one of the world's most important waterways. (Tourism promotion board, Yemen, 2010, p2). One-third of which is located on the Red Sea and the remaining two thirds on the Gulf of Aden and the Arabian Sea. There are more than 300 types of coral reefs. (Belfair, 2014, P 93)

**4.1.3. Mountain tourism:** Yemeni mountains have specificity tourist features diverse and integrated. It combines nature, environment,



creativity and Yemeni human activity, with a number of Yemeni cities. The most prominent of which are Hajjah, Mahweet, Ibb and Taiz and spread in it the farms and fruit trees, which represent natural towers to see the most beautiful views of the terraces and valleys and the peaks of many of the mountains and historical archaeological sites of fortresses and castles (Belfair, 2014, P 93) The most famous mountain tourism areas in Yemen which are suitable for climbing are mount of prophet Shoaib, which is located in the Directorate of Bani Matar, which rises (3666 m) above sea level, mount Bani Ahmed in the Alhimat Alldakhilia (2400 m) from the sea, mount al-'Awi (2400) above sea level, mount al-'Arr (2240) from the sea, in the Alhimat Alkharijiat, mount of Bdj (2080 m), mounts of Manakha. ([https://www.assecaa.org/Arabic/A\\_tourismInYemen.htm](https://www.assecaa.org/Arabic/A_tourismInYemen.htm))

**4.1.4 Desert tourism:** It is a kind of nature tourism (environment) and its territory is desert including all natural manifestations. (Gharaibeh, 2012, p22).The desert tourism in Yemen is characterized by positive features, and this type of tourism is spread in the vast deserts in the north-eastern and western regions of Yemen (Belfair, 2014, P 93)

The most important areas that satisfy the motives of this type of tourism are the following areas:

- Marib, Ramlet El Sabtein, Old Shabwa.
- Marib, old Shabwa, bad.
- Marib, Sayoun. ([https://www.assecaa.org/Arabic/A\\_tourismInYemen.htm](https://www.assecaa.org/Arabic/A_tourismInYemen.htm))

**4.1.5 Forest tourism:** Nature reserve of Hawf: Considered is one of Yemen's largest nature reserve and the largest forest in Arabian Peninsula, described as a seasonal forest surrounded by a dry ecosystem, and home to much rare flora and fauna. (Tourism development plan, Yemen, 2008, p22)

## 4.2 Religious Tourism

Is going to visit the holy places, historical and religious, and the most important motive is to travel for a pilgrimage to some of the most specific religious sites. And religious tourism is different from other types of tourism, is a sustainable tourism, which is all year round it is inexhaustible visitors do not hesitate to visit the holy sites all year round, especially on religious occasions, It is thus different from other forms of tourism. (Hdeel, 2012, p3)

In Yemen, there are many religious tourist sites, including Islamic religious shrines which are the features of Islamic civilization such as mosques

and shrines. Including the Great Mosque (Sana'a), the Mosque of the Aljund and the Mosque of the people of the cave (Taiz), the Mosque and the tomb of Sheikh Ahmed bin Alwan (Taiz), and the Mosque of Idaros (Aden) ([https://en.wikipedia.org/wiki/Tourism\\_in\\_Yemen](https://en.wikipedia.org/wiki/Tourism_in_Yemen)) There are also ancient religious temples and the most important prehistoric sites in Yemen. The most important of these temples is the Temple of Awwam, which is the most famous of the temple of the Kingdom of Sheba in Marib, which is the most famous of the ancient Yemeni kingdoms, as well as the temples of a Moin kingdom in Jouf, the kingdom of Qutban in Bihan, And the kingdom of Hadramaut in Shabwa.(Amida, 2017)

## 4.3 Historical tourism

Yemen has an ancient historical heritage deeply rooted in history. Where it has many elements of historical tourism such as:

**4.3.1 Tourism of historical cities:** One of the most famous historical cities is Tarim which is located in the valley. The year 2010 was crowned the capital of Islamic culture, Alhjreen city, and the historical city of Shibam Hadramout as well as the historical city of Sana'a, Zabid and other ancient cities. (Belfair, 2014, P 95)

**4.3.2 Tourism of museums :** In 1985 the international council of museum defined museum as the permanent institute, a non-profit goal, in the service of society and its development, open to the public and conducted research indicated for physical evidence of people and their environment, collects, preserves and presents them to the public with the objectives of study, education and recreation. (Al-Hajji, 2014, p. 556)

In Yemen, the interest began in the establishment of archeological museums early, where the museum of Aden was founded in 1930 as the oldest Yemeni museums. In 1987 the national museum of Sana'a was established, which has more than 17,000 archeological artifacts dating back to the various historical periods, and the War Museum, which dates back to the second half of the nineteenth century AD and includes an exhibition of various historical treasures, and the process of establishing national museums and folklore has continued in some provinces. (Al-Jaradi and Ghanem, 2008)

**4.3.3 Tourism of forts and historical castles:** Yemen was famous throughout its long history of having a huge number of strategic forts and historical castles, in terms of defense and

security making it insurmountable and difficult to control. There are a large number of castles, which are famous for Yemen, which has spread in the various provinces of the country and it became a destination for tourists, including castles (Taiz and white and Rada and castles of Sanaa, Ibb, Hodeidah, and Amran) and others. (Al-Etihad magazine, 2009)

#### 4.4 Culture Tourism

The main motive of this industry is often culture, either to visit archeological sites, historical monuments, museums, or to know the traditional industries or any forms of artistic expression, as well as to attend cultural events as exhibitions or festivals. (Khalaf Allah, Toumia, 2010, p1)

This type of tourism is the most important types of tourism in Yemen; this is because Yemen is a store of human heritage which is rare in other countries; where there are dances and folk songs where there are hundreds of dances, games and folk songs in Yemen. And Yemen distinguishes in this aspect is the existence of a special heritage for each governorate such as Alhdrami, Sana'ani, Al-Lhujji, Adani, and other. (Belfair, 2014, P 96) And there are Yemen's popular markets which are one of the important places for tourists during their visits to Yemen; it comes in the second order after the archaeological sites and historical monuments in the list of tasks and plans of the tourists, where the tourists are keen to include it in their daily programs. One of the most popular old markets is the salt market in Sana'a which includes thousands of other markets are distinguished by types of its goods, antiques, and crafts. ([https://www.yemen-nic.info/tourism\\_site/guides/Markets/](https://www.yemen-nic.info/tourism_site/guides/Markets/))

#### 4.5 Social Tourism

It is also called popular tourism or vacations tourism. In Yemen there is a revival in the number of tourists coming to Yemen due to the increase in the number of Yemenis living permanently in the different countries in the world especially the Gulf countries, America and Europe as well as a large number of families with Yemeni origins, social tourism mainly aims to visit families and relatives. (Belfair, 2014, P 97)

#### 4.6 Medical Tourism

It is the transfer of people from their permanent residence to another place in order to prevent or treating a disease and maybe their treatment occurs because of environmental where depends on natural environment elements such as the sun, sea water, lakes, sand, therapeutic mud, and metal and sulfur eyes, or other natural components for the treatment of hospitalization. It may be based on medical facilities, modern equipment, and medical expertise. (Sulaiman, 2009, p37)

Yemen has many of natural mineral and sulfur baths, hot and cold steam that up to about 79 baths, which constitute a large aspect for the development of medical tourism. (Alkimali, 2009). The most important centers of medical tourism in Yemen are in Alhwymy (Lahj), Tabhala (Hadramawt), bath Al-Sokhna (south-east of Hodeida), bath Dumt (Aldale), Al-Dais Eastern (Hadramawt), bath Ali (Dhamar) and other areas. (National information center, Yemen,, 2018)

#### 4.7 Leisure Tourism

In Yemen, almost all leisure tourism components are available (recreation tourism, diving and festivals tourism etc) despite the lack of government's lack of interest in these elements and their lack of use in the development process of the country. In general, this type of tourism includes all travelers with one goal is to change the place of residence and obtain mental, psychological and physical comfort. (Belfair, 2014, P 100)

#### 4.8 Shopping Tourism

This tourism includes a shopping trip to cities centers and regions to buy various widgets, especially to the capital Sana'a, where there are thousands of major shopping malls that attract thousands of shoppers daily. As well as going to popular markets throughout Yemen. (Belfair, 2014, P 101)

### 5. Major Tourism Destinations

The main tourist destinations/area in Yemen can be classified under the following tourism areas described below:

**Table 1: Classifying the Main Tourist Areas in Yemen at the Level of Each Province**

Province	Most Important Tourist Areas	Names of the Destination
Capital Secretariat	Cultural tourism	Old Sana'a City, Ghamdan Palace, Hadda, Sansa Village, Beit Bos, and Beit Hanbes.
	Medicine tourist	Baths Old Sana'a District, Baths Al-Azab District, and Baths of Qaa al-Olafi.
	Ecotourism	Al-Rawda City, Al-Sabeen City (Al-Sabeen Park), Al-Thawra City (Al-Thawra Park), and Berlin Park in Nqm.
Sana'a	Cultural tourism	Manakhat, Naeiz, and Hiraz.
	Medicine tourist	Bilad alrws bathes.
	Ecotourism	Allawz mountain, Wadieat area, the bottom of Sana'a, Alhimatayn valleys, Haraz, Suradud valley, Bani mtr valley, and valleys of south of Alhimat Alkharjia,
	Mountain climbing tourism	Mount Nabi Shu'ayb (3666 m) above sea level, Mount Bani Ahmed (2400 m), Mount Al - Awey (2400), Mount Al-'Arr (2240), Mount Badaj (2080 m), and Manakha mountains.
Aden	Cultural tourism	Aden tanks, Al - Aidarous Lighthouse, Castle of Sira, and Castle of Ghadir.
	Marine Tourism Areas (Diving - Water Sports - Recreation):	Abyan Coast Area, Corniche Sira, Beach Harqat, Gold Moore, Island of Aleamal, Caltex Brega, Alkhamisa, Berber, Ras eayas, Beaches surrounding of fuqum area, Ras Omran, Island of Socotra, and Island of eazeazi.
	Ecotourism	Wetlands, Citizen of seabirds.
Taiz	Cultural tourism	Al-Saeed Cultural Foundation.
	Marine Tourism	Coast of Swaida (Bab al-Mandab), beaches of the coast of the village of Taif (Directorate of Durahmi).
	Ecotourism	Valley Nakhla, valley Al-Zara'i, valley Risan, valley Al-Barh, valley Mousa, valley Warzan, valley al-Dabab, valley Al-Barqani, Valley al-Ghail, mount Arf area and Beni Omar.
	Mountain climbing tourism	Mount Sabr, Mount Habashi, and Mount Sama, The mountain highlands series which is located in the southern side of Taiz Governorate, mount Al-Salu, Al-Waze'a Mountains, Sharab Mountains, and Muqabna Mountains.
	Medical tourism	Bath Ali Shuba, Rasyan bath, and bath of Saber Mount.
Hadramout	Cultural tourism	Valley Hadramawt (Alhajreen - Mashhad - Shibam - Harika - Trim)
	Marine Tourism Areas (Diving - Water Sports - Recreation)	Jahr area, Burum area, khalfa area, Alshahr area, Sharfh. Area, Sayahuat area.
	Medical tourism	Tablah bath (Hadramawt), Al-Dais Al-Sharqiya (Hadramawt), Al-Hami area, and Sawir, Al-Jarashiyat
	Ecotourism	Balhaf area, Broome.
Al-Hudaydah	Cultural tourism	Zabid, Hayes, Beit Al Faqih, Al-Lihya, Alzaidiyah, Almurawaea, mount Mukhtar, valley Ammar, mount Almrowkh, market Al-Zahra and Al-Mahalib Extinct Archaeological Cities (Al-Mahjam - Al-Kadra - Fashal - Dogan - kazabra)
Marib	Cultural Tourism	Marib Dam, Balqis Throne, Awam Temple, Temple of the Sun, Archaeological City of Sarawah and Brakesh, and Joufinat Dam
	Desert Tourism	Marib, Ramlet El Sabtein, Old Shabwa. Marib, old Shabwa, bad. Marib, Sayoun.
Abyan	Cultural Tourism	Jaar, Mkiras, and Muawiya
	Marine Tourism Areas (Diving - Water Sports - Recreation)	The coastline of the Arabian Sea (Beaches of the head of Alnshima, beaches Alalam, beaches Shakra, beaches Al Khabar, beaches Ahmer).
	Medical Tourism	Al-Hami area, Haj Al-Abdullah bath, Muejila Bath (1) Muejila bath (2)
	Ecotourism	Code Mountain
IBB	Cultural Tourism	Jibla - Baddan
	Medical Tourism	Dumt baths
	Mountain climbing tourism	Mount altaekur, Mount samarat, Mount baddan, Mount aleadin.
Al Bayda'	Medical Tourism	Bath Balqees Throne, Bath Alsafia, and Bath Ali
Hajjah	Cultural Tourism	Shahara, Kahlan, Mbeen, Tur, and Mahabsha
	Medical Tourism	Bath Altuwr and bath khamis alhij.

<b>Saada</b>	Mountain climbing tourism	Saada Mountains
<b>Dhamar</b>	Medical Tourism	Bath Ali Anas, bath Al Lassi (Anas)
	Ecotourism	Atma area.
	Mountain climbing tourism	Wasabin Mountains
<b>Lahij</b>	Cultural Tourism	Aldababat , house Alearayis , house Alqadimi - Alwaht
	Medical Tourism	Bath al-Hawimi (Karash area), bath Shirea (Radfan)
	Mountain climbing tourism	Radfan Mountains
<b>Al-Mahwit</b>	Cultural Tourism	Thala , Shibam , Kokban , Hababah , Taweelah
	Mountain climbing tourism	Al-Mahwit mountains, Taweela mountains
<b>Al Mahrah</b>	Marine Tourism Areas (Diving - Water Sports - Recreation)	Hof Beaches , Beaches of the village of Hasai in the west, Balhaf Beach, Al-Fetak Beach, Alsalahif Beach (Ridgal-Shisour), the coastal areas of the cities of Hove and Haswain, Khor Al-Ouz Port, Al-Ghuhaida Old City, , Muheif village, Qashan.
	Medical Tourism	Village of Dbout Directorate of Al-Gheida
	Desert Tourism	Directorate of Hate and Shahn, Directorate of Manar, Directorate of Ghuhaida, Directorate of Mesilla.
	Ecotourism	Hof area, Qashin Beach.
	Mountain climbing tourism	Mount Merara, Mount Makarim, Mount Re'em, Mount Kharra, Mount Hattoub, Mount Thor, Mount Heitum, Mount Shahrout in the Directorate of Hoof) and Mount Dabashish, Mount Bassiot, Mount Saon.
<b>Shabwah</b>	Cultural Tourism	Shabwah old , Azan ,Hibbaan , Mayfa'a ,Bayhan , and Fort Raven
	Marine Tourism	Fort Belaid, Ameer, Habelah, Alnshima, Ain Bamabed, Balhaf, Almuzhaf. Fort of the Raven, Bir Ali, Lake Shuran, al Majriha, Coast of Sobh, Island Sakhh, Buraq Island, Bojan Island.
	Medical Tourism	Bath Al Rukham , Bath Rezum
	Desert Tourism	Old Shabwa (Ataq) Marib, Ramlet El Sabtein, Old Shabwa. Marib, old Shabwa, Marib, Sayoun.
	Ecotourism	Ali well
	Mountain climbing tourism	Eaqlih Mountains
<b>Amran</b>	Medical Tourism	Almadan
<b>Dhale</b>	Ecotourism	Shaeb Alghil valley
	Medical Tourism	Dumt baths, Dardouch bath, Yarhad bath, and Radeem bath.
	Mountain climbing tourism	Mount Jahaf, mount al-Maafari, mount Hariri, mount al-Dhibiyat, mount al-Nad, mount al-Sha'ari, and al-Hisha Mountains
<b>Raymah</b>	Mountain climbing tourism	Raymah Mountains

Source: (National center for information, Yemen, <http://www.yemen-nic.info/>)

## Findings and Conclusions

This paper which part of the ongoing academic research highlights on the potentiality of tourism industry in Yemen, thus, through the previous presentation of potentiality of tourism industry in Yemen, included historical development, current situation, activities and major destinations, the researcher realized that Yemen has an enormous tourist potentiality both on the level of historical, natural, and cultural potentials or in the level of tourism infrastructure potentialities. This paper concluded that despite these tourism potentialities

which enjoyed by Yemen it is still not enough to achieve the desired success for this sector in the absence of other important factors such as political stability and tourism awareness and this is what Yemen lacks. Finally, this paper comes up with these following findings and conclusions:

Yemen is rich in all potentiality of natural tourism Through the suitability of the Yemeni environment with its topography and climate for tourism in its different forms, Beach tourism, marine, desert and mountainous

Yemen is rich in heritage places on long of

the Yemen lands, and have a great heritage of traditional industries, folklore, and literature, they are qualified for cultural tourism of all kinds

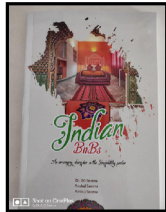
Yemen has an enormous wealth of mineral eyes, natural baths, beaches, and islands, in addition to nature reserves which make Yemen

is suitable for medical tourism, environment, and marine

Yemen has a fairly good infrastructure in the present with the need to continue to complete the building process and continuous development of strategic programs and plans.

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Book Review**Indian BnB's: An Emerging Disruptor in the Hospitality Sector**

**Authors:** Dr. G.G. Saxena, Anshul Saxena and Ambu J Saxena

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Reviewed By:

Anil Kumar Singh

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Indian BNBs “an emerging disruptor in hospitality sector” is a very much needed topic in context of India. The author commenced the book by telling the history about the Bed and Breakfast on the global context and presenting some information of BnB in different countries with most number of BnB, where this concept is a success. This information is quite important for the readers as it gives an insight about topic. The author tries to bring a depth study of 29 state and 7 UTs to insight the reader about BNBs concepts in Indian context.

This book includes 10 chapters and in every chapter book provides an exciting, practical, extensive and well research approach about the Indian BNB's.

Chapter-1 of this book is “Bed and Breakfast: Concept of Global scenario” emphasizes on the global scenario of BnBs and also highlights the information regarding BNBs service providers in countries. First chapter of this book also highlight the main point that the local people let-out their homes to the tourist and earned money. So first chapter of this book is quite informative for readers as it gives insight about bed and breakfast concept at Global level.

Chapter-2 of this book gives a detail information about tourism potential and scenario of BnBs in India. In this chapter author try to highlight the current concepts in Indian hospitality sector and also gives the detailed information about the BnBs scheme and many other initiative such as promotion, incentive for BnBs owners and obstacles' for Authentic BnBs. The second chapter is more informative and interesting for

readers as author insights the readers about the advantage of BnBs as compare to hotels.

Chapter 3 of this book gives a brief detail about the various reason of travelling to India. Author emphasize that India is “all seasons” tourist destination and objective of travelling to India has wide range and variety of reasons.

Chapter 4 of this book insights the reader about the success stories of BnBs. In this chapter author try to make this chapter more interesting by telling the stories of 17 successful BNBs.

Chapter 5 of this book elucidates about the medical tourism and its types and also highlights the ‘accessible accommodation’. It is interesting to note that the people with disabilities spend a great time on internet. So author also highlight the need of developing a positive attitude towards the disabled categories.

Chapter 6 deals with scenario of BnBs in Delhi region and also enlighten the user about the demography profile of the guest who stay in Delhi's BnB. In this chapter author introduces the readers about the practical approach by using case study of Delhi. This chapter also emphasizes the impact of social media on the accommodation sector.

Chapter 7 “Tourism potential and BnB act of Delhi”: This chapter highlight that bed and breakfast plays a vital role in different aspect of tourism. But attracting tourist depends upon the unique option and scheme of hotel. So author try to elucidates about the salient features and BnB act of Delhi.

Chapter 8 deals with the status of BnBs in other states and also enlighten the reader about

the current issue and promotion activities 29 states and 7 UTs about BnB. This chapter is one of the most knowledgeable part of this book because author clearly gives insight about the promotion activities and current trends in BnB of every state and UT.

The last chapters of these books emphasize emerging opportunities. In India the concept of "Athithi Devo Bhava" is quite inspiring as some of western tourists may ignore the minor discrepancies in cleanliness. But now

a day world of mouth play a significant role to attract large number of tourists. So there is need to maintain the cleanliness in every BNBs.

This book is must read for all students pursuing hospitality and tourism courses, Research scholars, academician. The content of this book are more informative for BnB owners, Policy making bodies, researchers and other tourism stakeholders as well as BnB stakeholders. This book has both practical as well as theoretical implication in BNBs in Indian Hospitality sector.





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