

Vol. 11, No. 1, February, 2021
Bi-Annual
ISSN No. 2278-8379

TOURISM INNOVATIONS

An International Journal of Indian Tourism and Hospitality Congress (ITHC)

Chief Editors

Prof. S. P. Bansal

Vice Chancellor

*Himachal Pradesh Technical University
Hamirpur, Himachal Pradesh*

Dr. Sandeep Kulshrestha

*Indian Institute of Tourism and Travel
Management, (IITTM)*



Indian Tourism and Hospitality Congress
www.tourismcongress.wordpress.com

Tourism Innovations: An International Journal of Indian Tourism and Hospitality Congress (ITHC)

Copyright : Indian Tourism and Hospitality Congress (ITHC)

Reproduction in whole or in part, in any form without written permission is prohibited.

ISSN : 2278-8379

VOLUME : 11

NUMBER : 1

Publication Schedule:

Twice a year : February-August

Disclaimer:

The views expressed in the articles are those of the contributors and not necessarily to the editorial board and publisher. Authors are themselves responsible for any kind of Plagiarism found in their articles and any related issue.

Claims and court cases only allowed within the jurisdiction of HP, India

Published by: Bharti Publications in Association with Indian Tourism and Hospitality Congress (ITHC)

All Correspondence Should be Address to :

Managing Editor

Tourism Innovations

Bharti Publications

4819/24, 3rd Floor, Mathur Lane

Ansari Road, Daryaganj, New Delhi-110002

Ph: 011-2324-7537

Email: journal.itc@gmail.com, bhartipublications@gmail.com

Editor's Note

It's been about one year that the almost entire world population is either under lockdown or having travel restrictions imposed. It is matter of sorrow that as of 7th Feb 2021 total number of worldwide infections raised to 105429382 which led to disastrous 2302614 loss of precious lives (source <https://www.who.int/publications/m/item/weekly-epidemiological-update---9-february-2021>).

During these unprecedented times it was an opportunity to invest time in education and research. Understanding its responsibility Indian Tourism and Hospitality Congress is delighted to announce the first issue of 11th edition 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.

Over the last few decades, Tourism studies have evolved highly disintegrated and concentrated into different theme capacities, or strengths. The academics consideration has resulted in the publications of hundreds of referred articles in media. Nonetheless Tourism Innovations is specifically devoted to evolving subjects in tourism and hospitality industry not only in India but all across the globe.

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.

Tourism a hospitality industry along with tourism education hit all time bad due to this covid-19 pandemic. Where the business meetings along with the seminar and conferences for discussions about latest research on tourist and tourism industry was a physical thing it came to almost no movement for business meetings and conferences. Then the shift taken by the industry towards virtual tourism and academics towards conferences and webinars. There is no doubt that currently global tourism and hospitality is passing through the most difficult time in view of Coronavirus outbreak and economic slowdown in some countries. Here we envisage great role of research in shaping the industry in such tough time. 'Tourism will fight back and survive' by going through this phrase 'domestic and regional tourism' can be seen as tourism saviors.

Chief Editors
Prof. S.P. Bansal
Sandeep Kulshrestha

TOURISM INNOVATIONS
An International Journal of
Indian Tourism and Hospitality Congress (ITHC)

Vol. 11, No. 1, February, 2021

Contents

Editor's Note

iii

Research Papers

1. **Health Tourism – India As One of the Favorite Destinations for Tourists** 1-8
Sandeep Guleria & Arun Singh Thakur
2. **Barriers to Community Participation in Tourism Development Activities: a Case Study of Tibetan Community** 9-14
Anil Kumar
3. **Involvement and Impacts of Tourism on the Tribal Communities of Kerala, India** 15-21
Anjana A S & Stephen Mathews
4. **Gauging the Consciousness of Employees Towards Socio-Economic Brunt of Developing India As a Tourist Destination** 22-26
Prashant Gautam & Munish Ahlawat
5. **Tourists' Satisfaction Towards Hotel Services in Punjab Region** 27-33
Nitesh Goyal
6. **A Bridging the Gap Between Tourism Industry and Tourism Education** 34-39
Surender Kumar & Paramita Suklabaidya
7. **Trends in Contemporary Corporate Social Responsibility (Csr) Practices: Empirical Evidences from Indian Tourism and** 40-45
Lipika Guliani & Jaswinder Singh
8. **Israeli Tourist and Jews Communities in India and their Food Speciality** 46-48
Aroind Kumar Dubey & Vidyanath Mishra

Health Tourism – India As One of the Favorite Destinations for Tourists

Sandeep Guleria & Arun Singh Thakur

Abstract

India is one of the growing markets in tourism industry of the world. Among different sectors under its umbrella one of the upcoming sectors with fast pace growth is Health tourism in general and Medical tourism is specifically contributing tremendously in whole share of tourism sector to the economy. Cost effectiveness for different ailments (surgical and non-surgical treatments) in India as compared to other developed countries has been the driving force to travel. Not only this the waiting time for the treatment in India for any disease is much less as compared to other countries. Tourists from the western countries finds it suitable to travel to India for treatment because beside treatment they get the leisure trip as well in the package through tour operator offering medical packages to customers. Cosmopolitan cities and other Metropolitan cities of India has tremendous potential to cater the need of Medical tourist of the developing countries. Private sector is playing a very constructive and big role for the promotion of Medical Tourism in India and making it Medical tourism capital of the world. The list of Medical Tourists coming from outside the country not only contains the name of foreigners from western countries but also from countries like Pakistan, Afghanistan, Bhutan, Nepal, Bangladesh and Myanmar. This paper shows study of the potential of Health Tourism and Medical Tourism in India and factors which are responsible for making India as Medical Tourism capital of the world.

Keywords: Health Tourism, Medical Tourism, Multi-Speciality Hospitals

Introduction

Tourism is one of the most dynamic industries. In this, many factors are associated with it, which lead it to grow. One of the factors for the phenomena of "Tourism" is the purpose of the visit of Tourist. Among various purposes one of the fast growing is Medical treatment at particular place. The term Medical Tourism is new but the concept is as old as the concept of tourism. While defining Medical Tourism, it is an activity in which person use to travel from one place to another to get treatment of his / her ailment. Mainly in this sector customer travel from one place or country to some other for the treatment not only because the unavailability of the treatment in their place of residence, but one of the major reasons is cost effectiveness. Fact is cost of any treatment in any developed country is much more as compared to the developing one.

As per the definition given by World Health Organisation, Medical Tourism is the phenomena which is associated

with travel to health Spas or resort destinations whose primary function caters to enhance physical well-being of the tourist through various activities like physical exercises and therapy, dietary control and other medical services related to health. Apart from the cost factor other reason for this movement of tourists from his / her native country to visit other country for treatment is the waiting period of the treatment in one's country may be more than the tourist finds in some other country. Hereby for all surgical and non-surgical treatments foreigners from developed countries prefer to go for treatment in the developing countries. This newly inducted sector of Tourism has attracted the attention of policy makers, decision makers, investors, researchers and service providers. Potential markets for the medical tourism in the region has been identified and accordingly infrastructure has been developed to cater the needs of the potential customers. Among developing countries many Asian countries are exploring the potential of Medical, Health and Wellness tourism in their niche.

Sandeep Guleria Principal ITFT College, Chandigarh

Arun Singh Thakur Assistant Professor, University Institute of Hotel and Tourism Management (UIHTM),
Panjab University, Chandigarh

Singapore, Thailand, South Korea and Taiwan are few countries which are developing medical institutions to cater the foreign patients. Health tourism and medical tourism seems synonymous in India. Which has become one of the favourite destinations for Medical Tourists in the world.

Roots of medical treatment came from the Vedas itself, this could be one of the reasons we have diverse forms of treatment available in our country. Ayurveda, Homeopathy and Allopathy make the complete package for having India as Medical Tourism destination tag. In India this sector is growing at the rate of 30 percent. Infrastructure and the facilities provided by Medical sector in India is comparable with other developed countries. India is ranked among top destinations of World. Many chains of hospitals like, Fortis, Tata Memorial, Medanta, Apollo, escorts, Max etc. are known to cater the elite customers at their end. Indian Clinical and Paramedical talent is being recognised globally, not only this the JCI accreditation to some of the top hospital chains in India helps to attract the faith of many potential foreign customers from developed countries of western world.

Apart from allopathy, India is best known for its Ayurveda, Homeopathy, Unani and Yoga. States like Kerala, Goa, Utrakhand, Rajasthan etc. are very well known destination for these ancient Indian sciences. We have witnessed the burden of cost effective treatment in the western countries in previous decades for which India and some other developing countries have come up with best options for Medical treatment or Health destination for the customers for those countries. India is producing every year more than 20,000 specialists with the advancement of technology in various surgical and non – surgical procedures which is responsible for the present reputation of country and Health or Medical Tourism destination. Not only this now reputed travel agencies and tour operators are offering packages for Oncology, Cosmetic surgery, Nephrology, Heart surgery etc. For Medical treatment south Indian states are ahead and Chennai is one of the most popular destinations among them. As per one of the studies conducted by Confederation of Indian Industries around 40% of the India's medical tourists are catered in Chennai. As per reports due to cost with high quality of medical treatment Chennai is serving more than 180 foreign tourists daily, including Apollo hospital. As per the economic times India has the potential of US\$2 billion market of health tourism and Chennai would become the Health tourism capital of India.

Literature Review

It has been seen as Health and Medical tourism has become an important phenomenon of tourism around the globe. The frequency of travellers seeking wellness and health benefits has increased significantly. Bratt et al

(2001) observed that "health is becoming one of the most important services and markets in the developed world". There have been various views on the term "health" what it meant. In some differences, Hamilton et al (2008) stated that "good marriage the company of friends, rewarding work, sufficient money, a good diet, physical activity, sound sleep, engaging leisure and religious or spiritual belief, enhancement of well-being, and their absence diminish the quality of life, trust, self-respect, and autonomy. Finally it makes people happy and cheerful." Wong (2007) described that a detox diet could enhance in excessive energy, concentration, relaxation and overall good condition of the body.

Horner and Swarbrooke (1998) argued that just changing the environment from the routine might lift one's spirit. Travelling to warm and sunny places is one significant example for it. Gilbert and Abdullah (2004) described the impact of holiday taking on the sense of well-being comparing experimental group who went for vacation and a control group who did not go anywhere. The result of the pre-trip and post-trip revealed that holidaying generated positive mood to enhance an individual's sense of well-being. With all above examples we can say that health tourism is a recent trend engaging oneself in tourism. And it also gives the tourist meaningful experience raising the spirit of health tourism. Angel (2006) mentioned in the study "Health Tourism: Hospitality with and Indian flavour" that health tourism combines the traditional form of vacation along with an array of medical services.

The major focus is in adventure, relaxation and enjoyment along with healthcare and wellness. Similarly, Ming and Ji-Dong (2007) observed the efficiency of joint administration of acupuncture and tuina and acupuncture injection on infantile brachia plexus injuries. The treatment was given on alternative days through one thumb meditation grasping and kneading. The results proved that these "three therapies of clearing the meridians" have good clinical efficacy for treating infantile brachia plexus injuries.

Raghvendra et al (2009) compares the effects of an integrated yoga programme with brief supportive therapy in breast cancer patients. Prior to radiotherapy, treatments were given the assigned yoga or a short supportive therapy. Diurnal salivary cortisol levels three days before and after radiotherapy and self-ratings of anxiety were recorded.

Depression and stress analysis of covariance unveiled significant decrease in anxiety, depression perceived stress, and salivary cortisol in yoga treated patients when compared with control group. The study concluded that yoga plays a major role in managing self-reported psychological distress and modulating circadian patterns of stress hormones in early breast cancer patients undergoing adjuvant radiotherapy.

Bower et al (2005) expressed that yoga is one of the sciences that are practised widely in Indian and western population. Different components and types of yoga practices have shown beneficial effects in reducing distressful symptoms and improving sleep mood and quality of life in cancer patients. Herstein and Jaffe (2008) in their study on "Sport Hospitality as a Business Strategy" defined sports tourists as the individuals who participate in the sports activities while on a holiday.

The study stressed upon that health and fitness have created a demand for sports tourism all over the world. The American College of Sports Medicine (2007) in a survey has listed out the top ten fitness trends. They included reduction of obesity among children through physical education, fitness programme for older adults, emergence of qualified fitness experts, and functional fitness in daily activities.

All these aim at increasing strength, endurance, balance, and coordination of those activities, core sports skill development, strength training for the women and the older adults, personal training or personalized training to the affordable clients, upkeep the health, mind/body exercise, weight loss and exercise, and outcome measurement on lifestyle behaviour. The health tourists come under all these trends since they travel for such needs to other countries. O'Dougherty (2010) found that the women were very particular to involve themselves in fitness activities like exercises to improve their physique as well as body image, health and well being as a sense of accomplishments.

Glover and Preideaux (2009) described the implications of the population ageing for the development of tourism product and destinations by comparing two case studies. The study showed that tourism demand is a function of availability of personal time, financial resources and destination attractiveness.

The study puts forth the Managers developing tourism products for the old age should be aware of the group's range of difficulties and improve better facilities for them. Since these baby boomers are more health conscious and do not want to be seen old, the tourism service providers should identify products and services like parks, beaches, health related spas, yoga and other types of alternative medicines to upkeep their youthfulness.

Research Methodology

For the current study methodology used for the research purpose is exploratory and descriptive in nature. Mainly data used in this study is secondary data, collected from various articles, journals, magazines, newspapers, reports of government and non-government organisations, books, internet etc.

Objective of the Study

This study is focussed to explain and explore the Opportunities and Challenges of Health and Medical

tourism in India with various factors including less cost for surgical and non-surgical treatments in the country. Along with the role of public and private sector to promote India as Health and Medical Tourism destination of the world.

Research Questions

To find the objective of the study main research questions are, whether there are any potential areas in the country where the Health and Medical tourism can be promoted. Second is all avenues presently available in the country, are they catering the needs and wants of the customers coming for Medical treatment from other countries or not? And lastly what are the measurable steps taken by the Government and Tourism Industry of India to promote India as Health and Medical destination of the world.

Analysis & Result

It has been found from various sources that Health and Medical tourism in India has found its roots due to many factors. Main factors are travel agents, tour operators, multi-speciality Hospitals and Hotel industry complementing each player. As discussed earlier also the cost effectiveness is another factor for Health and Medical tourism in India. Sky ranging costs of surgical and non-surgical treatments in developed countries basically generated the potential market of Medical tourism in developing countries. The insurance premiums in developed countries have touched new heights leaving most of the middle class communities' healthcare imperative.

Comparison of some of the surgical treatments are highlighted in below table:

Table 1 : Comparison of Prices of Surgical Treatment In India, Usa, Thailand And Singapore (In US\$)

Treatment	Singapore	Thailand	USA	India
Dental Implant	2400	2000	10000	1500
Tummy Tuck	6550	5500	10000	4500
Lap. Gastric Bypass	11500	10200	35000	9200
Spine Fusion	10000	8500	62000	7500
Knee Replacement	11000	10000	40000	8500
Hip Replacement	9200	12000	43000	7100
Angioplasty	15000	10000	160000	7000
Heart Bypass	16500	11000	100000	7200

Source: FICCI, June 2010

The comparison in the table shows huge differences of surgical treatment in India with other countries. Cost of heart bypass surgery is US\$ 100000 in USA, US\$ 16500 in Singapore, US\$ 11000 in Thailand and US\$ 7200 in India. Likewise, cost of Angioplasty is US\$ 160000 in USA

and US\$ 15000, US\$ 10000 and US\$ 7000 is in Singapore, Thailand and India. Differences in other treatments like Dental Implant, Tummy tuck, Lap. Gastric Bypass, Hip Replacement, Knee Replacement and Spine Fusion is in same order.

In many of the developed countries for some of the treatments which need immediate action has very long waiting list for which customers are left with no option but to choose some Medical tourism destination in some other country. And If they choose some developing country then it becomes the win-win situation for both host and guest as guests can get cost effective and timely treatment there.

Recent trends in Health Tourism

In recent trends of Health Tourism, it has been found that people who are travelling for Medical treatment from one country to another involve themselves with some form of wellness activity as well. There are many forms and types of Health tourism available through out the globe like Medical tourism with recreation, spiritual and mental rehabilitation, post retirement care centres etc.

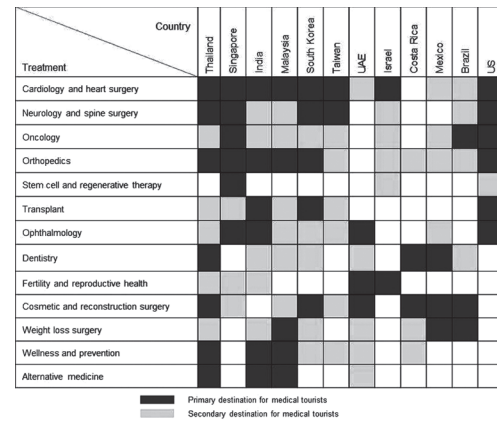
For Health seekers, Ayurvedic Massages, Physiotherapies, Medical Spas, Meditation and Yoga Centres are best options. In Health Tourism visitors are basically travel for Medical purpose or any other related to that so they expect higher value of their money and time. To cater their needs tailor made itineraries as per their requirements are made and offered by various operators and agents around the world. It is very interesting to know that about 30 and more countries are seriously in this business of Health and Medical Tourism.

As the competition is growing day by day, the accreditation from the world class body JCI would benefit to establishments. It is expected that there would be more than 500 JCI accredited facilities in another few years. One of the trends in this market is that the countries are focussing on the nearby countries as their markets, like Malaysia is targeting mainly to New Zealand and Australia along with Middle East.

Nutrition and Wellness is another phenomena related to Health and Medical Tourism which complements it as alternatives. As per National Health Interview Survey (NHIS-2007) the Complementary and Alternative Medicine (CAM) works on all the age groups. Treatments which come under it are progressive relaxation, guided imagery, massage, yoga, deep breathing, minerals, natural vitamins etc.

Global Scenario

Health Tourism is currently valued at US\$ 20 billion market annually. As per one of the estimations, around 90 million Americans are uninsured or underinsured.

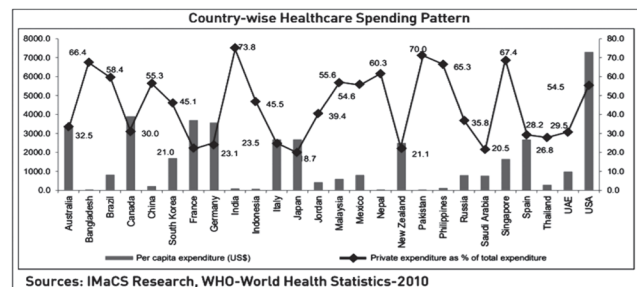


Source: FICCI

Around 200000 Americans visited developing countries for health care in 2008 and same is expected to get 5 times in next 10 years. The International Trade Commission (ITC) in Geneva says “ Health Tourism could grow into a US\$ 200 billion global business by another 5 years”. In 2010, more that 800000 foreigners sought medical treatment in Thailand. Bumrungrad Hospital is the world’s largest private hospital complex.

A five year plan has been drawn by Thailand’s public health ministry to double the revenue by next plan. Over the last five years more than 300 hospitals and treatment centres in Thailand has been accredited to the US standards for healthcare, through JCI, the nation’s leading hospital accreditation organisation. There was a tradition for going western countries of US, UK and France for complex treatments but now the trend has been changed and patients are coming from these countries to developing nations for cost effective and timely treatment. Among these destinations, top destinations are India, Malaysia, Thailand, Singapore, Brazil, Hungary and Costa Rica.

Other countries which are also in this array are Brunei, Cuba, Columbia, Hong Kong, Jordan, Lithuania, Philippines, South Africa, Saudi Arabia, The UAE, Tunisia, New Zealand, Argentina, Bolivia, Mexico and Turkey. For Dental Tourism packages countries of European Union like Britain, Germany, Austria and Switzerland are looking for developing countries for treatment. Health Safaris under Health tourism has been promoted by South Africa Tourism.



Sources: IMaCS Research, WHO-World Health Statistics-2010

Indian Scenario

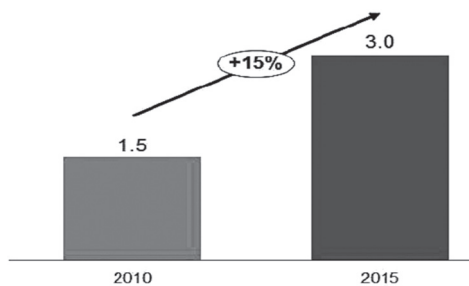
From the ancient times India has the rich heritage of 5000 years old traditional and natural medicines. One can get the evidence of ancient medicines from Vedas and Samhitas written by Charaka, Shushruta and Bhela. Indian sages are given all credit for all ancient medicines who traversed through out the ranges of Himalayas and other mountain ranges of country. As per Directorate – General of Commercial Intelligence and Statistics of India, during 2015-16 there were 460000 international patients in Indian Hospitals. Where as only Medical tourist visa figures were less in numbers.

Apart from western countries there are many Medical tourists who visit India from Bangladesh, Afghanistan etc. Following are the figures of visas applied during 2015-16 from these countries.

- ★ Afghanistan: 29492
- ★ Iraq: 9131
- ★ Nigeria: 5994
- ★ Kenya: 3240
- ★ Pakistan: 1921

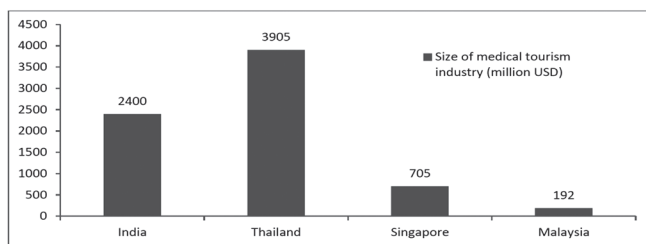
As per one of the reports of commerce ministry in medical tourism of India, Pakistan is the country from where we have highest average earnings per patient for foreigners i.e. \$2906, followed by \$2084, Commonwealth of Independent States) CIS countries \$1950, Russia \$1618 and Iraq \$1530

Medical Tourism Market in India, US\$ billion



Source: FICCI

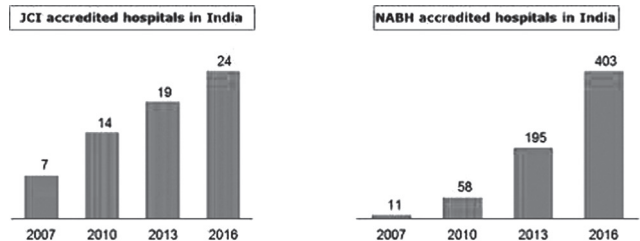
Comparison to Medical Tourism Industry of India, Thailand, Singapore and Malaysia



Source: KPMG – FICCI report 2014

Accreditation

Accreditation is one of the process which gives assurance to the user about the quality of service. Some of the organisations included in the list are JCI (Joint Commission International) which is considered as best for accreditation other one is National Accreditation Board for Hospitals and Health care providers NABH.



Source: FICCI

Ayurveda, Yoga, Naturopathy, Siddha, Unani and Homeopathy are the Unique Selling Proposition of India. These Unique Selling Propositions are defined as below.

Ayurveda

The word “Ayurveda” in Sanskrit means “Science of Life”. All types of massages, herbal therapies and medicines comes under Ayurveda. As per the science of Ayurveda, human body is controlled by Vata, Pitta and Kuff which is balanced by fire, air, water and earth in the body. Panchakarma is one of the techniques through which unwanted toxins are eliminated from the body and which rejuvenates and revitalise the whole body.

Naturopathy

It is a science in which hydrotherapy, physical medicine, counselling and intuition is used for the cure. There is no side effect in this technique and human body is cured naturally.

Unani

The word “Unani” in India is used for Greek. This science of healing was much prevailed during the time of Delhi Sultanate. It ensures the balance between blood, phloem and bile fluid for perfect health of human body.

Siddha

“Siddha” which means “ Master “ and it denotes the mastery of such medicinal practices. Ayurveda compliments Siddha directly. As per this science there is a cure hidden inside minerals and metallic compounds. Curing of Rheumatoid arthritis, Jaundice, Cough etc. are the best examples in “Siddha”.

Homeopathy

Science of Homeopathy deals with mental, physical, spiritual and emotional health during treatment. Word “Homeopathy” originated from the Greek word “ Homoios” which means similar and “Pathy” which

means suffering. There is no side effects on health while taking treatment through Homeopathy.

Yoga

Yoga in Indian context means “Union”. It is one of the complex sciences associated with mind directly. It constitutes different breathing exercises and asanas regular practice of which enhance peace of mind, health and wisdom. India has the reputation to start world Yoga day through out the world on 21 June each year and Rishikesh in India is known as the Yoga capital of the World.

Spa

Spa treatment in very much famous among health and wellness tourists. SPA stands for “Sinus Per Aqua” which means healing through water treatment. Main emphasis of this technique is to relieve patient from mental stress and enhance beauty. Almost throughout the western and eastern countries everyone has unique techniques of spa treatment in their region and tourists enjoy all types of spa therapies for them.

Spiritual

Right from the ancient times spirituality is one thing which India feels proud in the world. Being a secular country there is diversity in the religions in India. India gives the destinations for the followers of the Hinduism, Jainism, Buddhism, Islam, Christianity, Sikhism, Zoroastrianism etc. Spiritual tourism caters under the pilgrimage tourism for which lucrative packages are being offered to the tourists.

It has also been seen in India that foreign medical tourists are coming for the treatment in India due to cost effectiveness in the treatment but the domestic patients are migrating due to poor infrastructure and facilities offered in rural areas.

Medical Tourists and Indian Tourism Industry

To attract more private investors from country and abroad in multi-speciality hospitals and multi-national hotel chains, Government has started various schemes. It has been shown in one of the studies that about more than 70 percent of investment in medical tourism is from private sector. Some of the medical tour packages offered to the patients from abroad in our country by the tourism industry are : packages related to Hearth disease like angioplasty, open heart surgery etc., Orthopaedic surgeries including Hip-knee replacement, Laparoscopic surgeries, Stones in gall bladder, Hernia surgery, Neurosurgery, nuclear medicine, joint replacement surgery, Gynaecology and Obstetrics, Bone marrow transplant, Oncology, Cosmetic Surgery, Drug rehabilitation, Urology, Osteoporosis etc.

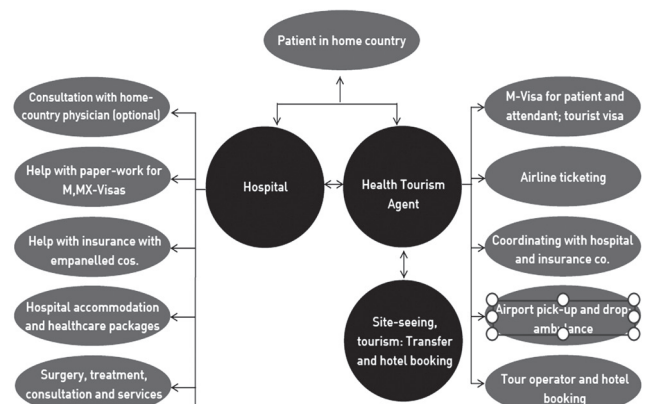
Besides medical treatment other services provided by the travel agents and tour operators dealing in medical tourism packages include assistance in medical visa, appointment with the concerned medical specialist, sight-seeing, tour guide, escorting and provision of all other amenities required by the tourist. Medical VISA in India is valid till one year or extended till the treatment which ever is less and extended till further next one year. Opportunities of Health tourism in India are vast as beside medical treatment, YOGA and meditation centres with herbal therapies. In 2012 India received more than 2 lakh foreign Health tourists and estimated to grow at compound annual growth rate of over 20%. As per the study of Mckinsey and Company and the confederation of Indian Industry, India has received \$ 1 billion business from medical tourism this year. Not only this as per survey Indian doctors treat twice the number of patients as compared to the western countries’ doctors.

Key Findings

Main finding of this study is India has become the main destination for cost effective and instant treatment for the any disease for the tourists travelling for this purpose as the waiting period of the some of the treatments in other countries are much more than India.

Waiting Period in Western Countries	Different Treatments
9 - 12 Months	Skull base and Facial Surgery
8 - 9 Months	Open Heart Surgery
14 - 16 Months	Neuro Surgery
9 - 10 Months	Spine Surgery
7 - 9 Months	Hip Replacement
10 - 12 Months	Brain Tumer Surgery

Key Operators in Medical Tourism Industry



Continent – wise Share of Medical Travel

Continents of origin	Destinations				
	Asia	Europe	Latin America	Middle East	North America
Africa	95%	4%	1%	-	-
Asia	93%	1%	-	-	6%
Europe	39%	10%	5%	13%	33%
Latin America	1%	-	12%	-	87%
Middle East	32%	8%	-	2%	58%
North America	45%	-	26%	2%	27%
Australia and New Zealand	99%	-	1%	-	-

Source: IMacS Research

Some of the positive reasons for growing number of medical tourists in India is as follow:

- ✪ India is providing world class infrastructure to the medical tourists in her main cities like Mumbai, Bangaluru, Hyderabad, Kolkata, New Delhi, Chennai etc. Some renowned names are Escorts Hearth Institute and Research Centre Limited, Apollo Cancer Hospital in Chennai, Jaslok Hospital, Hinduja National Hospital and Research Centre Mumbai, B.M,Birla Hearth Research Centre Kolkata, Breach Candy Hospital Mumbai, Christian Medical College Vellore etc.
- ✪ Indians are very good in English communications as compared to other Asian countries like South Korea, Taiwan etc. So it becomes easy for the tourists from western countries to discuss their ailment in detail with Indian medical service providers.
- ✪ There is variety of treatment for any disease, e.g. various diseases can be cured with options of Ayurveda, Allopathy, Homeopathy, Naturopathy, Siddha and Unani etc.
- ✪ Most of the Multi – Speciality Hospitals are JCI and NABH (National Accreditation Board for Hospitality and Healthcare) accredited for which tourists show more faith in them and visiting India for medical purpose.
- ✪ Beside easy access to Medical Visa through Indian government, Indian subcontinent is providing number of tourist destinations for leisure purpose to medical tourists.
- ✪ After LPG introduced in Indian economy in early 90's, healthcare service industry has become the mix of public and private sector. But in medical tourism industry, private sector has the share of approximately 80 %
- ✪ Treatment of different diseases are done through allopathy along with Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH).
- ✪ Skilled physicians with specialists, high quality nursing capability, modern medical technology, cost effectiveness, no waiting period, modern hospitals with good infrastructure of hotel are available in India.

- ✪ Superior Clinical Outcome is found to be higher in India. As per one of the patient survey reports from western countries, this is one of the main criteria for choosing or finalising the destination for medical treatment outside the home country.
- ✪ Cost and instant treatment is seemed to be the pull factor for most of the destinations in India for Medical tourism.

Conclusion

Health tourism is one of the recent phenomena of tourism sector, however it has been spreading very fast in more than 35 developing nations. India alone has developed the knack to cater the medical tourists from more than 35 countries of the world. The cost of treatment of in India is almost 10 times lesser than the cost of treatment in western countries for any ailment. Not only tourists from developed nations but from countries like Pakistan, Afghanistan, Bhutan and Bangladesh etc. are visiting India for medical treatment. Non Residents of India are also one of the segments on medical tourists who are in the array from other countries visitors list. India is no doubt a health destination, but the government should take more positive role in comparison to the private players. Moreover, government has identified more places for promotion of Medical tourism, but the pace of development is very less. The confinement of the Medical Tourists is limited to most of the Metro and Cosmopolitan cities of India only. However, these is a vast potential of this sector available in rural and small towns of India also. But the need of the time is public health units need to provide services to the customers at par with the private players like it happens in most of the countries like Singapore, Thailand and Malaysia.

References

- Angel, P. (2006). *Health Tourism: Hospitality with an Indian flavour*, Effective executive, Vol 1(2), pp. 48 – 59.
- Bratl, H., and Miglbaurer, E., Trippel, M. (2001). *Austria – Wellbeing Destination of Europe*, Federal Ministry of Economics and Labour, Vienna.
- Bower, J.E., Wooley, M.A., and Sternleib, B. (2005). *Yoga for Cancer patients and Survivors*. Cancer Control, Vol. 12 (3), pp. 164 – 171.
- Gilbert, D., and Abdullah, J. (2004). *Holiday taking and Sense of well-being*, Annals of Tourism Research, Vol. 31 (1), pp. 102 – 120.
- Glover, P. and Prideaux, B. (2009). *Implications of population ageing for the development of tourism product and destinations*. Journal of Vacation Marketing, Vol. 15 (1), pp. 25 – 37.
- Hamilton, C., Eckersely, R. and Deniss, R. (2008). *The Wellbeing Manifesto. Australia: The Australia institute*, <http://www.wellbeingmanifesto.net> accessed on 22nd Feb. 2013.
- Herstein, R. and Jaffe, E.D. (2008). *Sport hospitality as a business strategy*. Journal of Business Strategy, Vol 29 (6), pp. 36 - 43.

- Marie. S. (2011). *Tourist Motivations and Destination Attributes: A study with reference to Health tourism in Pudducherry*. Unpublished dissertation, Department of Management studies, Pondicherry University, Pondicherry.
- Ming, C., and Ji-Dong, L., (2007). *Clinical Observation on treatment of infantile brachia plexis injuries with three therapies of clearing the meridians*. Journal of Acupuncture anTuinas Science, Vol. 5 (4), pp. 213 – 215.
- Moscardo, G., Morrison, A. M., Pearce, P. L., Lang, C.-T. and O’Leary, J. T. (1996). *Understanding vacation destination choice through travel motivation and activities*. Journal of Vacation Marketing, 2(2), 109– 122.
- O’Dougherty, M., Mindy, S.K., and Kathryn, H.S., (2010) *Shifting Motivations: Young Women’s Reflections on Physical Activity over Time and Across Contexts*. Health Education Behaviour, Vol. 37 (4), pp. 547 – 567.
- Prebensen, N.K. (2005). *Segmenting the group tourist heading for warmer weather: A Norwegian example*. Journal of Travel & Tourism Marketing, 19, 4, 27-40.
- Raghvendera, R. M., et al (2009). *Effects of Yoga program on Cortisol Rhythm and Mood states in Early Breast Cancer patients undergoing adjuvant radiotherapy: A randomised controlled trial*, Integrative Cancer Therapies, Vol. 8 (1), pp. 37 - 46
- Reid, I.S. & Crompton, J.L. (1993). *A taxonomy of leisure purchase decision paradigms based on level of involvement*. Journal of Leisure Research, 25, pp. 182-202.
- Swarbrook, John and Horner, Susan (2007). *Consumer Behavior in Tourism*, Butter worth – Heinemann Pvt. Ltd., Jordan Hill, Oxford.
- Wong, C. (2007). *Alternative Medicine: Detox Diet*, <http://www.altmedicine.about.com/cs/dietarytherapy/a/Detoxbasics.htm>, accessed on 22nd Feb. 2013
- Woodside, A.G. and Lysonski, S. (1989). *A general model of traveler destination choice*. Journal of Travel Research, 27, pp. 8-14.

Reports

1. Health Tourism : Destination India, India Brand Equity Foundation, 2015.
2. Medical Value Travel in India, Enhancing Values in MVT, FICCI Knowledge Paper, 2015.
3. India – Pakistan Trade : Opportunities for Medical Value Trade, 2015

Barriers to Community Participation in Tourism Development Activities: a Case Study of Tibetan Community

Anil Kumar

Abstract

The purpose of this study is to identify the barriers faced by the community in their area. It has been received attention in the context of community, an also area of research that has been discovered by policy makers and academicians. Primary data was collected by field survey. The opinion of the Tibetan community was gathered with the help of structured questionnaire from 175 respondents. After checking the normality of data descriptive and one way anova test was used to identify the barriers faced by Tibetan community in tourism development activities. The findings of the study indicate that the barriers of Tibetan community capacity building in handicraft activities are higher than other types of activities.

Key Words: Community Participation, Barriers in Tourism, Tibetan Community.

Introduction

Community participation is an important tool of tourism development of a destination. We can say that community participation acts like a strength of character or strength of a destination. A number of tourism related organizations around the world promote people in the community as the “heart” of tourism development. Murphy (2005) argues that often there are conflicts of view amongst residents with some residents acknowledging the benefits of tourism development, whilst others such as Harrill (2004) argue that tourism is having a negative outcome or barrier which demote their participation in tourism development activities.

Barriers to Community Participation

Tosun (2006) in his study raised many questions on the concept of community participation and barriers faced by communities in tourism development activities. Tosun (2006) also reveals in that in developing countries there is lack of decision making process in participation. Tosun classified these barriers into three categories i.e. (i)

Operational barrier (ii) Structural barrier and (iii) Cultural barrier to community participation in the tourism development process in many developing countries. Firstly limitations at the operational level include (a) centralization of public administration of tourism, (b) lack of co-ordination within and outside, (c) lack of information. Secondly structural limitations includes (a) attitudes of professionals (b) lack of expertise (c) elite domination (d) lack of appropriate legal system (e) lack of trained human resources (f) lack of financial funding, finally cultural limitations include (a) limited capacity of poor people and cultural resources (b) Lack of awareness in the local community about their unique products..

Tibetan Community in Kangra District of Himachal Pradesh

The Dalai Lama come to Dharamshala in Himachal Pradesh as an ideal place to establish his “capital in exile” at Mc LeodGanj and is called the Little Lhasa. **Tibetan populations in Study area (Mc Leodganj):** The data given below gives us the insight of the broader demographical survey of Tibetan in exile: 12th April, 2009.

Table 1: Tibetan populations in Study area (Mc Leodganj)

Barriers to Community Participation in Tourism				Literates		Illiterates		Workers		Marginal Workers		Non Workers		Seeking for work	
P	NT	M	F	M	F	M	F	M	F	M	F	M	F	M	F
15687	647	8316	6722	6871	4995	1443	1729	2725	1838	281	244	5313	4637	575	375

Source: Tibetan settlement office Dharmshala. (Where ,P-Permanent Tibetan, NT- Non-Tibetan, M- Male, F-Female)

Anil Kumar

Department of Tourism and Travel Management, Central University of Jammu.

Review of Literature: The review of literature reflects the viewpoints of different scholars on the various barriers involved in community participation in tourism development activities.

Koch, (1997): In his study identifies the major constraints to the participation in tourism development activities. Local communities not have proper ownership over land and other resources. The majority of land and resources owned by outsiders, another barrier is that most poor communities have difficulties with attracting capital or resources to build the facilities and infrastructure that is necessary for tourism development.

Timothy, (2003): proposes that many locals did not find it necessary to be involved in tourism planning.

Pretty, (1995): suggests that the most Community based tourism projects would be successful because of self-mobilization type of participation. Community not self mobilized to participate in tourism development activities and tourists also effect the development of tourism in their area.

Mitchell and Muckosy, (2008): explains in his study about the Community Based tourism in Latin America also shows that many projects are failing to achieve their goals because the costs do not outweigh the revenues. Local communities therefore become vulnerable.

Goodwin (2011): indicates, that Community Based Tourism projects have rarely been critically reviewed, and the idea that communities have full participation is not a given.

Gupta Anil, Dogra (2012): found in their study that, Community participation is usually a necessary component for successful tourism development of a destination as there exists a symbiotic relationship between community participation and tourism development. Community participation and involvement is a successful model for tourism development in developed countries, but there exists some barriers in case of developing countries. The study deals with the identification of barriers in community participation which exists in a rural tourist destination - Sudh Mahadev of Jammu & Kashmir. For this purpose, a questionnaire was designed on the basis of the barriers exists in community participation as identified by Tosun. Data was collected from the rural residents of Sudh Mahadev, Jammu.

Hunt, (2005) also reviews the importance of community capacity building in local communities. Hunt outlines in broad terms, the following constraints: (i). A lack of community participation in policy development (ii). Lack of knowledge and awareness iii. Power imbalance between local communities and government

Statement of the Problem

After the detailed review of literature regarding community participation in tourism development

Activities and after examining the research gap the statement of the problem which seems to the most appropriate for the study "Barriers to community participation: a case study of Tibetan community."

Objectives

1. To identify the barriers that hinders the Tibetan community's participation in tourism development activities in the study area.
2. To identify the opinion of Gender regarding barriers faced by the Tibetan community's participation in tourism development activities in the study area.

Research Methodology: Secondary Data: Department of Home of Central Tibetan administration, Tibetan settlement office, Tibetan welfare office, Magazines related to Tibetan monasteries, Newsletters (Tibetan issue and community information's, ANEC messenger, The Tibetan museum newsletter, Norbungika heart of Tibetan culture etc, Central Tibetan Administration) Newspapers (Times of India, Tribune etc.) and Brochures of Tibetan monasteries, demographical survey of Tibetan in exile. In addition to this various websites were also consulted.

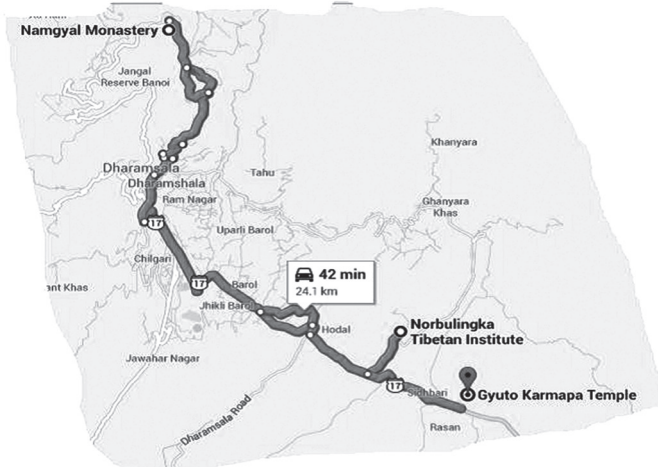
Validity and Reliability of the instrument: To check the appropriateness of questionnaires, pilot survey has been undertaken to the total 175 sample selected in the study area. Hence 35 samples were chosen to conduct the pre-testing. Pre-testing indicated the sufficiently and factor ability of the statements. After checking the preliminary results necessary changes have been incorporated in the final questionnaire. The Cronbach's alpha was tested on each dimension of community capacity building. (Note that a reliability coefficient of 0.60 Garson (2009) or higher is considered "acceptable" in most social science research situations.) Hence, this questionnaire certainly is reliable.

Sampling method: Present study has been undertaken in one district Kangra of state Himachal Pradesh. For sample selection, the Multistage Sampling has been used in this study.

In Stage 1: Selection of study area: In this first stage the Kangra district was selected, because it has one of the largest settlements of Tibetan community.

Stage 2: Strata refer to subgroups in a population and stratified sampling is the selection of participants from two or more subgroups or strata in a population. 1) Norbulingka Institute 2) Namgyal Monastery 3) Karmapa Monastery These three places were selected on the basis of Historical sites and monuments, Culture Tourism, Art and handicraft centers, Fairs festivals and events, Temples and religious places.

Stage 3: In this stage respondents were selected from Tibetan community who are directly or indirectly connected with tourism activities have been selected as on the simple random basis.



Source: adapted from Google map by scholar

Analysis and Interpretation

The data for this study were collected with the help of questionnaire from Tibetan community which directly or indirectly engaged in tourism activities. The primary questionnaires items for this survey were measured by using Likert scale which is most commonly used in tourism research because of its high validity Maddox (1985). In this research order and meaning to data were analyzed by descriptive and one way annova with the help of SPSS-21. To analyzing the reliability and validity of instruments, 35 convenient samples were chosen to conduct the pre-testing. The Cronbach alpha for the current study is 0.692, which suggest that item have internal consistency. Descriptive statistics and One-way Anova is an appropriate statistics tool for comparing two or more independent groups on the central tendency (Morgan et al., 2001). When Anova test in case of independent group were significantly different, Post Hoc tests (Tukey HSD test) were performed. According to Morgan et al. (2001) Tukey HSD is a common Post Hoc test to use when the variances are equal (Aref & Ma’rof, 2009).

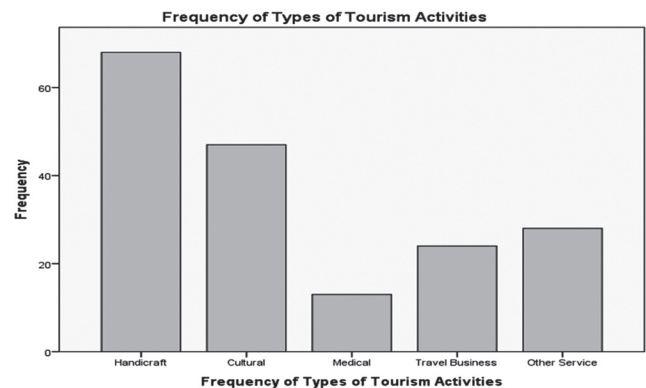
Results and Discussions

Out of 175 questionnaires distributed among the Tibetan respondents who directly or indirectly participate in tourism development activities. The respondents indicate handicraft activities with 38.90%, Travel Business 13.7%, cultural activities 26.9%, and medical services 7.4% (Table 2). As earlier it illustrated Kangra district has many cultural and handicraft tourism attraction and so it known as a cultural tourism destination and recently it be medical tourism destination after the settlement of Tibetan community. According to Table 2 most of Tibetan communities in Kangra have activates around the handicraft and cultural activities and this is because of many cultural attraction in Kangra district.

Table 2: Frequency of Types of Tourism Service Activities:

Types of Activities	Frequency	Percent
Handicraft	68	38.9
Cultural	47	26.9
Medical	13	7.4
Travel Business	24	13.7
Other Service	23	13.1
Total	175	100.0

Figure 2



The Respondents for the present study were Tibetan community residents which directly or indirectly connected with tourism activities. The respondents illustrated for Handicraft activities 38.9% (68), Cultural activities 26.9 % (47), Medical service 7.4% (13), Travel business 13.3 % (24) and other activities 13.1 % (23). After the settlement of Tibetan community in Dharmshala Kangra district emerges as famous destination for various rituals cultural and scenic attraction and recently Tibetan medical system also famous for treatment of cancer. According to Table 2 it clearly indicate that Tibetan community major pull factor for tourist are cultural activities and handicraft activities in Kangra district.

Table 3: Means and Standard Deviations of Barriers of Community Capacity Building to Types of Tourism Activities

Statistics	
Frequency of Types of Tourism Activities	
N	175
Mean	2.35
Std. Error of Mean	.109
Std. Deviation	1.442

Table 4: Means and Standard Deviations of Barriers of Community Capacity Building to Types of Tourism Activities

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Frequency of Types of Tourism Activities	Male	137	2.67	1.609	.137
	Female	43	1.65	.482	.074

Table 3 and Table 4, shows barriers of community capacity building according to types of tourism activities in Tibetan community. The result show that the barriers of community capacity building in communities that tourism activity is base on different types of activities are as for Male (Mean= 2.67) and for Female (Mean= 1.65) is higher than female involvement in tourism activity.

Table 5: Independent Samples Test

Frequency of Types of Tourism Activities	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	Df	Sig. (2-tailed)
Equal variances assumed	115.101	.000	4.093	178	.000
Equal variances not assumed			6.544	178	.000

Table 5 shows that, there is a significant difference between male and female the level of significance at 95

Table 7: Post Hoc Testes (Tukey) of Barriers of Community Capacity Building According to Types of Tourism Activities

Dependent Variable: GENDER				
Tukey HSD				
(I) Frequency of Types of Tourism Activities	(J) Frequency of Types of Tourism Activities	Mean Difference (I-J)	Std. Error	Sig.
a. Handicraft	Cultural	-.375*	.070	.000
	Medical	.221	.111	.280
	Travel Business	.221	.087	.090
	Other Serrvice	.221	.089	.099
b. Cultural	Handicraft	.375*	.070	.000
	Medical	.596*	.115	.000
	Travel Business	.596*	.092	.000
	Other Service	.596*	.094	.000

% (p=0.000), the t value for male (t=4.093) and t value for female is (6.544), hence from the above table we can conclude that there is significance difference between opinion of male and female regarding barriers in tourism activities.

Table 6: One Way Anova of Barriers of Community Capacity Building According to Types of Tourism Activities

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.424	4	2.356	17.406	.000
Within Groups	23.010	170	.135		
Total	32.434	174			

A one way anova test was used to understand the differences of barriers of community capacity building in among different types of tourism activities. The opinion of male and female for barriers of community participation differed significantly across the different types of tourism activities, F(4,170)=17.404, P=0.000 .from the above table it is analyzed that the F ratio with F-probability value less than 0.05 so it is significant, it is concluded that the type of tourism activities significantly influences the barriers faced by Tibetan community in tourism development activities, F(4,170)=17.404, p<0.05 at level of significance at 95 %. This table 6 indicates that there is significance between barriers of community capacity building and types of tourism activities at the p < .05 level (F = 17.406 p = .000).

c. Medical	Handicraft	-.221	.111	.280
	Cultural	-.596*	.115	.000
	Travel Business	.000	.127	1.000
	Other Service	.000	.128	1.000
d. Travel Business	Handicraft	-.221	.087	.090
	Cultural	-.596*	.092	.000
	Medical	.000	.127	1.000
	Other Service	.000	.107	1.000
e. Other Service	Handicraft	-.221	.089	.099
	Cultural	-.596*	.094	.000
	Medical	.000	.128	1.000
	Travel Business	.000	.107	1.000
*. The mean difference is significant at the 0.05 level.				

To identify the exact difference existed in the types of tourism activities of one variable to another variable the Post Hoc tests were conducted. The Gomes Howel modification of Turkey' HSD post hoc was used to measure the exact difference of tourism activities of one variable to another variable. Post hoc test (Turkey) clearly indicates from the above Table 7, that there is significant difference between the different types of tourism activities.

a. Handicraft activities with Cultural/ Medical/ Travel Business/ Other service

By using Post hoc (Turkey) test, the results from the above table indicates that, there is significant difference between Handicraft and culture at (p=0.000). However it also indicates that there is also a no significant difference between handicraft with medical (sig=0.280), handicraft with travel business (sig=0.090), handicraft with other service (sig=0.99).

b. Cultural activities with Handicraft/ Medical/ Travel Business/ Other service

By using Post hoc (Turkey) test, the results from the above table indicates that, there is significant difference between culture and handicraft at (p=0.000). However it also indicates that there is also a significant difference between cultural with medical (sig=0.000), cultural with travel business (sig=0.000), cultural with other service (sig=0.000).

c. Medical service activities with Handicraft/ Travel Business/ Other service

Results from the above table indicates that, there is significant difference between Medical and Cultural (p=0.000). However it also indicates that there is no significant difference between Medical with handicraft (sig=.280), Medical with travel business (sig=1.000), Medical with other activities (sig=1.000).

d. Travel Business activities with Handicraft/ Travel Business/ Other service/ Medical

Results from the above table indicates that, there is significant difference between travel business and culture at (p=0.000). However it also indicates that there is no significant difference between travel business with medical (sig=1.000), travel business with handicraft (sig=0.90), travel business with other service (sig=1.00).

e. Other service activities with Handicraft/ Travel Business/ Medical

Results show a significant difference between other activities with cultural at (p=.000). However it also indicates that there is no significant difference between other activities with handicraft (sig=0.099), other activities with medical (sig=1.00), other activities with travel business (sig=1.00).

Findings

Tibetan community is most popular for its culture and its unique handicraft which attract large number of tourist from all over the world. The findings from the above table show that cultural activities have the strongest bond with community participation in tourism development activities. Tibetan communities in Kangra district has many potential to develop handicraft types of activities. The result also show that cultural activities has fewer barriers in terms of tourism development.

References

- Aref, F., & Ma'rof, R. (2009b). Level of Community Capacity Building for Tourism Development According to Types of Tourism Activities. *American Journal of Scientific Research*, 5.
- Blackstock, K. (2005). A critical look at community based tourism. *Community Development Journal*, 40(1), 39-49.
- Dogra, R., & Gupta, A. (2012). Barriers to community participation in tourism development: Empirical evidence from a rural destination. *South Asian Journal of Tourism and Heritage*, 5(1), 129-142.
- Garson, G.D. (2009). Structural equation modelling. Statnotes: topics in multivariate analysis. Retrieved 13, Dec, 2019, from <http://faculty.chass.ncsu.edu/garson/PA765/structur.htm#output>
- Jones, S. (2005). *Community-based ecotourism: The significance*
- Koch, E., De Beer, G., Elliffe, S., & others. (1998). SDIs, tourism - led growth and the empowerment of local communities in South Africa. *Development Southern Africa*, 15(5), 809-826.
- Maddox, R. N. (1985). Measuring satisfaction with tourism. *Journal of Travel Research*, 23(3), 2-5.
- Mitchell, J., & Muckosy, P. (2008). *A misguided quest: Community-based tourism in Latin America*. Overseas Development Institute.
- Morgan, G. A., Griego, O. V., & Gloeckner, G. W. (2001). *SPSS for Windows: an introduction to use and interpretation in research* Lawrence Erlbaum Associates.
- Mowforth, M., & Munt, I. (2003). *Tourism and Sustainability. Development and New Tourism in the Third World*. London, UK: Routledge Publishing.
- Murphy, P. E., & Price, G. G. (2005). *Tourism and sustainable development*. *Global tourism*, 3, 167-193.
- Koch, E., De Beer, G., Elliffe, S., & others. (1998). SDIs, tourism - led growth and the empowerment of local communities in South Africa. *Development Southern Africa*, 15(5), 809-826.

Conclusion

The present paper tries to identify the barriers faced by Tibetan community in tourism development activities. The findings of this study also benefited the Tibetan community and also tourism industry. It is expected that the findings of this study could be utilized by the community leaders and tourism developers for future follow-up studies and reassessment of community capacity building for tourism development in their communities.

- Goodwin, H. (2011). Taking responsibility for tourism (p. 256). Woodeaton: Goodfellow Publishers Limited.
- Harrill, R. (2004). Residents' attitudes toward tourism development: A literature review with implications for tourism planning. *Journal of planning literature*, 18(3), 251-266.
- Harrill, R., & Potts, T. (2003). Tourism planning in historic districts: Attitudes toward tourism development in Charleston. *Journal of the American Planning Association*, 69(3), 233.
- Hunt J 2005. Capacity Building in the International Development Context: Implications for Indigenous Australia, Australian National University Centre for Aboriginal Economic Policy Research, Discussion Paper No: 278/2005.
- Okazaki, E. (2008). A Community-Based Tourism Model: Its Conception and Use. *Journal of Sustainable Tourism* 16 (5): 511-529.
- Pretty, J. N. (1995). *Participatory learning for sustainable agriculture*. *world development*, 23(8), 1247-1263
- Riley, R. W. (1996). Revealing socially constructed knowledge through quasi-structured interviews and grounded theory analysis. *Journal of Travel and Tourism Marketing*, 5(1/2), 21-39.
- Simmons, D. G. (1994). *Community participation in tourism planning*. *Tourism Management*, 15(2), 98-108.
- Timothy, D. J., & Tosun, C. (2003). *Arguments for community participation in the tourism development process*. *Journal of Tourism Studies*, 14(2), 2.
- Tosun, C. (2006). Expected nature of community participation in tourism development. , 27(3), 493-504.

Organization

1. Kyrgyz Community based Tourism Association (KCBTA). (2013)
2. LTWA (Library of Tibetan works and archives)
3. Norbulingka Institute
4. Responsibletravel.com
5. Central Tibetan Administration settlement office- Dharmshala

Involvement and Impacts of Tourism on the Tribal Communities of Kerala, India

Anjana A S and Stephen Mathews

Abstract

Sustainable tourism development is crucial not just for the tourism industry but also for the stakeholders of tourism. The measurement of sustainable pillars of economic, socio-cultural, and environmental impacts helps to understand and assure the effectiveness of tourism destinations in the region and on the local communities. This study concentrates on how the tribal communities in Wayanad, Kerala have perceived the economic, socio-cultural, and environmental impacts of tourism development in their locality. Further analysis was conducted to know whether these perceptions differ in terms of their involvement and non-involvement in tourism. The study analyzed the data collected from 428 tribal residents in the Wayanad district identified that the impacts perceived by the communities are both positive and negative and the impacts vary significantly with the involvement of tribal communities in tourism.

Keywords: Economic Impacts, Socio-Cultural Impacts, Environmental Impacts, Local Communities, Involvement in Tourism, Tribal Communities

1. Introduction

Kerala state in India has been on the tourism map as a favorite destination among foreign and domestic tourists for decades now. Wayanad in Kerala, famous for its hill stations, ecotourism, adventure, wildlife, pilgrimage, history, culture, and heritage is gaining in popularity. Wayanad as a tourism destination has attracted 888141 national tourists and 11607 international tourists with a growth rate of 9.11% in total tourist arrivals from the previous year (Ministry of Tourism, Kerala, 2019). The latest data shows that Wayanad district, which was heavily dependent on agriculture, has changed in the economic activities as well as the livelihood patterns during the previous decade. Population data reveals a decrease in the dependence on agriculture and growth in the service sector where tourism and hospitality stand as a promising sector in the economy (Census of India report, 2011).

The local communities of Wayanad district experience a livelihood shift due to tourism which now plays a significant role in its economy. The total tribal population in Wayanad district constitutes 33% of the total tribal communities in the State of Kerala. Tribal communities being the most economically and socially vulnerable and disadvantaged community in the society (Ministry of tribal affairs, 2019), it is very important to understand the

perception of host or resident tribal communities towards the ever-growing tourism sector in Wayanad. The costs and benefits of tourism to all the stakeholders must be balanced to ensure its sustainable growth in the region. Assessment of the perception of tourism impacts on the communities will enable us to understand the efficiency as well as the significance of tourism development (Lepp, 2007) in the region. Identifying the attitude of residents also helps to recognize the positive support for the industry and a sustainable future for the destination as well (Jurowski, Uysal, & Williams, 1997; Nunkoo & Gursoy, 2012). Therefore the study intended to understand the perception of tourism development impacts on the tribal communities and how these perceptions change as per their involvement in tourism.

2. Theoretical Background

2.1 Perception of Tourism Impacts

The three pillars of sustainability, i.e., economic impacts, socio-cultural impacts, and environmental impacts are crucial for the sustainable development of tourism. Residents' perception and attitude towards these tourism impacts attribute greatly to tourism development in the region (Ko & Stewart, 2002; Yu, Chancellor, & Cole, 2009). The tourist-resident relationship and the allied interactions between the stakeholders in the tourism

Anjana A S

Research Scholar, Department of Commerce, St. Berchmans College, Kottayam, Kerala

Stephen Mathews

Director, Berchmans Institute of Management Studies, Kottayam, Kerala

sector contribute to the development of opinions, attitudes, and perceptions of communities concerning the tourism impacts in their locality (Sharpley, 2008). (Lundberg, 2017) measured the tourism elements of importance to the host community under different impact dimensions such as economic, socio-cultural, and environmental impacts, and identified the attitude of the residents towards it. Their attitude can range from positive to negative resulting in 'embrace, tolerance, adjustment, and withdrawal' (Ap & Crompton, 1993). The negative impacts perceived by the local communities should be reduced and the positive impacts should be optimized for the destination to survive and thrive (Ap, 1992).

The tourism industry is a major player in the economy, creating employment opportunities, income generation, poverty reduction, infrastructure development, international cooperation, and investment. It has the power to create not just positive but also negative impacts on the local communities (Lankford & Howard, 1994). The perception of the residents will enhance the understanding of tourism development and can further be used to study the sustainability of the destination and the quality of life of the residents (Andereck, Valentine, Knopf, & Vogt, 2005; Kim, Uysal, & Sirgy, 2013). It also affects the readiness of the communities to support the future development of tourism in the region (Gursoy, Jurowski, & Uysal, 2002). Understanding the community perception as well as the reasons for their attitude will help the destination as well as the dependent community (Williams and Lawson, 2001). Therefore it is rightfully said that the perception of residents toward the impacts of tourism is an important aspect of planning and policy consideration for successful development, marketing, and operation of existing and future tourism programs (Haywood, 1975).

2.2 Involvement and the Perception of Tourism Impacts

Many factors are influencing the attitude and perception of residents towards tourism development and its impacts such as; Demographic factors (Fredline and Faulkner, 2000), Interaction with the tourists (Andereck et al., 2005), Economic dependency (Wang & Pfister, 2008), Knowledge about tourism (Liu and Var, 1986), Residential proximity (Jurowski & Gursoy, 2004), Seasonality (Sheldon & Var, 1984), Economic dependency on tourism (Wang & Pfister, 2008), Tourism life cycle (Butler, 1980, Látková & Vogt, 2012), Length of residency (Liu and Var, 1986), etc.

Participation or involvement in the tourism industry facilitates immediate connection with the tourism

industry, tourism impacts, and destination development & management. Participation of the communities can result from their expectation of economic well-being from tourism, and the same can result in the contribution of community well-being, and destination management (Ap, 1992) through the tourism benefit-cost exchanges. Local communities' involvement in tourism plays a significant role in tourism development, advancing positive impacts, and promoting sustainability. Local communities' attitude or perception towards tourism development is connected with their tourism behavior. The benefits or costs received by the residents will vary by their involvement in the tourism sector and it is reflected in their support for tourism in the region also (Gursoy, Jurowski, & Uysal, 2002). (Andereck et al, 2005) identified the economic dependency in tourism in terms of employment and business as determining factors to the tourism impact perception scale. Economic dependency on tourism is considered one of the major elements (Wang & Pfister, 2008) which can associate with the positive or negative impact perception of the local communities. The involvement of the locals in the industry will promote the destination as socially responsible and it facilitates the community to perceive the social impacts effectively (Robson & Robson, 1996). Local communities' involvement in tourism as entrepreneurs contributes to their high dependency on tourism and thereby low perception of social costs of tourism (Pizam, 1978). Promoting small scale business and local tourism development activities by reducing the tourism leakages will further reduce the negative effects of tourism in the locality (Loon & Polakow, 2001).

The positive attitude for tourism can be attributed to the local involvement of residents in tourism and non-tourism matters (Lundberg, 2017). Increased local participation in tourism planning and management promoted by Cooperatives allowed tourism to develop positive attitudes toward tourism (Lepp, 2007). Hence, tourism development will be more successful with the participation of the local communities as their perception and attitudes are important for decision-makers to achieve sustainable tourism (Eshliki & Kaboudi, 2012).

Objectives of the Study

A study was conducted to assess the association between local community involvement and their perception of tourism impact with the following objectives.

- i. To measure the economic, socio-cultural, and environmental impacts of tourism on the tribal communities of Wayanad district.
- ii. To assess the relationship between tribal communities' tourism involvement and their perceived tourism impacts.

Hypotheses of the Study

The study proposed the following hypotheses to accomplish the objectives and to validate the results.

- H₁: There is a significant difference in the mean scores of the perceived economic impact of tourism between those involved and not involved in tourism.
- H₂: There is a significant difference in the mean scores of the perceived socio-cultural impact of tourism between those involved and not involved in tourism.
- H₃: There is a significant difference in the mean scores of the perceived environmental impact of tourism between those involved and not involved in tourism.

The results of the hypotheses tests are discussed in the Results section.

3. Research Methods

3.1 Sampling Design

A preliminary survey among 90 tribal respondents was conducted, and after the consideration of the standard of deviation and mean value of the statements, the sample size for the detailed and final survey was determined at 428. Fifty percent of the respondents were those involved in tourism and the remaining comprised of those not involved in tourism. Data were collected from tribes who are involved and not involved in tourism using the schedule method. Involvements in terms of full-time/ part-time employment, self-employment, trade, or business in the tourism industry were considered. As per the Census of India 2011, the tribals residing in Wayanad district totals 151443. But the number of tribals associated with the / residing closer to the tourism sector is unknown. Since the population of the study is unknown, the non-probability sampling technique was implemented for the data collection. The judgment sampling method based on the resident proximity of the respondents was adopted for the 'not involved' group. The Snowball sampling method was adopted for the 'involved' group taking into consideration the difficulty in locating people who are involved in tourism. Data were collected from various tourism destinations of Wayanad during the period from June to October 2018.

3.2 Survey Instrument and Validity

A detailed questionnaire measuring the perceptions of local communities was calibrated. A five-point Likert scale was used to assess the economic, socio-cultural, and environmental impact of tourism. The statements used in the instrument included both positive and negative impact statements.

The validity of the survey instrument was confirmed with the incorporation of convergent and discriminant validity tests. Convergent validity of each construct

was established with the help of the correlation matrix by considering a strong correlation (>.3) between statements within each scale or construct. Discriminant validity was tested using the Average Variance Extracted (AVE) method (Fornell and Larcker, 1981). Discriminant validity was established with AVE .683, .671, and .64 of all three constructs greater than the squared inter-construct correlation. The reliability of the constructs used for the study was tested and established with Cronbach's alpha values of .87, .82, and .79 for economic, socio-cultural, and environmental impact scales respectively (Nunnally & Bernstein, 1994).

3.3 Tools for Analysis

Since the study adopted non-probability sampling techniques to collect data from the local tribal respondents, a normality test was carried out. The Shapiro-Wilk test with a p-value greater than .05 assures the normality of the data under each construct and further analysis of normal Q-Q plot exhibits the normal distribution of the data graphically. Mean and standard deviation of the tourism impact statements under economic, socio-cultural, and environmental tourism impact constructs are used as the basic measurements for analysis. Hypothesis testing was carried out with the help of an independent sample t-test. Analysis of the data was completed using the R software (R Core Team 2017).

4. Results

4.1 Profil of the Respondents

The demographic profile of the respondents is demonstrated in table 1.

Table 1: Demographic profile of the respondents

Groups	Involvement in tourism	
	Involved(n=214)	Not involved(n=214)
Gender		
Male	56.5%	48.6%
Female	43.5%	51.4%
Age		
15-35	35.5%	34.6%
36-45	32.7%	27.1%
46-55	17.3%	16.8%
56&above	14.5%	21.5%
Education		
No education	15.9%	32.7%
Primary education	31.8%	47.7%
Secondary education	40.2%	14.5%
Higher education	12.1%	5.1%
Average monthly income		
<Rs.10000	61.7%	93%

Rs.10001-20000	36.0%	6.1%
Rs.20001-30000	1.8%	0.9%
>Rs.30000	0.5%	-
Residential proximity		
<500 meters	22.9%	14.5%
500m -1 km	37.4%	31.8%
1km-5kms	31.8%	50.9%
>5kms	7.9%	2.8%

Source: Survey data

4.2 Economic Impacts Of Tourism

4.2.1 Descriptive statistics-Economic impacts

Tribal communities' perception of the Economic impacts from tourism was assessed with the help of 8 statements. The analysis of mean and Standard of Deviation (SD) values established that tourism helped in the generation of employment opportunities, helped to increase the income, helped the small businesses, helped to market local products, helped in regional development, and helped to improve the standard of living of tribal communities.

4.2.2 Economic impacts of tourism in terms of involvement

To identify whether the economic impacts perceived by the tribal communities differ concerning their involvement in tourism, mean and standard deviation score among groups of involvements of economic impact scale was measured first. The overall mean and SD score of the Economic impact scale among tribes who are involved and not involved are as displayed in the following table.

Table 2

Mean and standard deviation of economic impact score among various tribal communities based on tourism involvement

Involvement in tourism	N	Mean	Std. Deviation	Std. Error Mean
Involved	214	4.2407	.50167	.03429
Not involved	214	2.5438	.71396	.04881

Source: Survey data

Mean and Standard of Deviation values of perceived economic impact are different among the involved (M=4.24, SD=.501) and not involved (M=2.54, SD=.713) groups and the statistical significance of this difference is tested with an independent sample t-test. The result of the t-test is presented in table 3.

H_1 : There is a significant difference in the mean scores of the perceived economic impact of tourism between those involved and not involved in tourism.

Table 3

Independent Samples t-Test (N=428)

	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Economic impacts	28.447	426	.000	1.69685	.05965

Source: Survey data

After testing the normality of the data, Levene's Test for Equality of Variances was conducted (F=26.946, P<.05) to assure the homogeneity of variance between the groups. The results of the t-test suggest $t(426) = 28.447$, $p < .05$ that the mean value difference in economic impact perception between the involved and not involved groups of tourism is significant. Hence it is identified that the tribal communities who are involved in tourism perceived to have higher (Mean difference=1.69) economic impacts as of tourism than the tribals who are not involved in tourism.

4.3 Socio-Cultural Impacts of Tourism

4.3.1 Descriptive statistics- Socio-Cultural impacts

The perception of the tribal communities towards the socio-cultural impacts of tourism was assessed with 7 statements under the socio-cultural impact scale. The analysis of mean and standard of deviation values of the statements established that tourism contributed socio-cultural benefits as well as costs. Responses show that the benefits are in terms of skill development of the community, more recreational facilities, preservation of culture, more social participation, and improved quality of life. The costs of tourism were perceived with the increase in social issues and lifestyle changes because of tourism.

4.3.2 Socio-Cultural impacts of tourism in terms of involvement

To identify whether the socio-cultural impacts perceived by the tribal communities differ with their involvement in tourism, the mean and standard deviation of socio-cultural impact score among groups of involvements was considered first.

Table 4

Mean and standard deviation of socio-cultural impact score among various tribal communities based on Tourism involvement

Involvement in tourism	N	Mean	Std. Deviation	Std. Error Mean
Involved	214	4.1503	.55793	.03814
Not involved	214	2.7118	.63770	.04359

Source: Survey data

From the table, it is evident that the highest mean score is recorded by the respondents who are involved in tourism. The mean score of the socio-cultural impact varies significantly between groups. Mean and Standard of Deviation values of perceived socio-cultural impact are different among the involved (M=4.15, SD=.557) and not involved (M=2.71, SD=.637) groups and the statistical significance of this difference is tested with an independent sample t-test. The result of the t-test is displayed in table 5.

H₂: There is a significant difference in the mean scores of perceived socio-cultural impact of tourism between those involved and not involved in tourism.

Table 5

Independent Samples t-Test (N=428)

	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Socio-cultural impacts	24.835	426	.000	1.43847	.05792

Source: Survey data

Upon satisfying the normality of the data, Levene's Test for Equality of Variances was conducted (F=5.069, P<.05) to assure the homogeneity of variance between the groups. The results of the t-test suggest that there is a significant difference in the mean score of involved and not involved groups of tourism concerning the perceived socio-cultural impact; t(426)=24.835, p<.05. Therefore it is identified that the tribal communities who are involved in tourism perceived to have higher socio-cultural impacts (Mean difference= 1.43) than the tribal communities who are not involved in tourism.

4.4 Environmental Impacts of Tourism

4.4.1 Descriptive statistics- Environmental impacts

Six statements were used to measure the perceived environmental impacts of tourism on the tribal residents. The result shows that the tribes perceived to have both positive and negative responses towards environmental impacts in the locality. Tourism is perceived to have contributed positively to the environment and wildlife protection. It helped in the construction of environmentally friendly buildings and the knowledge spread on conservation. Costs of tourism included environmental pollutions and the destruction of nature and its resources.

4.4.2 Environmental impacts of tourism in terms of involvement

A hypothesis was formulated to investigate the environmental impact of tourism among those involved and not involved in tourism activities in Wayanad. The mean and standard deviation of environmental impact score among them are shown in the following table.

Table 6

Mean and standard deviation of environmental impact score among various tribal communities based on tourism involvement

Involvement in tourism	N	Mean	Std. Deviation	Std. Error Mean
Involved	214	4.3380	.62589	.04278
Not involved	214	3.7835	.92344	.06313

Source: Survey data

As per the table, it is clear that the mean score of the environmental impact score varies significantly. Mean and Standard of Deviation values of perceived environmental impact are different among the involved (M=4.33, SD=.625) and not involved (M=3.78, SD=.923) groups and the statistical significance of this difference is tested with an independent sample t-test. The result of the t-test is displayed in table 7.

H₃: There is a significant difference in the mean scores of the perceived environmental impact of tourism between those involved and not involved in tourism.

Table 7

Independent Samples t-Test (N=428)

	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Environmental impacts	7.272	426	.000	.55452	.07626

Source: Survey data

Upon satisfying the normality of the data, Levene's Test for Equality of Variances was conducted (F=23.827, P<.05) to assure the homogeneity of variance between the groups. The results of the t-test suggest that there is a significant difference in the mean score of groups involved and not involved in tourism; t(426)= 7.272, p<.05. Therefore it is identified that the tribal communities who are involved in tourism perceived to have higher environmental impacts (Mean difference= 0.55) than the communities who are not involved in tourism.

5. Discussion

The assessment of the perceived impacts of tourism under economic, socio-cultural, and environmental domains revealed that the tribal communities in Wayanad, Kerala has experienced to have both positive (benefits) and negative (costs) influences from tourism. Positive economic impacts are attributed mainly in terms of employment generation and regional development. Positive socio-cultural benefits are recognized in terms of social participation and recreational facilities, costs such as lifestyle changes, and increased social issues were reported. When it comes to the environmental impacts of tourism, communities are in the opinion that tourism

helped to protect the environment and wildlife but also made negative influences in the locality by environment pollution and nature destruction.

It is significant to note that tourism provides an additional livelihood opportunity to the tribal communities. And there is a very significant difference between the communities who are involved in tourism (full-time/part-time employment, business, and self-employment) and those who are not involved in tourism. The perception of the tribal residents is positive towards the tourism impacts when they are active participants of the tourism industry. Except for the environmental impacts of tourism, residents who are not involved in the tourism sector are in the opinion that tourism hasn't contributed many economic and socio-cultural impacts in the locality. The result suggests that the involvement and economic dependency of tribal communities in tourism impose a very strong influence on the strength and direction of the perception of tourism impacts, whether it is positive or negative.

6. Implications

This paper identified the perceived impacts of tourism and the differences in the perception of tourism impacts among involved and not involved groups of tribal communities in Wayanad. The results of the study would help the concerned authorities in charge of tourism development to take effective measures to ensure the sustainability of the destination as it suffers from negative impacts from tourism. Also, the tourism management can chalk out comprehensive policies for the tribal communities who are often excluded from the mainstream society. Actions can be taken to increase the local tribal communities' participation in tourism which would not only influence their financial inclusion but also their social inclusion. This will go a long way to establish sustainable tourism as well as the tribal community's well-being in the region.

7. Limitations and Scope For Further Study

Many socio-demographic factors contribute to the perception of local communities when it comes to tourism development impacts. The present study has taken into consideration only one factor i.e., involvement in tourism. Future studies can incorporate other important determinants of resident perception and the influence these determinants have to measure the destination and community well-being.

References

Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' Perceptions of Community Tourism Impacts. *Annals of Tourism Research*, 32(4), 1056-1076. <https://doi.org/10.1016/j.annals.2005.03.001>

Ap, J. (1992). Residents' Perceptions on Tourism Impacts. *Annals of Tourism Research*, 19, 665-690. [https://doi.org/10.1016/0160-7383\(92\)90060-3](https://doi.org/10.1016/0160-7383(92)90060-3)

Ap, J., & Crompton, J. L. (1993). Residents Strategies for Responding to Tourism Impacts. *Journal of Travel Research*, 47-50. <https://doi.org/10.1177/004728759303200108>

Butler, R. (1980). The Concept of a Tourism Area Cycle of Evolution: Implications for Management of Resources. *Canadian Geographer*, 24, 5-12.

Eshliki, S. A., & Kaboudi, M. (2012). Community Perception of Tourism Impacts and their Perception in Tourism Planning: A Case Study of Ramsar, Iran. *Procedia-Social and Behavioral Sciences*, 36, 333-341. <https://doi.org/10.1016/j.sbspro.2012.03.037>

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Un- Observable Variables and Measurement Error. *Journal of Marketing Research*, 39-50.

Fredline, E., & Faulkner, B. (2000). Host Community Reactions: A Cluster Analysis. *Annals of Tourism Research*, 27(3), 763-784.

Gursoy, D., Jurowski, C., & Uysal, M. (2002). Resident Attitudes: A Structural Modeling Approach. *Annals of Tourism Research*, 29(1), 79-105. [https://doi.org/10.1016/S0160-7383\(01\)00028-7](https://doi.org/10.1016/S0160-7383(01)00028-7)

Haywood, K. (1975). Criteria for Evaluating the Social Performance of Tourism Development Projects. In *Tourism as a Factor in National and Regional Development*, Occasional Paper, 4, 94-97.

Jurowski, C., Uysal, M., & Williams, D. R. (1997). A Theoretical Analysis of Host Community Resident Reaction to Tourism. *Journal of Travel Research*, 36(2), 3-11. <https://doi.org/10.1177/004728759703600202>

Jurowski, C., & Gursoy, D. (2004). Distance Effects on Residents' Attitudes toward Tourism. *Annals of Tourism Research*, 31(2), 296-312.

Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does Tourism in a Community Impact the Quality of Life of Community Residents? *Tourism Management*, 36, 527-540. <https://doi.org/10.1016/j.tourman.2012.09.005>

Ko, D., & Stewart, W. P. (2002). A Structural Equation Model of Residents' Attitudes for Tourism Development. *Tourism Management*, 23, 521-530.

Lankford, S. V., & Howard, D. R. (1994). Developing Tourism Impact Attitude Scale. *Annals of Tourism Research*, 21, 121-139. [https://doi.org/10.1016/0160-7383\(94\)90008-6](https://doi.org/10.1016/0160-7383(94)90008-6)

Látková, P., & Vogt, C. A. (2012). Residents' Attitudes toward Existing and Future Tourism Development in Rural Communities. *Journal of Travel Research*, 51(1), 50-67. <https://doi.org/10.1177/0047287510394193>

Lepp, A. (2007). Residents' Attitudes towards Tourism in Bigodi Village, Uganda. *Tourism Management*, 28, 876-885. <https://doi.org/10.1016/j.tourman.2006.03.004>

Liu, J., & Var, T. (1986). Resident Attitudes toward Tourism Impacts in Hawaii. *Annals of Tourism Research*, 13(2), 193-214. [https://doi.org/10.1016/0160-7383\(86\)90037-X](https://doi.org/10.1016/0160-7383(86)90037-X)

- Loon, R., and D. Polakow. (2001). Ecotourism Ventures: Rags or Riches? *Annals of Tourism Research* 28:892-907.
- Lundberg, E. (2017). The Importance of Tourism Impacts for Different Local Resident Groups : A Case Study of a Swedish Seaside Destination. *Journal of Destination Marketing & Management*, 6(1), 46-55. <https://doi.org/10.1016/j.jdmm.2016.02.002>
- Ministry of Home Affairs. Government of India. (2011). District Census Handbook.
- Ministry of Tourism. Government of Kerala and India. (2019). Annual Report.
- Ministry of Tribal Affairs. Government of India. (2019). Annual Report.
- Nunkoo, R., & Gursoy, D. (2012). Residents' Support for Tourism: An Identity Perspective. *Annals of Tourism Research*, 39(1), 243-268. <https://doi.org/10.1016/j.annals.2011.05.006>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- Pizam, A. (1978). Tourist Impacts: The Social Costs to the Destination Community as Perceived by its Residents. *Journal of Travel Research*, 16(4), 8-12. <https://doi.org/10.1177/004728757801600402>
- Robson, J. & Robson, I. (1996). From Shareholders to Stakeholders: Critical Issues for Tourism Marketers. *Tourism Management*, 17 (7), 583-540.
- Sharpley, R. (2008). *Tourism, tourists, and society* (4th ed.). Huntingdon: Elm Publications.
- Sheldon, P., & Var, T. (1984). Residents' Attitudes toward Tourism in North Wales. *Tourism Management*, 5(1), 40-47.
- Yu, C. S., Chancellor, H. C., & Cole, S. T. (2009). Measuring Residents' Attitudes toward Sustainable Tourism: A Reexamination of the Sustainable Tourism Attitude Scale. *Journal of Travel Research*, 20(10), 1-7. <https://doi.org/10.1177/0047287509353189>
- Wang, Y. (Alex), & Pfister, R. E. (2008). Residents' Attitudes toward Tourism and Perceived Personal Benefits in a Rural Community. *Journal of Travel Research*, 47 (1), 84-93. <https://doi.org/10.1177/0047287507312402>
- Williams, J., & Lawson, R. (2001). Community Issues and Resident Opinions of Tourism. *Annals of Tourism Research*, 27(3), 763-784. [https://doi.org/10.1016/S0160-7383\(00\)00030-X](https://doi.org/10.1016/S0160-7383(00)00030-X)

Gauging the Consciousness of Employees Towards Socio-Economic Brunt of Developing India As a Tourist Destination

Prashant Gautam & Munish Ahlawat

Abstract

Tourism industry of India has emerged as one of the important growth driver of Indian economy. It is contributing significantly to the GDP of the country. Keeping in view the growing role of tourism sector in the economy, current study is an attempt in this direction to measure the perceptions of employees working in the state tourism department for the tourism development in various states of India. The major purpose of the study is to know that what are the impacts of tourism development, hurdles in tourism development in India and the future prospects of tourism sector. Research was purely based on the opinions of the state tourism department employees, using a sample of 250 employees and with the help of questionnaire. It was found from the study that there is a significant increase in the employment level, standard of living and the income level of people due to tourism development and Indian tourism sector has bright and prosper future.

Keywords: Tourism, Tourists, India, Socio-Economic, Tourism Development, Tourism Sector and Tourists' Destination etc.

Introduction

Tourism sector of India is one of the fastest growing sectors under service sector and attracts huge FDI and is a major source of earning foreign currencies. Both the domestic and international companies are making investment in the tourism sector of India due to attractive growth of this sector. Government has also taken various initiatives to boost the growth of this sector. India has emerged as one of the popular tourist destinations in world for both domestic and foreign tourists. The number of tourist arrivals in the country has increased fourfold in the last few years. India is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological wonders and rare wild life. The forts and palaces, heritage hotels, colourful fairs and festivals, local art and handicrafts, etc. has been a unique selling proposition for tourists coming to India. The desert environment in the southern parts of the country is also a major attraction for visitors, particularly the foreign tourist. Some decades ago tourism in India was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Delhi, Agra, Maharashtra, Rajasthan, Uttar Pradesh, and the pilgrim centres of India.

India is on 52nd rank, it has drastically improved its position in the world ranking of tourist's destination.

Earlier it was on 65th rank and now came at 52nd rank as per the ranking of Tourism & Travel competitive index (Badan, 2007). The rise in the middle class and the disposable incomes of the people has given rise to the growth of inbound and outbound tourism. Annual growth rate of inbound tourism was 6.8 percent in the year 2015-16, while the inbound tourism grew from 8.7 percent to 19.9 percent during the year 2015. The number of foreign tourists in India has increased up to 670000 till 2016, and the rate of increase is 11.8 percent every year. The rate of increase in foreign exchange earnings from tourism industry is 13.1 percent. Foreign exchange earnings from tourism industry were USD 1.92 billion during the year 2015-16.

Government has introduced the facility of on arrival visa to tourists for 150 countries. Earlier this facility was only for 113 countries, which gave a boost to the number of e-tourist visa. Total number of e-tourist visa increased by 66907 during the year 2015-16 with a growth rate of 196.6 percent. Increasing use of smart phone and internet facilities have given a boost to the online hotel booking, which becomes double during the year 2015-16.

This statistic shows that there is plenty of opportunity for employment in India in the tourism sector, which may contribute to the reduction of poverty. This research examines the opinions of tourism department employees towards the tourism development in the country with the help of survey method.

Prashant Gautam
Munish Ahlawat

Professor, University Institute of Hotel and Tourism Management, Panjab University, Chandigarh
Research Scholar, Amity University Uttar Pradesh, Noida

Review of Literature

Singh and Tiwari (2016) found from the study that two most important attributes of any destination which makes it a tourists' place is accessibility of the destination and hotels and restaurants services. Kumar (2015) found from the study that tourism plays a significant role in the development of the economy. Indian tourism can be developed with the help of private public partnership. Sharma and Arora (2015) stated that the areas of tourism industry of India which require attention for the growth of this industry are mainly; private investment in the tourism sector, marketing or promotional activities, support of government in the development of the proper infrastructure in the state, liberal tourism policies, reduction in malpractices of the local shopkeepers, and technological development in the tourism industry. Agarwal (2014) found that tourism industry has significant impact on the urban development. Tourism has direct impact on the social and economic sector of the economy. Tourism is a way to promote the innovations, attracting visitors and development of infrastructure (Raina, & Jain, 2004). Tourism is way to define the relationship between the place and the people who lives at that place. Tourism plays a significant role in territorial dynamics of the tourist's place (Saha, 1994). The places which are linked to the heritage places got attention by the urban planning department and usually enjoy the benefits of being in tourists traded places while the areas which are excluded from the point of view of tourism generally have less economic development and very few tourists trade related activities. Thus, some of the heritage places of the urban area becomes the specialized in tourists' trade while rest of the places remain unnoticed and less developed, it creates the problem of uneven growth of a region. Even the areas which are linked to the heritage also suffer from the excessive growth of the tourism in those areas. Sharma and Shrimali (2014) highlighted that the heritage, culture and the hospitality are the three main factors for the success of the tourism industry of India. Dharmawani (2013) conducted a study to measure the opportunities and challenges to the tourism industry of India. The culture, traditions and heritage are still not got recognized by the authorities. The major challenges to the tourism industry of India are lack of proper infrastructure facilities in the country such as; transportation, accommodation, hotels, and drinking water availability to the tourists. India has a unique place in the tourism industry due to its rich and vast culture, traditions, costumes, heritage, natural beauty, cuisines and glorious history of royal families (Lakshmi, 2012). The main attractions for foreign tourists are the unique arts, forts, palaces, fair, events, festivals, culture, antique objects such as; ornaments, garments, and wooden toys, and historical places of the country (Chandra and Dennis, 2001). Thus, there are lots of opportunities for the growth of the tourism industry of India. Government need to

modernize the transportation facilities to increase the flow of tourists in the country and should also work for the accommodation, informational and hospitality services provided to the tourists (Albayrak et al., 2010, Hans, 2008). Government should provide grants to the hotel industry to build or construct the hotels to solve the accommodation problem in the country for tourists (Dhariwal, 2005). In order to prevent malpractices by middleman in the business of arts and handicraft business, government should directly purchase the material from the manufacturer for the sale to the tourists (Andriotis Konstantinos, 2000). Government should provide the literature to the tourists to spread the knowledge about the history, art and culture of the country (Chavali and Sahu, 2008). In order to improve the tourists guide services, government should conduct proper training programs for them (Rizal and Rajamani, 2013). It can be concluded that India has unique culture, heritage properties, natural beauty, wild life and mountains which work as opportunities to make it a best tourist's destination on the world map (Babu, 2008).

Major gap which was found from review of literature is that the tourism development and its impact has been measured from the point of tourists or from the hospitality sector, but there is a need to measure the perception of the tourism department employees as well, as these employees have huge information about the government plans, and strategies for the growth of the tourism development and the impact of the tourism development. Current study will bridge this gap by measuring the perception of the employees of tourism department towards the socio-economic impact of tourism development in India.

Objective

1. To measure the perceptions of the government employees towards the impact of tourism development in India.
2. To measure the perceptions of the government employees towards the hurdles in the tourism development in India.
3. To measure the opinions of the government employee towards the future prospects of tourism development in India.

Research Methodology

In the current study, researcher has measured the socio-economic impact of tourism development in India from the point of view of government employees working in the tourism area. Researcher has asked the questions related to the impact of tourism development in India, hurdles faced by the government in tourism development in various tourists' areas and the future prospects of the tourism industry in India. Researcher has used self-developed questionnaire for recording the opinions of the employees. Total number of employees surveyed in the

study were 250, from the famous tourists' states where the tourists' arrival is high namely; Rajasthan, Gujarat, Jammu & Kashmir, Himachal, Uttarakhand, Kerala, Goa, Mumbai, and Madhya Pradesh. Employees from the state tourism department were approached using emails, personal visit and through official websites of the state tourism department. Researcher has used t-test for acceptance or rejection of hypothesis. Descriptive statistics and results of t-test has been given below in detail.

Hypothesis: There is a significant difference in the opinions of the government employee towards the future prospects of tourism development in India.

Hypothesis: There is a significant difference in the perceptions of the government employees towards the impact of tourism development in India.

Hypothesis: There is a significant difference in the perceptions of the government employees towards the hurdles in the tourism development in India.

Data analysis and Findings

This section comprises the data analysis related to the employees of tourism department and their opinions towards the tourism development in India, total 250 government employees working at different designations in the tourism department have been surveyed during the current study. Before proceeding for the analysis it is required to measure the reliability of the questionnaire or the instrument used in the study to assure that the data collected is reliable and suitable for applying any statistical tools. In this study, researcher has used the Cronbach Alpha for the purpose of measuring the reliability of the questionnaire. It was found that the alpha value was 0.881, which is considered as good value and the questionnaire was found to be reliable and used for further data analysis.

Table 1: Impact of Tourism Development in India

Impact	Number of employees	Percentage	Mean Value	Std. Dev
Income of local people	40	16.0	2.25	.957
Employment	100	40.0	2.30	.483
Change in life styles	80	32.0	2.13	.641
No effect	30	12.0	3.67	.577
Total	250	100.0	2.98	.562

Interpretation: It can be interpreted from the descriptive analysis given in table 1 that 40 percent of the government employees have an opinion that there is a growth in employment opportunities in the tourists' places of

India due to tourism development in these tourists' places, while 32 percent of the government employees have an opinion that life style of people living in the tourists' places of India have improved due to tourism development in these tourists' places. 16 percent of government employees have an opinion that there is the income level has increased in the tourists' places of India due to tourism development, while only 12 percent of government employees have an opinion that there is no socio-economic impact of tourism development in India. Thus, overall it can be said that government employees have an opinion that job opportunities have increased in the tourists' places of India due to tourism development in India.

Hypothesis: *There is a significant difference in the perceptions of the government employees towards the impact of tourism development in India.*

Table 2: T-Test

Impact of tourism development in India	Value of T-test	Degree of Freedom	Significance	Mean Difference	Lower	Upper
	13.145	249	.000	2.400	2.02	2.78

Interpretation: It can be interpreted from the table 2 that the value of t-test is 13.145, at 24 degree of freedom, with a p-value of 0.000. It indicates that there is a significant difference in the perceptions of the government employees towards the impact of tourism development in India. Thus, it can be said that different government employees have different perceptions of the government employees towards the impact of tourism development in India.

Table 3: Hurdles in the tourism development in India

Hurdles	Number of employees	Percentage	Mean Value	Std. Dev
Budget	70	28.0	2.14	.900
Qualified and permanent staff	100	40.0	2.50	.707
Land and Local people	60	24.0	2.67	.816
Other issues	20	8.0	2.00	.000
Total	250	100.0	2.40	.764

Interpretation: It can be interpreted from the descriptive analysis given in table 3 that 40 percent of the government employees have an opinion that lack of qualified and permanent staff is tourism department of tourists' places is the major hurdle in the growth of tourism development in these tourists' places, while 28 percent of the government employees have an opinion that lack of financial source is the major hurdle in the growth of tourism development in these tourists' places. 24 percent

of government employees have an opinion that lack of support from local people and the land acquisition are the major hurdles in the growth of tourism development in these tourists' places, while only 8 percent of government employees have an opinion that there are various other issues which are the hurdles in the growth of tourism development in the India. Thus, overall it can be said that government employees have an opinion that skilled manpower and the finance are the major hurdles in the growth of tourism development in Indian tourism sector.

Hypothesis: *There is a significant difference in the perceptions of the government employees towards the hurdles in the tourism development in India.*

Table 4: T-test

Hurdles in the tourism development in India	Value of T-test	Degree of Freedom	Significance	Mean Difference	Lower	Upper
	11.430	249	.000	2.120	1.74	2.50

Interpretation: It can be interpreted from the table 4 that the value of t-test is 11.430, at 24 degree of freedom, with a p-value of 0.000. It indicates that there is a significant difference in the perceptions of the government employees towards the hurdles in the tourism development in India. Thus, it can be said that different government employees have different perceptions of the government employees towards the hurdles in the tourism development in India.

Table 5: Future prospects of tourism development in India

Future Prospects	Number of employees	Percentage	Mean Value	Std. Dev
Develop Rapidly	120	48.0	2.17	.577
Develop smoothly	80	32.0	2.38	.916
Not developed	50	20.0	3.00	.707
Total	250	100.0	3.12	.870

Interpretation: It can be interpreted from the descriptive analysis given in table 5 that 48 percent of the government employees have an opinion that tourism industry of India Tourists' places will develop at fast rate in future, while 32 percent of the government employees have an opinion that the development rate of tourism industry of India in future will be smooth and steady. 20 percent of government employees have an opinion that there will be no development in the tourism industry of India Tourists' places in future. Thus, overall it can be said that government employees have an opinion that tourism industry of India Tourists' places have bright and prosperous future.

Hypothesis: *There is a significant difference in the opinions of the government employee towards the future prospects of tourism development in India.*

Table 6: T-test

Future prospects of tourism development in India	Value of T-test	Degree of Freedom	Significance	Mean Difference	Lower	Upper
	10.864	249	.000	1.720	1.39	2.05

Interpretation

It can be interpreted from the table 6 that the value of t-test is 10.864, at 24 degree of freedom, with a p-value of 0.000. It indicates that there is a significant difference in the opinions of the government employee towards the future prospects of tourism development in India. Thus, it can be said that different government employees have different opinions of the government employees towards the future prospects of tourism development in India.

Conclusion

Overall, it can be concluded from the analysis of primary data collected from the government employees working in the tourism department of the India tourists' places that tourism industry of India tourists' places will develop at a fast rate in future, and it has bright and prosperous future. Job opportunities have increased in India due to tourism development in Indian tourism sector. Government employees have an opinion that skilled manpower and the finance are the major hurdles in the growth of tourism development in India.

References

Agarwal, B.D. (2015). Study to measure the impact of tourism on town planning. Accessed from www.tourismgov.in, on 15th January 2015.

Albayrak, T., Caber, M., & Aksoy, S. (2010). Relationships of the tangible and intangible elements of tourism products with overall customer satisfaction. *International Journal of Trade, Economics and Finance*. Vol. 1 Issue 2, 140-143.

Andriotis Konstantinos (2000). *Local Community Perceptions of Tourism as a Development Tool: The Island of Crete*. Ph.D. Thesis, Bournemouth University, Greece.

Babu, A. Satish (2008). *Tourism Development in India*. A.P.H. Publishing Corporation, Delhi.

Mohamad, Illias (2008). *Medical Tourism: India the Right Destination*. *Southern Economist*. Vol. 46 Issue 23, 10-15.

Chandra Satish & Dennis Menezes (2001). Applications of Multivariate Analysis in International Tourism Research: The Marketing Strategy Perspective of NTOs. *Journal of Economic and Social Research*. Vol. 3 No. 1, pp. 77 - 98.

Chavali K. and Sahu S. (2008). *Comparative Study of Tourism Websites in India -With special reference to South India*. Conference on Tourism in India - Challenges Ahead. IIMK, 313-322.

Dhariwal, Richa (2005). Tourist arrival in India: how important are domestic disorders? *Tourism Economics*. Vol. 11 Issue 2, 1-12.

- Hans Basil (2008). India's Tourism Industry - Progress and Emerging Issues. World Tourism Day, 27th September, 2008, Srinivas College of Hotel Management, Pandeshwar.
- Kumar Ashutosh (2015). Developing rural areas through promoting rural tourism. DU Journal of undergraduate research and innovation. Vol. 1 Issue 2, 122-143.
- Lakshmi Bhagya (2012). A study on tourism: Domestic and Foreign Tourists Arrival in India. International journal of innovative research and development. Vol. 1 Issue 6, 357-375.
- Raina, A.K. & Jain, Neelu (2004). Dynamics of Tourism: Concepts, Philosophy and Strategies. Kanishka Publishers, New Delhi.
- Rizal P. and Rajamani A. (2013). A comparative study of tourism industry in North-eastern states of India. Journal of Business and Management. Vol. 12 Issue 4, 56-62.
- SahaSubhasish,(1994). Tourism Development –Accommodation Sector: A Study of Pondicherry Accommodation Sector. PHD Thesis, Pondicherry University, Pondicherry
- Sharma Anukrati and Arora Shruti (2015). The impact of events on Rajasthan tourism with reference to different fair and festivals. International journal of economics, commerce and research. Vol. 5 Issue 4, 9-22.
- Sharma Renu and Shrimali Vijay (2014). An empirical study of tourists' experience in Udaipur City. Global Journal for research analysts. Vol. 3 Issue 4, 24-26.
- Singh A. and Tiwari R. (2016). The Role of Destination Attributes in Promoting a Tourist Destination. Pacific Business Review International. Vol. 8, Issue 10, 9-20.

Tourists' Satisfaction Towards Hotel Services in Punjab Region

Nitesh Goyal

Abstract

Hotel industry in India has got a great potential and catching up fast. It becomes one of the largest employers if allied with tourism. It is also one of the major contributors to the foreign exchange reserves of India. India's rich natural beauty, monuments, history & culture and hospitality are the major attractions for tourists across the globe. Such tourists (foreign and domestic) are the major source of revenues for any hotel, although hotels are now being used for other business purposes also. Hence, if tourists are there, the livelihood of the hotel industry will run. Thus, it becomes of utmost importance that the tourists must be satisfied with the hotels they stay in, as any hotel would like to see the tourists coming back to the same hotel at their future visits. The present study is an attempt to serve the purpose. A structured questionnaire, based on SERVQUAL was personally administered to 350 foreign & domestic tourists, out of which 312 responses were valid & analyzed with the help of mean, standard deviation, correlation & regression techniques. The study revealed that tourists were satisfied with the hotels they stayed in during their visit. The study also provides recommendations for further enhancing the satisfaction level of the tourists with the hotels.

Keywords: Tourists' Satisfaction, Punjab, Hotel Industry, SERVQUAL

Introduction

Hotel industry has become an important means to attain development of an economy, which can be done through better hospitality and increased tourism. In a country like India, hospitality of people is well known across the globe. Hospitality is given so much importance in India that here the guest is called as the incarnation of God, as it is said 'Atithi Devo Bhava'. This industry is flourishing due to increased tourism potential in India as it has attractions of its natural beauty, its charming festivals, back waters and cultural heritage. It not only requires the changes in the culture in accordance with the needs and wants of the tourists but by presenting it as such and for this to happen, the environmentalists, people and the government should take care. Emphasis on leisure time activities has given rise to the promotion of this industry not only in the developed countries of the world but also for all the other destinations of beauty and attractions because of the increased expenditure capacity of the tourists. It has become one of the largest industries along with tourism, in the world in terms of earnings and also generates employment. It constitutes over 13 per cent of the global GDP. What is more, global travel, hotels and tourism revenue is expected to increase to \$6.3 trillion in the next decade. This industry provides direct employment to 262 million people, who constitute 10.5 per cent of the global work force. These numbers

are expected to grow to more than 400 million by the year 2010. Thus, this industry has a lot of potential for employment generation and economic development of a state. Hence it is pertinent to undertake a comprehensive study on the prospects of its future development.

The globalised era is witnessing services being used by a wide cross section of society from the corporate world to the common man. The role of services became more pronounced after the end of World War II. The new projects increased the demand for financial and other services. In the developed societies, services are one of the targeted growing sectors and are becoming more and more pronounced vis-a-vis agriculture. In the developing countries too, service is becoming one of the major employers.

Hotel Industry

The hotel industry involves a high degree of interaction between employees and consumers and so provides many opportunities for service failures to occur. The quality of service encounters is frequently determined by the actions of front-line staff, whose experience and commitment may be limited and whose attitudes may vary from one encounter to another. The inseparability of production and consumption means that failures occur at the point of consumption (e.g. check-in and out, room service), providing little scope for correction

Nitesh Goyal Assistant Professor, DAV College, Sector 10, Chandigarh

without inconveniencing the guests. In addition, hotels are characterised by continuous (24/7) operation and highly fluctuating demand, relative to constant rates of supply, which make service failure more likely than in other industries.

Further, in India, the hotel industry is operating in a highly competitive marketplace, with increasing consumer expectations of service quality and switching between service providers. Also, it is experiencing a structural change with respect to the profile of guests. In particular, the North West is attracting fewer business visitors and an increasing proportion of leisure-related visitors whose needs and expectations may be quite different and require different customer care strategies.

One of the major contributors to the hotel's revenues is the tourists. Tourists get attracted due to rich tourist destination available in India. India exhibits a complex variety of different cultures as it is bounded by the majestic Himalayas in the North, it stretches southwards and at the tropic of cancer, tapers off in the Indian ocean between Bay of Bengal on the east and the Arabian sea on the West India has a tradition, which is ancient as that of the Egyptian or Mesopotamian civilizations and was denoted as the honey spot during the past. Nalanda and Taxila were the universities of eminence in the olden days. India has its own system of medicine, yoga, Ayurveda, Sidhe, Jyothisha and is the birth place of Buddhism, Jainism and Hinduism. It is the birth place of Buddhism, Jainism and Hinduism. Despite having this much of attraction, Indian tourism industry accounts for a merely 38% share in global international tourism. A striking feature is the average stay of foreign tourists in the Indian hotels, which is estimated as 31 days which is extraordinary when compared to international average. It is not that the hotels are occupied by the tourists only. Hotels are now being used for holding business meets, summits, seminars, conference, new product launch etc. Thus, hotel industry is also a center of attraction for the business purposes also.

Review of Literature

According to World Bank Observation (1972) in many areas of the world, tourism development has produced great disparities in the standards of amenities provided for the visitor and for the local population. This can't be entirely denied that in the long run the improvement of standards for the local population is probably a condition of successful tourism development. The development of a new resort by the provision of infrastructure costing perhaps millions of dollars has a great impact on land values in the area affected.

According to Smith (1977), a tourist can be classified into seven categories: a) Explorer – very limited in number, who look for discovery and involvement with local people; b) Elite – people who favour special, individually tailored trips to exotic places; c) Offbeat – Such travelers are filled

with a desired to get away from the usual humdrum life; d) Unusual – Visitors who look forward to trips with peculiar objectives such as physical danger or isolation. e) Incipient mass – a steady flow, travelling alone or in small organised groups using some shared services. f) Mass – the general packaged tour market, leading to tourist enclaves abroad. g) Charter – mass travel to relaxation destinations, which incorporate many standardised, developed world facilities. According to Meidan & Lee (1982), the selection of appropriate marketing strategy for hotels & tourism would depend on four factors – a) The size of the segment; b) Tourists sensitivity to differences between the product packages and product components; c) The distinctiveness of the tourists establishments i.e. hotels, travel agents and tour operations; d) Competitor's marketing strategies. Zeithmal *et al.* (1988) identified an exhaustive list of factors affecting the magnitude and direction of four gaps on the marketer's side of their service quality model. The gaps were namely, 1) Difference between consumer expectations and the management perceptions of consumer expectations; 2) management perception-service quality specification gap; 3) service quality specification-service delivery gap; 4) difference between service delivery and external communications

Morrison (1994) investigated the concept of strategic alliances in the context of hotel sector small firms. Researcher investigated the role of strategic alliances within the hotel sector, where the small firm represented around 3/4th of operations. Researcher evaluated the use of strategic alliances as an effective means of achieving improved small hotel firm business performance and draws conclusions.

Zeithmal *et al.* (1996) highlighted the importance of service quality, by studying the consequences of behaviour of customers on service quality, as service quality relates to customer retention. They offered a conceptual model of impact of service quality on behaviours of customers that whether they remain or defect from company. Results of the study showed that there is a difference in the quality intentions with different behaviours. A multi-company study was done to examine the behavioural concerns that are influenced by the service quality. Ropeter & Kleiner (1997) examined three different hotel chains, namely, Sheraton-ITT; Marriott; and Hilton, to determine the characteristics of excellent hotel companies. Researchers conducted the study based on secondary data, from hotels itself, in order to draw accurate and meaningful conclusions as to the necessary elements in managing and running a successful hotel. Recommendations and suggestions like, having 'written, visible statement relating to the mission and goal of the company', 'have a written training programme', 'constantly update' and 'showing courtesy'; have been provided from the hotel managers, as to the successful management and operation of a hotel outfit.

Tsang & Qu (2000) assessed the perceptions of service quality in China's hotel industry, from the perspective of both international tourists and hotel managers. Researchers conducted t-test to evaluate the service quality of China's hotel industry, and to investigate the four gaps: between tourists' expectations and their actual perceptions; between managers' perceptions of tourists' expectations and the actual expectations of tourists; between managers' perceptions of a hotel's service delivery and tourists' actual perceptions of the service; and between managers' perceptions of tourists' expectations and managers' perceptions of their hotel's service delivery. The findings of the study revealed that tourists' perceptions of service quality provided in the hotel industry in China were consistently lower than their expectations and that manager overestimated the service delivery, compared to tourists' perceptions of actual service quality, in the hotel industry in China.

Bowen & Chen (2001) developed and tested a method for hotels to identify attributes that will increase customer loyalty. The study was conducted by using the hotel's database to draw samples for both focus groups and a mail survey. The study revealed that the relationship between customer satisfaction and customer loyalty was non-linear. The researchers developed internal benchmarks for the hotel based on scores that were representative of loyal customers. Lewis & McCann (2004) conducted a study on service failure and recovery in the hotel industry in the UK. Researchers tried to assess the types and magnitude of service failures experienced by hotel guests. The study also evaluated the service recovery strategies used by hotels and their effectiveness. The study identified five service quality attributes, namely, a) Clean, comfortable bedrooms with all items in working order. b) Good quality food and beverages. c) Friendly, helpful, polite and efficient staff. d) High level of room security. e) Speedy, efficient check-in and out. The study also attempted to discover whether or not there were differences in attitudes and behavior between business and leisure guests.

Badri *et al.* (2005) conducted a study to find out the utilisation of SERVQUAL model for identifying gaps in the services provided by the information technology (IT) resources. For the purpose SERVQUAL was applied to IT services in higher education institutions in the United Arab Emirates. The results of the study showed that it favored perception scores. Further, respondents felt that SERVQUAL is a useful indicator for IT center service quality in institutions of higher education. Carrillat *et al.* (2007) did an investigative study to find out the difference between SERVQUAL and SERVPERF's predictive validity of service quality. The study is based on 17 studies containing 42 effect sizes of the relationships between SERVQUAL or SERVPERF with overall service quality (OSQ) are meta-analyzed. The findings of the study revealed that SERVQUAL scale

to the measurement context improves its predictive validity; conversely, the predictive validity of SERVPERF is not improved by context adjustments. Overall, both the models i.e. SERVQUAL & SERVPERF are equally valid predictors of OSQ. Ladhari (2009) developed and test a conceptual model of the relationships among the constructs of "service quality", "emotional satisfaction", and "behavioural intention" in the hospitality industry. Ladhari proposed a conceptual model that postulated that: service quality is positively related to consumers' emotions; service quality is positively related to behavioural intentions; and consumers' emotions are positively related to behavioural intentions. Findings of the study revealed that service quality exerts both direct and indirect effects (through emotional satisfaction) on behavioural intentions. The study revealed that emotional satisfaction makes a significant contribution to the prediction of behavioural intentions. DilPazir & Amin (2016) conducted a study to understand the customer satisfaction the Kashmir valley. They found that 40% of the respondents were highly satisfied while 20% were highly dissatisfied. However, overall tourists were satisfied with the hotel services. However, one may not be satisfied with all the attributes pertaining to customer satisfaction, as observed by Huiying *et al.* (2012). They found that transportation convenience, food and beverage management, convenience to tourist destinations and value for money. While measuring customer satisfaction is important, it is equally important to understand the technique of assessment of the measure of customer satisfaction. To answer the question Holjevac *et al.* (2010) conducted a study to examine hotel guest comment cards (GCCs) and customer satisfaction management schemes in Opatija's hotels. The results of this study provide hotel professionals with an assessment of current methods of measuring and managing customer satisfaction in Opatija's hotels.

Research Objectives

The present study has been undertaken with following objectives:-

1. To determine the factors responsible for enhancing tourist satisfaction level with the hotels.
2. To find out the impact of the service quality dimensions on tourist satisfaction with hotels.
3. To suggest suitable strategy for upliftment of hotel industry

Research Methodology

The study is exploratory in nature whereby the various important aspects of Hotel industry have been explored. The study is based both on primary as well as secondary data keeping in view the objectives of the study.

Secondary data sources were: Government & Non-government reports, besides the various past studies,

journals and books. The source of primary data was the various tourists (both foreign as well as domestic). For collecting primary data, a structured questionnaire was prepared, which was adapted from SERVQUAL index. SERVQUAL index include five broad dimensions, namely, Tangibility, reliability, responsiveness, assurance & empathy. The questionnaire also includes few question intended to know the extent of satisfaction of the tourists with hotels they stayed in during their visit in the hotels of Punjab. The hotels chosen were of 3 star category and above. Judgmental sampling was adopted for choosing the tourists respondents. A sample size of 350 tourists was administered the questionnaire out of which 312 were valid and thus analyzed. The data so obtained were critically analysed by using Mean, Standard Deviation, Multiple Correlation and Multiple Regression.

Data Analysis and Interpretation

Table 2: Profil of Respondents

Age	Total	Percentage	Cumulative Percentage
Below 25 yrs	52	16.67	16.67
26-35 yrs	86	27.56	44.23
36-45 yrs	91	29.17	73.40
Above 45 yrs	83	26.60	100.00
Gender			
Male	169	54.17	54.17
Female	143	45.83	100.00
Marital Status			
Married	243	77.88	77.88
Single	69	22.12	100.00

Mean Scores & Standard Deviation

For analysis the data scores were assigned to the responses as: Score of 1 was assigned for Strong Disagreement, 2 for Disagreement, 3 for neutrals, 4 for Agreement and 5 Strong Agreement to a particular statement. Table 3 presents the mean scores and standard deviation of individual characteristics of tangibility dimension. Following table shows that all the dimensions had a mean score of more than 3, which signifies that, on an average the respondents have agreed on all the statements presented before them. Agreement of the respondents was found to be the most with that of 'Hotel staff has got latest equipment at their disposal' with a mean score of 4.24. Average tangibility dimension score was found to be 4.14.

Table 3: Mean Score and Standard Deviation of Tangibility Dimensions

Tangibility Dimension		Mean	Std Dev
1	Hotel staff appears neat.	4.14	0.76
2	Materials associated with the services of Hotel staff are neat, visually appealing and easy to understand.	4.02	0.89
3	Hotel staff is having up to date working manuals and guidelines	3.96	0.82
4	Physical facilities being used by Hotel staff are neat and visually appealing.	4.36	0.79
5	Hotel staff has got latest equipment at their disposal	4.24	0.91

Table 4 presents the mean scores and standard deviation of individual characteristics of reliability dimension. Following table signifies that, on an average the respondents have agreed on all the statements presented before them. Agreement of the respondents was found to be the most with that of 'Hotel staff provides their services 'right the first time' with a mean score of 4.27. Average reliability dimension score was found to be 4.03.

Table 4: Mean Score and Standard Deviation of Reliability dimensions

Reliability Dimension		Mean	Std Dev
1	Hotel staff provides problem solving services or tell accurately where to find them.	4.14	1.08
2	Hotel staff provides error-free information or tell accurately where to find them.	4.17	0.92
3	Hotel staff provides dependable, correct, and supportive services or tell accurately where to find them.	4.09	1.04
4	Hotel staff provides their services 'right the first time'.	4.27	1.12
5	Hotel staff should provide their services at the time they promise to do so.	3.49	1.33

Table 5 presents the mean scores and standard deviation of individual characteristics of responsiveness dimension. Mean scores here are similar to tangibility and reliability dimension signifying that, on an average the respondents have agreed on all the statements presented before them. Agreement of the respondents was found to be the most with that of 'Hotel staff is polite and willing to help the customers' with a mean score of 4.18. Average responsiveness dimension score was found to be 4.08. It was significant to find out here that all the sub-dimension of responsiveness dimension showed a similar score with a range of mere 0.22 points.

Table 5: Mean Score and Standard Deviation of Responsiveness Dimensions

	Responsiveness Dimension	Mean	Std Dev
1	Hotel staff provides prompt services.	4.08	1.44
2	Hotel staff is polite and willing to help the customers.	4.18	1.15
3	Hotel staff is too busy to respond to customers' requests.	4.06	1.19
4	Hotel staff tells exactly what and when services will be performed.	4.10	1.14
5	If there is a problem hotel staff is always willing to discuss it with the customers.	3.96	1.24

Table 6 presents the mean scores and standard deviation of individual characteristics of assurance dimension. Following table shows that all the dimensions had a mean score of more than 3 and even more than 4 in one case, which signifies that, on an average the respondents have agreed on all the statements presented before them. Agreement of the respondents was found to be the most with that of 'Hotel staff makes customers feel safe, secure, and comfortable with their transactions' with a mean score of 4.40, which is quite high. Average assurance dimension score was found to be 4.23.

Table 6: Mean Score and Standard Deviation of Assurance dimension

	Assurance Dimension	Mean	Std Dev
1	Hotel staff inspires confidence in customers.	4.32	0.75
2	Hotel staff provides consistent attention with prompt follow-up.	4.05	0.76
3	Hotel staff have the knowledge to answer customers' needs	4.24	0.82
4	Hotel staff makes customers feel safe, secure, and comfortable with their transactions.	4.40	0.77
5	Hotel staff is courteous and polite	4.16	0.98

Table 7 presents the mean scores and standard deviation of individual characteristics of empathy dimension. In case of empathy dimension also, respondents have agreed on all the statements presented before them. Agreement of the respondents was found to be the most with that of 'Hotel staff makes customers feel that they care about "doing a good job" and have sympathy customers' with a mean score of 3.96, which is quite high. Average empathy dimension score was found to be 3.87. Here also the range of mean scores was found very less i.e. 0.18 only.

Table 7: Mean Score and Standard Deviation of Empathy dimension

	Empathy Dimension	Mean	Std Dev
1	Hotel staff provides personal attention to the specific queries of customers.	3.85	1.41
2	Hotel staff makes customers feel that they care about "doing a good job" and have sympathy towards customers.	3.96	1.31
3	Hotel staff is always available for handling queries.	3.87	1.24
4	Hotel staff has customers' best interest at heart.	3.78	1.28
5	Hotel staff understands the difficulties faced by the customers.	3.89	1.25

Table 8 presents the score of satisfaction of tourists with the hotels they stayed in while there visit. The table reveals that most of the tourists agreed that they were satisfied with the hotel and the services rendered to them at hotel. Average satisfaction score was found to be 4.12, which is quite satisfactory.

Table 8: Mean Score and Standard Deviation of Satisfaction dimension

	Satisfaction Dimension	Mean	Std Dev
1	I am satisfied with my personal contact with hotel staff	4.16	0.87
2	The overall service quality provided by the hotel is satisfactory	4.08	0.79
3	Hotel has always met my expectations	4.13	0.81
4	I would like to recommend this hotel to someone who seeks my advice.	4.01	0.89
5	I would like to visit the hotel again	4.20	0.72

Correlation Analysis

In the first step correlation analysis on tourist satisfaction was performed with five dimension of service quality i.e. tangibility, reliability, responsiveness, assurance & empathy. Results are presented in table 9. The results of the table show that satisfaction is significantly correlated with tangibility, reliability, responsiveness, assurance & empathy. Responsiveness dimension showed the highest level of correlation followed by assurance and lowest correlation was found with tangibility dimension.

Table 9: Correlation Analysis of Satisfaction with Service Quality Dimensions

	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Tourists' Satisfaction	0.649*	0.776*	0.831*	0.811*	0.655**
*Correlation Values are Significant at 1 % level ** Correlation Values not Significant at 5 % level					

Regression Analysis: Factors Affecting Satisfaction

To examine the fit of the regression model and to identify the best predictors of Customer Satisfaction, stepwise regression was performed. Here five dimensions were used as independent variables and tourist satisfaction was used as dependent variable. Table 10 showed R = 0.920, R² = 0.846, Adjusted R² = 0.845 and standard error = 2.771. It can be seen that regression model explained 84.6% of the variance in the customer satisfaction construct. In addition, reliability showed the maximum impact on tourist satisfaction followed by assurance dimension and responsiveness dimension as depicted in table 11.

Table 10: Regression Model Summary

R	R ²	Adjusted R ²	Std. Error of the Estimate
0.920	0.846	0.845	2.771
Predictors: Empathy, Responsiveness, Tangibility, Assurance, Reliability, Dependent Variable: Tourists' Satisfaction			

Table 11: Multiple Regression

Variables	t-value	Significanc Level
Tangibility	5.658	0.000
Reliability	12.651	0.000
Responsiveness	8.970	0.000
Assurance	9.962	0.000
Empathy	5.301	0.000
Dependent Variable: Tourists' Satisfaction		

Findings of the Study

After analyzing the data with the help of mean, standard deviation, correlation & regression; following findings were made:

1. It was found that the tourist were satisfied with the kind & quality of services rendered to them. The study showed that the average score of different service quality dimensions was more than 4. A score of 4 was assigned to the statement if the respondent agreed to a particular statement. Thus

it can be said that tourist agreed to almost all the statements presented before them. Average score of various service quality dimensions were as follows:

- a. Tangibility: 4.14
- b. Reliability: 4.03
- c. Responsiveness: 4.08
- d. Assurance: 4.23
- e. Empathy: 3.87
- f. The satisfaction score was found to be 4.12

Above scores signify that except empathy dimension; rest of the dimension had a mean score of more than 4, which is quite satisfactory for any hotel.

2. The study revealed that various dimensions of service quality had a highly significant correlation with the tourists' satisfaction with the hotel. Responsiveness dimension showed the highest correlation (0.831). High correlation signifies that high level of reliability and responsiveness can enhance the satisfaction level of the tourists.
3. The multiple regression analysis indicated a good fit of the model and supported the analysis of correlation. It revealed that reliability dimension has got the maximum impact on tourists' satisfaction, whereas empathy showed the least impact on tourists' satisfaction. Thus, more the reliable hotels become, more satisfied tourists will be.
4. The study revealed that the best part of any hotel was that hotel staff made tourists feels safe, secure, and comfortable with their transactions. Such factors are very important for the success of any service providing organisation. These are the factors that may help a hotel to reach heights.
5. Tourists were found satisfied with the hotels they stayed in, however, Tourists were not satisfied with the timing of the service delivery; as they felt that hotel staff did not provide their services at the time they promise to do so.

Recommendations

1. Hotels need to understand the importance of service quality as it has been revealed that service quality has a great correlation with satisfaction of tourists. Service quality has been reported to be the key

- differentiator, and having impact on satisfaction with the hotel.
2. Hotels must understand what the tourists expect & perceive and what they actually receive. Any kind of gaps between expectations and actual, needs to be bridged.
 3. Hotels need to be more and more reliable in the minds of the tourists, as reliability dimension showed the highest impact on a satisfaction of the tourists with the hotel.
 4. As the study revealed that hotel staff did not provide their services at the time they promise to do so, it is strongly recommended that hotel management must take this factor into account and make sure that they make deliver the services at the time it has been promised.
 5. Emotional aspects of the tourists' relationship with the hotel and the extent to which individual tourists' perception towards hotel for their privacy, and safety issues must be taken care of.
 6. Previous study supports the fact that loyalty builds satisfaction and vice-versa. Same principle applies to the hotel industry also. Thus loyalty of the tourist is must, so that the tourist stays in the same hotel during his next visit to the same place.
 7. The final recommendation is that of basic common courtesy. Courtesy and attention to each customer, the overall impression the customer receives will put a positive impact on the hotel. Hotels should not forget the principle that it is better to have less 'satisfied customer' than more 'dis-satisfied customers'.

Conclusions

The study is an attempt to find out the satisfaction level of the tourists with the hotel they stayed in during their visit. To arrive at the results SERVQUAL index was adapted to develop a questionnaire. After collection & analysis of data it was found that tourists were satisfied with services of the hotel on an overall basis. Tourists found the hotel staff reliable & responsive. The study also recommends certain measures to adapt and raised certain issues which may enable the hotel management enhance the satisfaction level of the tourists to a higher extent.

Bibliography

- Badri, M. A.; Abdulla, M.; Al-Madani, A. (2005), "Information Technology Center Service Quality Assessment and Application of SERVQUAL", *International Journal of Quality & Reliability Management*, 22(8), 819-848.
- Bowen, J. T.; Chen, S. L. (2001) "The relationship between customer loyalty and customer satisfaction", *International Journal of Contemporary Hospitality Management*, 13(5), 213-217.

- Brown, M. (1996) "Environmental policy in the hotel sector: "green" strategy or stratagem?", *International Journal of Contemporary Hospitality Management*, 8(3), 18-23.
- Carrillat, F. A.; Jaramillo, F.; Mulki, J. P. (2007), "The Validity of the SERVQUAL and SERVPERF Scales: A Meta-Analytic View of 17 Years of Research Across Five Continents", *International Journal of Service Industry Management*, 18(5), 472-490.
- DilPazir, D., & Amin, I. (2016). A Study of Customer Satisfaction Towards Hotel Industry in Kashmir Valley. <http://www.incredibleindia.org>
- Jha, S.M. (1994) "Services Marketing", Himalaya Publishing House, Mumbai, First Edition.
- Ladhari, R. (2009) "Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry", *Managing Service Quality*, 19(3), 308-331.
- Lewis, B. R.; McCann, P. (2004) "Service failure and recovery: evidence from the hotel industry", *International Journal of Contemporary Hospitality Management*, 16(1), 6-17.
- Li, Huiying & Ye, Qiang & Law, Rob. (2012). Determinants of Customer Satisfaction in the Hotel Industry: An Application of Online Review Analysis. *Asia Pacific Journal of Tourism Research*. 18. 1-19. 10.1080/10941665.2012.708351.
- Median, A., Lee, B. (1982) "Marketing Strategies for Hotels", *International Journal of Hospitality Management*, 1(3), p. 217.
- Morrison, A. J. (1994) "Marketing Strategic Alliances: The Small Hotel Firm", *International Journal of Contemporary Hospitality Management*, 6(3), 25-30.
- Report of National Committee on Tourism, Government of India, 1998, p.12.
- Ropeter, J. C.; Kleiner, B. H. (1997) "Practices of excellent companies in the hotel industry", *Managing Service Quality*, 7(3), 132-135.
- Sanjeev, G. M. (2007) "Measuring efficiency of the hotel and restaurant sector: the case of India", *International Journal of Contemporary Hospitality Management*, 19(5), 378-387.
- Smith, Valerie, (1977) "The Anthropology of Tourism, Hosts and Guests", University of Pennsylvania Press, p. 183.
- Tsang, N.; Qu, H. (2000) "Service quality in China's hotel industry: a perspective from tourists and hotel managers", *International Journal of Contemporary Hospitality Management*, 12(5), 316-326.
- Working Group on Tourism for the VIIIth five year plan (1990-95), New Delhi, 1989.
- World Bank Observation, Tourism sector working Para World Book, June 1972.
- Zeithmal, V. A.; Berry, L. L.; Parasuraman, A. (1988), "Communication and Control Processes in the Delivery of Service Quality", *Journal of Marketing*, 52(2), 35-48.
- Zeithmal, V. A.; Berry, L. L.; Parasuraman, A. (1996), "The Behavioral Consequences of Service Quality", *Journal of Marketing*, 60(2), 31-46.
- Zeithmal, V.A., (1996), "Serves Marketing" McGraw Hill, London.

A Bridging the Gap Between Tourism Industry and Tourism Education

Surender Kumar & Paramita Suklabaidya

Abstract

Tourism is a budding sector and an important contributor to the economy of the nations. Tourism industry holds a major position in terms of its contribution to the strengthening of an economy or development of the nations across globe. The nations that embraced tourism technology have been growing gradually and performing well economically. Tourism serves as a backbone of the economy, being a huge business that adds up to the economic growth of the region, state or nation. Travel expenditures today are a major source of income and employment for many nations (Edgell, 2006). The tourism industry also has contributed significantly to employment. Global tourism today provides employment for more than 222 million people worldwide, or approximately one in every twelve workers and it is widely believed that service industries are one of the major potential growth areas of post-industrial societies (Wang, 2008). People or the manpower that wants to join tourism sector or get employment opportunities in tourism/hospitality industry also try to avail skilled training or vocational education that is pre requisite for the tourism industry. Here is the main emphasis that needs to be laid upon as tourism sector constantly requires skilled/well trained workers/staff for its smooth functioning. If we consider the Indian context, the tertiary education system has few lacunae which lead to non-availability of matching the needs of the tourism industry for skilled workers/hospitality professionals who are vocationally educated in a manner that they best serve the demands of the actual tourism/hospitality industry. These gaps in the education system and the industry requirements need to be dealt with considerably as the whole growth of the sector depends upon this. The objective of this research study was achieved by using questionnaire and interviews. The respondents selected for this purpose are teachers of some universities of north India and their students working in tourism industry. Also this paper on the basis of literature review discusses about these points in detail and provides suggestions that can be incorporated in the syllabi or the teaching patterns of the tertiary education system in India in order to produce tourism industry ready professionals who can fetch employment as soon as they complete their educational degree. This paper also supports abridging the gap between tourism industry and tourism education.

Keywords: Tourism Industry, Tourism Education, Abridging the Gap, Employment Opportunities and Tourism Professionals.

Introduction

In the current scenario, hospitality/tourism higher education has experienced rapid growth globally in terms of the number of students who were enrolled into the programme but still faces uncertainties in terms of the needs and expectations of the hospitality/industry.

For instance, research work carried out globally indicated that, the educators and industry have different viewpoints and do not understand each other's perceptions. The difference of perceptions between educators and the industry was recognised to be a problem (Collins, 2002; Harkison, 2004b; Li & Kivela, 1989; Petrova & Mason, 2004; Raybould & Wilkins, 2005 as cited in Kim & Lee, 2008). Furthermore, researchers such as Goodman &

Sprague, 1991, Kang, Wu, & Gould, 2005, Petrova and Mason, 2004 and Ladkin, 2005 as cited in Goh, 2011 have also criticised tourism and hospitality educators for not adequately preparing students for employment in the industry. They often claim that, what educators teach in the classroom does not match the current industry trends. This sometimes impedes employment opportunities for hospitality/tourism graduates (Dale and Robinson, 2001; Airey, 2006, Asirifi et al., 2013). In view of this, many studies have also stressed on the important skills needed by the hospitality students in order to be a part of the hospitality industry. For example, Connolly and McGing (2006) suggested that hospitality curriculum and courses must consist of strong practical skills and 'soft' people management skills. According to McNair (2003),

Surender Kumar

Research Scholar, SOTHSM, IGNOU, New Delhi

Paramita Suklabaidya

Assistant Professor, SOTHSM, IGNOU, New Delhi

successful graduates will need to have greater ownership of their employability skills and the confidence to cope with economic upheavals in order to identify and capitalise on career opportunities over a lifetime.

A study by Walo, (2001) also identified ‘soft’ human relation skills including oral and written communication and interpersonal communication as essential for graduates and trainees to possess. Wood, (2003) conducted a research to identify specific management skills that industry recruiters perceive as important for success in the hospitality industry. The results of the study indicated that leadership was the number one skill that employers felt was important for hospitality students to possess. Employee Relations ranked second, while Problem Resolution ranked third. The aforementioned literature reviews clearly unveil that, the important skills which need to be possessed by students to fit into the industry differ from one country to another. In this paper, the researcher has discussed about the unresolved problem between the education and the industry that needs to be addressed.

Significanc of Study

This study focuses on the unresolved problem between the education and the industry that needs to be addressed in order to meet the needs of the industry to have proficient tourism professionals who are equipped with the industry ready skills. This study also used as a benchmark for the tourism education institution who wants to construct or design their syllabus to fulfill the indusial requirements.

Objective of the study

1. To find out the views of teachers and industry on most important subjects to study before sending students for job training.
2. To find out the views of teachers and industry on most important skills required by tourism students.
3. To comprehend how to bridge the gap between tourism education and tourism industry.

Research Methodology

Table 1.1 Methodological Roadmap

S.No.	Objective	Methodology
1	To find out the views of teachers and industry on most important skills required by tourism students.	Literature review of the available literature from varied sources, and a survey from teachers and industry stakeholders with the help of interview and questionnaire.

2	To find out the views of teachers and industry on most important subjects to study before sending students for job training?	Literature review of the available literature from varied sources, and a survey from teachers and industry stakeholders with the help of interview and questionnaire.
3	To comprehend how to bridge the gap between tourism education and tourism industry.	Literature review of the available literature from varied sources, and a survey from teachers and industry stakeholders with the help of interview and questionnaire.

The available literature from varied sources is reviewed and carries discussion regarding how to produce tourism industry ready professionals who can fetch employment as soon as they complete their educational degree, by indoctrinating them with the requisite professional skills and technological sophistications.

Method of data collection

Data collected for this research is primary as well as secondary. Primary data collected for present study is original problem-project-specific and collected for a specific purpose and fulfill the objective. The researcher has adopted the self admire questionnaire and open ended question, and interview method as data collection procedures.

Secondary Data

Newsletters (Universities of Northern India), Newspapers (Times of India, Tribune etc.) and Brochures of Universities. In addition to this various websites of university were also consulted for present study.

Primary Data

Primary data was collected with the help of open ended questionnaires. In the present study primary data was collected from teachers and industry professional from selected universities of northern India who are providing master degree in tourism education. Teachers and industry professionals passed out from these universities are selected on the basis of simple random sampling.

Table 1.2 List of Institutions selected for study

S.No.	Name of University	Course offered
1	Himachal Pradesh University SHIMLA	Master of Tourism Administration
2	Panjab University	Masters in Tourism and Travel Management
3	Kurukshetra University	MTTM
4	Central University of Jammu	MBA in Tourism Management

5	Central University of Himachal Pradesh	MBA (Specialisation in Tourism and Travel)
6	University of Jammu	Master in Tourism Management
7	Hemwati Nandan Bahuguna Garhwal University,	MBA (Tourism)
8	Indira Gandhi National Open University	Master of Tourism and Travel Management
9	Indian Institute of Tourism and Travel Management	MBA in Tourism and Leisure
10	Lovely Professional University	MBA in Tourism and Hospitality
11	Chandigarh University	MBA in Tourism and Hospitality Management

Source: Compiled from the data

Findings and Suggestions

After vivid review of literature related to Indian and international context, researcher found that, hospitality/ tourism tertiary education faces great challenges in the development of human capital for the hospitality/ tourism industry. Although the main purpose of the hospitality programme is to equip students with knowledge and skills to meet the industry needs, but

this seems a bit far cry pertaining to the present context. According to UNWTO report, Asian continents have become number one destination for tourism, in which major stakeholders are India and China. Therefore, there is an utmost requirement of increasing the skilled labor in tourism arena. Nowadays, there are so many private as well as government institutes which provide professional tourism courses in order to train tourism students and fulfill the industry requirements. Thus, it is a paramount obligation to understand the performance of tourism education institutes which really meet the industry necessities.

Although tourism higher education in India continues to grow, it also faces great challenges. An examination of the tourism educational literature indicates that the tourism industry has criticized tourism education for not effectively and satisfactorily preparing people for employment in the industry.

The debate on development and validity of tourism curriculum is very old. Various researchers from time to time contributed to the effectiveness of tourism curriculum. Airey (2008) describing various stages of tourism education mentioned that it takes 40 years for any discipline to get mature. Airey (2008) described various stages of tourism education which are summarized as under:

Table 1.3 Stages of tourism education as described by Airey (2008)

The Industrial Stage (1960s-1970s)	The Fragmented Stage (1980s-1990s)
<ul style="list-style-type: none"> ⊛ The tourism programmes are extremely vocational in aim and content. Highly based on economics and business studies. ⊛ Focus on operation and practice of the industry. Tourism programmes were introduced to address the needs of a growing tourism sector that was predicted to show strong expansion. ⊛ Expansion of tourism studies was justified by strong vocational and practical orientation. ⊛ The tourism programme emphasized on employment forecast for students. Tourism expansion as a vocational field of study, underpinned by a business management framework. ⊛ Tourism courses were designed to leave the students "surprise free" about what they would find in employment. Beginnings of a fairly continuous stream of outputs, seeking to document the scale of provision. 	<ul style="list-style-type: none"> ⊛ Doubt about tourism curriculum. Teachers were involved into tourism from a range of other subject areas, bringing with them a wealth of different disciplinary and methodological approaches and connected knowledge. ⊛ It represents complete uncertainty about what the curriculum should contain when the possibilities have been growing so quickly. This has contributed to a division at least in divisions of the provision. ⊛ Also there was disintegration among the business and non-business oriented tourism programmes and within the non-business programmes a variety of approaches reflecting the growing knowledge base and the predictable contests over the curriculum.

The Benchmark Stage (2000s-2010s)	The Mature Stage (2010s onwards)
<ul style="list-style-type: none"> ✪ It was one of a series of such statements, which were the outcomes of attempts by the “academic community to describe the nature and characteristics of programmes in a specific subject” (QAA, 2000: 1). ✪ Tourism in 2000 went well beyond the study of the industry and built-in the role of tourism in communities and environments, the nature and characteristics of tourists themselves as well as tourism as an area of study. ✪ Current programme provision that includes for example “Ethical issues in tourism,” “Sustainable tourism,” “Tourism and the Third World,” “Tourism, culture and society,” Cultural anthropology and tourism,” and “Photography, travel and visual culture.” ✪ The agreement is that tourism programmes are not just about providing education to meet the instant operational necessities of the tourism sector, but to take more philosophical and longer term perspective. 	<ul style="list-style-type: none"> ✪ Tourism education have been characterized by uncertainties—about the size of the provision, about the balance between practical and theory and above all, about the curriculum- then tourism education can be described as immature. ✪ New areas of enquiry, by engagement with wider debates and self-disapproval, and by a more mature thought of the role of tourism education. ✪ Develops students’ ability to think for themselves,” “stimulates intellectual curiosity,” “reviews and modifies knowledge,” suggest a deeper level of understanding of the function of higher education in tourism (D.Stergious, 2004) ✪ The result for C. Aitchison (2006: 417) is that “a tourism study, with its social and cultural foundation, has emerged as a separate field from tourism management, with its primarily economic foundation.”

Source: Airey (2008)

Furthermore, in the Indian context, tourism curriculum has neither kept pace with the developments in quality education, nor adequately served the needs of the tourism sector. As a result, the tourism industry has a continuing reluctance to recognize the value of university graduates and a tourism management degree is not a passport to cross the threshold of the tourism profession. In order to be more competitive, tourism education should be tailored to meet the needs of the tourism industry in terms of the professional skills required (Lo, 2005). If tourism curriculum is not closely related to employment prospects, it would be as if the roots of a prosperous tree (rapid developing tourism education) are breaking away from its gravel (booming tourism industry). If the design of tourism curriculum neglects tourism industry needs, tourism education will not be able to withstand and ultimately will not benefit the development of the tourism industry. A greater discourse between the tourism industry and tourism education is therefore vital.

Another reason why the tourism industry does not recognize tourism education is that employers are often confused about what educational courses are being offered (Ladkin, 2005). Recently, a widespread trend has been to pay attention not just to the content of tourism degrees, but to the qualities of graduates in terms of skills and abilities, which are referred to as generic skills and graduate attributes (Pearce, 2005). If a fissure still exists between the tourism industry’s expectations and the tourism educators’ provisions, justifiable development in tourism higher education may not be achieved. Thus, the needs and expectations of the tourism industry in terms of knowledge and skills sets and the extent to which tourism higher education meets these needs must be appropriated as soon as possible by making requisite

changes in the present syllabi of the tourism education institutes which must provide an exact simulation of the tourism/hospitality industry and prepares accomplished industry-ready professionals.

Objective-1: Which subjects are important to study before sending students for job training?

Teachers view

Table 1.4 Teachers view on important subjects to study before sending students for job training

S.No.	Subject	Importance (1= most important, 10= least important)
1	Travel Agency Tour Operations	1
2	Tourism Resources	2
3	Tourism planning	3
4	Tourism Geography	4
5	Tourism marketing	5
6	Communication skills	6
7	Airline Ticketing	7
8	Itinerary Planning	8
9	IT skills	9
10	Computerized Reservation System	10

Source: Compiled from the primary data

Industry View

Table 1.5 Industry view on important subjects to study before sending students for job training

S.No.	Subject	Importance (1= most important, 10= least important)
1	Communication skills	1
2	Practical aspects of the travel trade	2
3	Marketing(Digital)	3
4	Travel Agency Tour Operations	4
5	Tourism resources	5
6	Foreign language	6
7	Tourism geography	7
8	Job Ethics	8
9	Basics of management	9
10	Computer and Internet Skills	10

Source: Compiled from primary the data

Analysis: From the above tables it can be analyzed that there is a considerable difference between the opinion of teachers and industry about the important subjects to study before sending students for job training. Travel Agency Tour Operations, Tourism Resources and Tourism planning are the top three choices as per academia whereas Communication skills, Practical aspects of the travel trade and Marketing(Digital) are the top three choices as per industry to study before sending students for job training.

Objective-2: What are the most important skills required by tourism students:

Teachers View

Table 1.6 Teachers view on most important skills required by tourism students

S.No.	Name of skill	N=45	Mean	Importance (1= most important, 10= least important)
1	Decision Making		2.7333	1
2	Communication		3.3556	2
3	Computer & Internet		3.4444	3
4	Leadership & Teamwork		3.8222	4
5	Multilingual		3.9111	5
6	Interpersonal		4.0000	6
7	Ethics		4.0222	7
8	Research		4.3556	8

9	Operational		4.5778	9
10	Critical Thinking & Critical Analysis		5.2667	10

Industry View

Table 1.7 Industry View on Most Important Skills Required by Tourism Students

S.No.	Name of skill	N=73	Mean	Importance (1= most important, 10= least important)
1	Leadership & Teamwork		2.3636	1
2	Computer & Internet		2.9779	2
3	Ethics		3.1744	3
4	Interpersonal		3.3833	4
5	Decision Making		3.4619	5
6	Research		3.7076	6
7	Critical Thinking & Critical Analysis		3.7248	7
8	Multi		3.9853	8
9	Operational		4.0049	9
10	Communication		4.3931	10

Source: Compiled from the data

Analysis: From the above tables it can be analyzed that there is a considerable difference between the opinion of teachers and industry about the important skills required by tourism students. Decision Making, Communication, Computer & Internet are the top three choices as per academia whereas Leadership & Teamwork, Computer & Internet Ethics and are the top three choices as per industry as far as most important skills required by tourism students.

Conclusion

This study tries to explore a bridging the gap between Tourism Industry and Tourism Education. The Tourism education institute needs a well structured and well develop curriculum to develop a good industrial skill. The subjects that are taught in classroom must be industrial oriented. There must be collaboration between industry and Tourism institutions. There must be needed leadership quality and study tour in curriculum which enhances practical knowledge of students. Tourism education students are expected to learn four major skills that is operational skills, conceptual skills, human resource management and accounting management. The finding Emerged from different studies show that communication skills, multi lingual skills, advance knowledge of computers and software and other

prominent skills like grooming etiquettes, personality and ethics and values are needed by the students to fit into the industry. The study of several researchers also illustrate that the use of field trips in tourism education can enhance student and faculty learning through practical learning. Therefore curriculum should be more practical and skill oriented. Training of students must focus on managerial communication, leadership skills, and employee relation.

References

- Edgell, P. (2006). Religion and family in a changing society. Princeton University Press
- WEI, F. Y., & WANG, J. C. (2008). On the Reform of College Tourism English Teaching [J]. *Journal of Changchun Normal University (Natural Sciences)*, 12.
- Collins, A. B. (2002). Are we teaching what we should? Dilemmas and problems in tourism and hotel management education. *Tourism Analysis*, 7(2), 151-163.
- Harkison, T. L. (2004). Who pushed who? The role of an academic degree in the hospitality industry within New Zealand. *Proceedings of the New Zealand Tourism and*, 109.
- Li, L., & Kivela, J. (1989). Different perceptions between hotel managers and students regarding levels of competency demonstrated by hospitality degree graduates. *Australian Journal of Hospitality Management*, 5(2), 47-54.
- Petrova, P., & Mason, P. (2004). The value of tourism degrees: a Luton based case study. *Education+ Training*.
- RAYBOULD, M., & WILKINS, H. (2006), "Generic Skills for Hospitality Management: A Comparative Study of Management Expectations and Student Perceptions", *Journal of Hospitality and Tourism Management*, 13(2), 177-188.
- Lee, M. J., Kim, S. S., & Lo, A. (2008). Perceptions of hospitality and tourism students towards study motivations and preferences: A study of Hong Kong students. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 7(2), 45-58.
- Goodman, R. J., & Sprague, L. G. (1991). The future of hospitality education; meeting the industry's needs. *The Cornell Hotel and Restaurant Administration Quarterly*, 32(2), 66-69.
- Kang, S. K., Wu, C., & Gould, R. (2005). An exploratory study: Students' perceptions of academic faculty and industry practitioner instructions. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 4(2), 44-53.
- Ladkin, A. (2005). Careers and employment. *An international handbook of tourism education*, 437-450.
- Goh, E. (2011). The Value and Benefits of Fieldtrips in Tourism and Hospitality Education. *Higher Learning Research Communications*, 1(1), 60-70.
- Dale, C., & Robinson, N. (2001). The theming of tourism education: a three domain approach. *International Journal of Contemporary Hospitality Management*.
- Airey, D., & Tribe, J. (Eds.). (2006). *An international handbook of tourism education*. Routledge.
- Asirifi, G. H., Doku, V., Morrison, S. & Sackey, A. S. (2013). The Gap between the Hospitality Education and Hospitality Industry. *Journal of Education and Practice*. Vol.4, No.24, 2013
- Connolly, P., & McGing, G. (2006). Graduate education and hospitality management in Ireland. *International Journal of Contemporary Hospitality Management*.
- McNair, S. (2003). Employability in Higher Education. LTSN Generic Centre/University of Surrey.

Trends in Contemporary Corporate Social Responsibility (CSR) Practices: Empirical Evidences from Indian Tourism and Hospitality Sector

Lipika Guliani & Jaswinder Singh

Abstract

Nowadays Corporate Social Responsibility (CSR) is being used as a 'buzz' word in corporate spheres. Tourism industry is no exception. It has been more than two decades that different stakeholders are often using sustainable development as one of their agenda. More to it, in tourism the concern has also been for poverty alleviation and making tourism a pro poor activity. For more than fifty of the world's poorest countries tourism is ranked first, second or third in terms of their economies, and tourism is the only service industry to show a positive balance of trade with flows from first world countries to developing countries exceeding those in the opposite direction by US\$66 million (World Tourism Organization 2000). During this period many researchers have comprehended the demand for CSR in tourism industry and have also suggested many options as mitigating strategies. The present study is an attempt in identifying the prevailing CSR practices in Indian tourism and hospitality industry. This study is aimed at finding out the extent to which the theoretical models of CSR can be applied to contemporary trends of CSR practices. With the help of empirical evidences this study has enlisted various such prevailing practices. The study reached on the conclusion that CSR practices in tourism industry needs to be more targeted. 'For whom' and 'why' are the two questions, which are needed to be explained while undergoing for CSR practices in Indian tourism and hospitality sector.

Keywords: Corporate Social Responsibility, Sustainable Tourism Development, Environment.

Introduction

CSR is defined as "the management of a company's positive impact on society and the environment through its operations, products or services and through its interaction with key stakeholders such as employees, customers, investors and suppliers" (Holcomb, Upchurch and Okumus, 2007). World Business Council for Sustainable Development (WBCSD) stated that "CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as

the local community and society at large" (WBCSD, 1999). Tourism is one of the upcoming industries with a lot of contribution towards economic upliftment. According to WTTC, India is world's 7th largest tourism economy in terms of GDP. It has multiple effects due to the involvement of various industries. According to data

, the travel and tourism sector generates Rs.14.1 trillion in 2016 which is world's 7th largest in terms of absolute size. Additionally, the sector created 40.3 million jobs in 2016, which ranks India 2nd in the world in terms of total employment generated. The sector accounts for 9.3% of the country's total jobs. Whereas, tourism leaves both negative & positive footprints on the various factors like society, environment, culture, and even the economy. As, unplanned growth of tourism can deteriorate the environment as well as the culture. Tourism is both highly vulnerable to climate change while at the same time contributing to it. Threats for the sector are diverse, including direct and indirect impacts such as more extreme weather events, increasing insurance costs and safety concerns, water shortages, biodiversity loss and damage to assets and attractions at destinations, among others. Continued climate-driven degradation and disruption to cultural and natural heritage will negatively affect the tourism sector, reduce the attractiveness of

Lipika Guliani Assistant Professor, University Institute of Hotel and Tourism Management (UIHTM) Panjab University, Chandigarh
Jaswinder Singh Assistant Professor, University Institute of Hotel and Tourism Management (UIHTM), Panjab University, Chandigarh

destinations and lessen economic opportunities for local communities; as natural and cultural resources are the foundation for the tourism sector's competitiveness. The environment contributes much towards tourism, so it should be protected. Moreover, tourism is totally dependent on local community as well as its natural heritage, so, tourism companies must contribute to the region they operate. It is also dependent on the goodwill of the community so it should work with the local people and must maintain good relations. Tourism can help to alleviate poverty. In the publication "Tourism and Poverty Alleviation: Recommendations for Action", the ST-EP (Sustainable Tourism Eliminating Poverty) programme has provided different measures by which tourism can help directly or indirectly to the poor. So, for tourism management, various countries, organizations, corporate houses etc are using regulatory policy instruments. In most of the cases, in order to respond to the external pressure, CSR standards and practices have been developed by the private sector too. So, the present paper is an attempt to shed some light on importance & implementation of the concept of corporate social responsibility in tourism, specifically sustainable development and to examine whether the countries, government or private investors are actually working towards the CSR and sustainable tourism or it is just the part books only.

Literature Review

Tourism is a science, art and business of attracting and transporting tourists, obliging them and courteously catering their needs (Mentho and Gupta, 1980). Tourism is a business that provides places which can be occupied by the people while on holiday. Earlier, tourism was seen as a source of relaxation and sightseeing. (Agba, Ikoh, Basse & Ushie (2010). The World Tourism Organization (2009) simply defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year, for leisure, business and other purposes". With the change in time, the concept of sustainable tourism came into limelight. As per Sharpley 2003, the concept of sustainable tourism is an appropriate approach to tourism development and it is universally acceptable. Along with the general trend of attention to CSR, the tourist industry and the hospitality sector have indicated an ever increasing interest in this topic (Henderson, 2007; McGehee et al., 2009; Khairat & Maher, 2012). In fact, a growing number of companies declare their devotion to ethical and socially responsible values (Nergiz et al., 2011; Martínez et al., 2013a), qualifying themselves as CSR-driven companies and showing their CSR reports together with their annual reports (Font et al., 2012). Whereas, as per Bramwell & Lane (1993), sustainable tourism has come up as a negative and a reactive concept. As tourism has many serious impacts on society, cultures as well as environment. Gradually, sustainable tourism

is working as a resolution for providing positive changes. It has played an important role in finding out the way to secure the benefits (Bramwell & Lane, 2012). According to Liu (1994), sustainable tourism is defined as dynamic process of comparing the resources of tourism with the demand of potential tourists.

Sustainable Tourism (ST) & CSR

Sustainable development means the progress which is capable of fulfilling the present needs and side by side helps in enhancing the future opportunities. ST means organization and management of the resources related to tourism in response to the social needs in present as well as in future. ST efforts attempt to, "meeting the needs of present tourism and host regions while protecting and enhancing opportunity for the future" (Inskip, 1991). In the context of the United Nations sustainable development process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems (p.6) 14. Sustainable tourism, an additional criteria for sustainable development requires an integrated approach towards the industries and resources related to tourism. The criteria for sustainable tourism includes: Protection of sustainable resources, conducting a multi-stakeholder approach, environment responsible, Maintaining the well-being and participation of local population etc.

Various reasons of adopting CSR in Tourism Sector includes:

- To improve performance of the products (introduce environmentally and socially new product).
- To support values & ethical bases of enterprises (it creates ability to claim best performer as well).
- To gain customers and employees loyalty (by gaining trust and respect of the present & potentials).
- To get favor of local community (through creating positive image and reducing conflict with the powerful bodies; e.g. municipality, CBA, general public).
- To improve PR and image to its stakeholders (frequent interaction in different events create the opportunity).
- To differentiate their brand and gain competitive advantage (by increasing brand equity & focus).
- To escape themselves from new laws and regulations (by showing 'good citizen' attitude).

Moreover, the definition of CSR has many areas which resembles to sustainable tourism. Both, CSR & ST focus on the identification and the engagement of stakeholders and the measurement of their initiatives to determine their impact on others. Stakeholders, includes shareholders, employees, customers, property

owners, suppliers, business partners, local and global communities, authorities etc. which can have direct impact on a company. Different stakeholders are having different demands but overall, a company should take care of the community where it operates, environment and well being. It should include, assistance programs, supporting educational needs, ensuring community health and safety, etc. for the society and must respect different cultures & disadvantaged people. Two Aspects of CSR in Sustainable Tourism is- (a) Environmental CSR: Environmental impact minimization has received the most attention of CSR activities in tourism. According to UNEP study, around 30 codes of conduct were exercised by the stakeholders. (b) Social and ethical CSR: Tourism plays significant role in poverty alleviation (through creating employment opportunities and small business ventures; especially in African and Asian countries). Some discrepancies are found very often: Gender discrimination, Child sex tourism, labor exploitation, labor migration and trafficking etc. So, UNWTO Task Force has developed a code of conduct regarding 'Protection of Children in Tourism' (addressing trafficking, labor and sexual exploitation in travel and tourism) in 2000.

Tourism & sustainability at Global level

Within the tourism industry it is generally agreed that there are increasing overall societal and environmental concerns, and that this will increase the demand for more sustainable destinations and travel preferences. These, in turn, will increase the pressure for destination management policies and tour operator responsibility. In 1988, World Tourism Organization projected the principle of sustainable tourism, with sustainable tourism "envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems". The Brundtland report popularized the sustainability and sustainable development. It defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The Brundtland report also highlighted the "essential needs of the world's poor, to which overriding priority should be given", and "the idea of limitations imposed by the state of technology and social organisation on the environment's ability to meet present and future needs". Moreover, according to the report of World Bank, has identified -mandating, facilitating, partnering and endorsing as the four principal which can explain the role of public sector in relation to CSR that are. Sustainable development was the main issue, since the Cape Town Declaration of 2002 pointed towards the need for (even more) responsible modes of production & consumption (Frey and George, 2010, Goodwin and Francis, 2003, Mowforth et al., 2008 and Spenceley, 2008). Moreover other declarations

on tourism, such as the Manila Declaration, the Hague Declaration and the Tourism Bill of rights and tourist Code, the Charter for sustainable tourism approved during the World Conference on sustainable tourism, held in Lanzarote in 1995, has also highlighted the need to extend the tourism that meets both economic and environmental expectations, and also give respect and employment to the local population. Moreover, Global Code of Ethics for Tourism (GCET) includes set of principles for the tourism development. The 12th Meeting of the World Committee on Tourism Ethics, commended the UNWTO Private Sector Commitment to the Global Code of Ethics for Tourism initiative. The Chairman of the World Committee, Dawid De Villiers, explained that "the tourism sector can make a valuable contribution to peace and progress if all stakeholders commit themselves to the principles and values of the Global Code of Ethics for Tourism. The Code is our roadmap towards a better future".

Besides this, there are a number of basic international strategy papers specifically applicable to tourism companies which may serve as guidelines for businesses to integrate CSR measures:

- ✪ The Global Code of Ethics for Tourism sets a frame of reference for the re-sponsible and sustainable development of tourism (UNWTO 1999).
- ✪ The Code of Conduct for the Protection of Children from sexual exploitation in travel and tourism developed by ECPAT, a global network of organizations and individuals working together for child protection and signed by many tourism businesses (<http://www.thecode.org/>). UNWTO has also established a World Tourism Network on Child Protection which focuses on protection against the sexual exploitation of minors, child labor and the trafficking in children and young people (<http://ethics.unwto.org/en/content/world-tourism-network-child-protection>).
- ✪ The Davos Declaration contains adaption and mitigation strategies for tourism to respond to climate change (UNWTO et al. 2007; UNWTO 2009).
- ✪ The Tour Operators Initiative for Sustainable Tourism Development (TOI), founded in 2000 as a network of tour operators committed to developing, operating and marketing tourism in a sustainable manner" and to "making a positive contribution to the natural and cultural environment, which generates benefits for the host communities, and which does not put at risk the future livelihood of local people" (<http://www.toinitiative.org>).

Demand for Sustainable Tourism

Overall, the percentage of consumers who consciously look for sustainable travel packages or ecotourism has been estimated to be as high as 5% of the overall market

for travel, although up to 30% feel that it would be 'nice to have' but without an accompanying willingness to pay (World Tourism Organisation-WTO). With increased awareness of general societal issues regarding sustainability, this number is expected to increase somewhat. Sustainable tourism demand is difficult to assess as most figures are anecdotal evidence of market share. A number of surveys have been completed over recent years⁶ which have assessed demand for more sustainable forms of travel. A report by the WTO in 1997 presented information to indicate that ecotourism (not sustainable tourism) accounts for 20% of the world tourism market. The International Ecotourism Society Report, whose statistics were cited worldwide in other reports, indicated that ecotourism contributed US\$154 billion in receipts for 2000 and was growing at a rate of 20% per year compared with 7% for tourism overall. This number has not been substantiated in any recent reports. According to National Geographic, there are 55 million 'geo-travellers' in the United States who are environmentally and socially responsible and have ceaseless expectations for unique and culturally authentic travel experiences that protect and preserve the ecological and cultural environment. 38% of these travellers would be willing to pay a premium to patronise travel companies that use sustainable environmental practices (although it should be noted that only 1% of US travellers take holidays overseas). In Europe, 95% of Swiss tourists consider respect for local culture to be highly important when choosing a holiday and approximately 87% of respondents in a responsibletravel.com survey suggested they were also interested in locally produced food, local culture and using local guides when on holiday. The Association of British Travel Agents (ABTA) survey said that it was very important that their holiday did not damage the environment (45%) and that it benefited the people of the destination they were travelling to (for example, through jobs and business opportunities (30%). None of the tour operators interviewed have found that their clientele was willing to pay a premium for these criteria to any substantial degree.

CSR Workout in Tourism

A series of voluntary instruments support businesses to implement CSR practices (Toth 2002; Font 2002; Honey and Stewart 2002). The simplest, but an indispensable means is setting the CSR commitment in the company vision and mission as a guiding principle for management, employees and stakeholders. Codes of conduct and company CSR programs are other popular ways of implementing CSR strategies. In the 1990s, several international hotel corporations implemented CSR programs. Examples include Marriott International's program "Spirit to Serve Our Communities", and NH Hoteles' "Street Children". Today, many hotel chains have established their own CSR program and publish annual CSR reports on their

websites (e.g. Marriott Hotels, Hilton Hotel Corporation, Inter-Continental Hotels, NH Hotels, Banyan Tree, etc.). In order to stimulate tourism businesses to implement CSR, a number of contests in ecologically and socially responsible tourism activities exist such as the Tourism for Tomorrow Award, an annual award presented by the Travel and Tourism Council (WTTC) (<http://www.tourismfortomorrow.com/>), the "TO DO! - Contest" for projects and measures relevant to tourism development whose planning/realization ensure the involvement of the different interests and requirements of local people through participation (www.to-do-contest.org), or "EcoTrophea", the international environmental award of the German Travel Association (DRV) (<http://www.driv.de/fachthemen/nachhaltigkeit/ecotrophea.html>). More formalized instruments are Eco- or CSR-management systems based on international standards such as: the international standard for environmental management in companies (ISO 14001; <http://www.iso.org/iso/home/standards/management-standards/iso14000.htm>); the international standard for social responsibility (ISO 26000; <http://www.iso.org/iso/home/standards/iso26000.htm>); or eco-management and audit schemes (such as EMAS; http://ec.europa.eu/environment/emas/index_en.htm). Since ISO standards and EMAS certification are comprehensive processes and require extensive resources, they are often not suitable for small and medium sized tourism businesses. Besides these comprehensive management schemes, tourism businesses have a number of certification schemes and quality labels for environmentally and socially responsible tourism available (Honey 2002; Bendell and Font 2004). These certification schemes and quality labels are voluntarily adopted by tourism businesses and introduce social responsibility criteria and formalized processes into a corporation's business activities. There are two basic types of certification schemes:

1. Dynamic, process oriented schemes that aim to continuously improve the CSR performance of a company without requiring a certain minimum value to be achieved for target indicators; and
2. Static, result-oriented schemes that measure the achievement of predetermined indicator values.

Today, most certification schemes contain a mix of both approaches.

CSR in India

Activities allowed under CSR as per the Schedule VII under section 135 of the Companies Act, 2013 are activities relating to:— (i) eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water; (ii) promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects;

(iii) promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups; (iv) ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water; (v) protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts; (vi) measures for the benefit of armed forces veterans, war widows and their dependents; (vii) training to promote rural sports, nationally recognised sports, paralympic sports and Olympic sports; (viii) contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women; (ix) contributions or funds provided to technology incubators located within academic institutions which are approved by the Central Government. (x) rural development projects."

CSR practices in Indian tourism and hospitality industry: "Incredible India" demands "Responsible India"

Indian Tourism is sitting on a gold mine of possibilities for adding value to Indian economy through earning foreign exchange and generating employment, promoting Indian image internally and globally. India needs a passionate leader as Tourism Minister to try hard to actualize the potentials. Tourism is a labour intensive industry, which plays a pivotal role in promoting a country in the international level and generating much needed foreign exchange. Tourism facilitates business contacts, widens markets and helps diffusion of growth impulses across territories to promote broad based employment and income generation. Investment in tourist infrastructure adds to economic growth, catalyses generation of income and employment, and in turn, leads to further growth in demand for tourism to stimulate subsequent rounds of investment in a virtuous circle. It is also an important vehicle for increasing socio-economic and cultural contacts. Tourism ranks fourth after fuels, chemicals and automotive products in global exports. Planning Commission of India has recognized tourism as a pro-poor and nation building activity in the 12th Five-Year Plan document.

The growth of international tourism can be attributed to factors like declining cost of travel, and improvements in travel technologies that shorten time in transit. The expanding areas of interests of people in entertainment, sports, religion, culture, adventure, education, health and

business is driving tourism industry. Tourist expenditure generates multiple effects with extensive outreach along its value chain creating employment and adding to the demand for a variety of goods and services. As per various studies, for every room in a five star hotel about 15 jobs are created.

In India Tourists and tourism is yet to be respected, which acts as a major hindrance in actualizing the potentials of tourism industry. Therefore, AtithiDevoBhava (guest is God) as a slogan is being promoted by Ministry of Tourism through the ad campaign to create a culture of respect for tourist. The root of this slogan is in an ancient Hindu scripture 'Taittiriya Upanishad' which became part of the "code of conduct" for Hindu society since ancient times. The slogan is intended to create social awareness to improve the treatment of tourists in India. Aimed at providing the inbound tourist a greater sense of being welcomed to the country, the campaign targets the general public, while focusing mainly on the stakeholders of the tourism industry including the taxi driver, guides, immigration officers, police and other personnel who interact directly with the tourist. Moreover, Ministry has launched "Campaign clean India" to sensitize various stakeholders about the need to maintain cleanliness at various tourism destinations. However, due to poor response from the corporate sector this campaign is yet to take off. The problem is serious and if we fail to tackle it now, it may be too late. I have suggested that all States and UT Administration must declare various tourist destinations as plastic free, ensure regular removal of garbage, build proper toilets to check open defecation and sensitize the community about the need to keep the destination clean. The States and UTs must endeavour to involve the public sector units and NGOs in promoting 'Campaign Clean India'.

Conclusion

"In today's world, entrepreneurs, managers, employees, administrators, regulators and, perhaps most of all, consumers have been urged to take greater action themselves and reduce their reliance on others to deliver positive behavioural changes on their behalves. On the supply-side, corporate social responsibility (CSR) has been advocated as a compelling organisational response in a neo-liberal world" (Harvey, 2005). Essentially, CSR is an approach where, in addition to profitability and other shareholder concerns, the ethical, social and environmental issues must be taken care. Recent advocacy of greater responsibility in tourism consumption and production has reinvigorated debate about the nature of governance and management within the sector moving forward and recent developments in mainstream CSR research offer great scope to widen and deepen understanding of CSR in travel, tourism and hospitality. Therefore, great contribution by public and private sector has been seen. Starting from cape town

declaration till date , government is paying much more attention to this hot and sizzling topic and making people aware about CSR.

References

- Goodwin, H., & Francis, J. (2003). Ethical and responsible tourism: Consumer trends in the UK. *Journal of Vacation Marketing*, 9(3), 271–284.
- Harvey, D. (2005). *Spaces of global capitalism: Towards a theory of uneven geographical development*. London: Verso
- Mowforth, M., Charlton, C., & Munt, I. (2008). *Tourism and responsibility. Perspectives from Latin America and the Caribbean*. London: Routledge.
- N. Frey, R. George(2010) Responsible tourism management: The missing link between business owners' attitudes and behaviour in the Cape Town tourism industry *Tourism Management*, 31 (5) (2010), pp. 621–628
- <http://greencleanguide.com/sustainable-tourism-a-case-study-of-nainitaluttarakhand/>
- Marriott International (2015). 2015 Sustainability Report. Retrieved September 5, 2016, from <http://www.marriott.com/corporate-social-responsibility/performance.mi>
- <http://www.greenhotelier.org/best-practice-sub/case-studies/indias-eco-pioneer-the-orchid-mumbai/>
- (Pdf) Sustainable Tourism~ Eliminating Poverty (St~ Ep). Available from: https://www.researchgate.net/Publication/228775930_Sustainable_tourism_eliminating_poverty_st_ep [Accessed Dec 20 2015].

Israeli Tourist and Jews Communities in India and their Food Speciality

Arvind Kumar Dubey & Vidyanath Mishra

Abstract

History records that there are 4 major vibrant living Jews communities in India : The Bene-Israeli Jews of Mumbai, Black Jews(Kochini Jews) of Kochi, Baghdadi Jews of Kolkata and Bnei Menami of North- East India. These 2000 years old communities flourished in India till the very establishment of State of Israel in 1948. However since then most of them have been gradually migrating to Israel and unfortunately only a few are now left behind. Jews and Kosher go hand in hand, as Kosher has been their main food since Gods commandments were proclaimed. Kosher is in their blood and veins : in their daily life, during festivities, during weekly Shabbat starting from Friday sun-set to Saturday sun-set, when they mainly devote their time in religious activities, trying to be close to the God. Shabbat is the time when they take a break from the work, offer prayers to God and eat only holy food- the Kosher food, cooked as per dietary law mentioned in the Jewish holy book called "Torah". However the making, process and cooking of Kosher food, differs depending upon the cultural influence, that determines the use of different ingredients like oil (quantity, type etc) spices, its variety and quantity etc. Never -the-less, the basic ingredients, rule, concept, gaps between meat and dairy, etiquettes etc. remains within the similar frame work. Kosher food is surely the speciality of Jews community by and large, but its usage, availability and speciality needs to be understood, in reference to the Kosher market, its origin and its adaptability. Though Kosher is now a global food, there are still many countries where Kosher outlets and stores are not easily available. An extensive field survey and direct visits were conducted, and long side secondary data sources have been studied in depth. The present paper is a study of kosher food availability, its alternates, change in process-pattern over the time and space, Chabad houses and local Jew families, where its availability is common, and its role, have been studied to establish a relationship between Kosher food and its world wide acceptability.

Introduction

Kosher historically originates from the dire needs of Jewish community, to eat the right food on sheer religious grounds. It is one of basic aspects of Jewish culture and lifestyle since inception. To legitimate the right food, to be cooked in the right manner, with right ingredients, Kosher law was evolved based on the Jewish bible and Gods commandments. It's advocacy starts with pure vegetarian food, but allows meat, fish eggs and dairy too, but with certain logical restrictions. Due to its religious and humanitarian angle, Kosher food has come to evolve as a hygienic, pure, nutritious, and most logical food- product, which suites various communities of the world, be it religious, or non-religious, health oriented etc. Primarily millions of people have been eating Kosher, simply because they are Jews, but surprisingly more have started eating because of its purity, clarity of on food category (dairy or non- dairy) and correct and

specific ingredients used. Due to its making process, slaughtering pattern, insect-free certification, non-allergic characteristic, and various other reasons, at times difficult to explain, it is a preferred food for a big community world wide breaking the boundaries of Jew only food. Even in spite of some negative aspects such as few ambiguity, dietary law differentiation, it scores much higher over non Kosher food for two community : namely the Orthodox and non Orthodox Jews and the Health freak community. its global revolution has broken all boundaries of food culture! Be it US or Israel, the countries with maximum Jews population, it is now a proven fact that Jewish population in these countries is no match to its demand. Rather the huge gap between the population and the kosher demand clearly indicates and confirms the theory that Kosher food is no long a Jewish obsession but a global demand due to its own worthwhile merits.

Arvind Kumar Dubey

Assistant Professor, SOTHSM, IGNOU, New Delhi

Vidyanath Mishra

Research Scholar, SOTHSM, IGNOU, New Delhi

Objectives

1. To find Chabad Houses (Where Kosher food is easily available) location in India visited by Israeli tourist.
2. To understand different Jews communities and respective Kosher food pattern(cooking)
3. To visualize alternative to Kosher food for Israeli Tourists
4. To elaborate Kosher global market and its Indian share.

Chabad Houses : Chabad houses are centres from where traditional Judaism tried to spread out its wings through Chabad movement. There is an official caretaker of each Chabad House. They are the emissaries (male is called Shaliach and female is called Shlucha) who looks after the maintenance and the Israeli tourists coming to them for guidance and help. Their whole family is involved in various related activities with the sole aim to help the fellow Jews. These Chabad Houses are meant to take care of the entire Jewish community, their spiritual education and all other related activities.

Chabad House locations in India : Below is the list of Chabad House located within India. However few have been renovated, few are fading away due to maintenance and just a few have been successful in keeping themselves alive in the human spirit of helpfulness.

Chabad Houses : At Kochi, Bombay/Pushkar/ Andaman, Old Manali, Kullu, Delhi, Almora, Hampi, Bangalore etc

Chabad of Andaman & Havalok Islands

Chabad of Dharamsala, India

Chabad of Hampi, India in winters only

Beit Chabad of Kasar Devi, Almora, India

Chabad of Kochi, India

Chabad of Mumbai, India (Chabad of Bombay)

Chabad of New Delhi, India

Globally there are approximately little over 5000 Chabad Houses. And talking about India, it has around 25 Chabad Houses, with 2 in Delhi, main one being located at Pahargunj and the other one at Vasant kunj. Rest all other Chabad Houses are spread out in : Mumbai, Delhi, Kochi, Bangalore Varanasi, Pune, Pushkar, Vata Canal, Hampi, Goa and Palolim, Kasol, Rishikesh, Kasa Devi, Dharamshala, Manali, Pushkar and Andaman. These are like home away from home for Israelis and Jews, maintained by Jews, some of them coming to Delhi 6 to 10 years back and operate the Chabad house along with his family and children. Since food is big part of Israeli culture, the caretakers ensures that all the Israelis who come to them with big hopes, are able to get authentic Israeli and Kosher food. One of caretaker of Delhi Chabad House is Akivah, the caretaker is himself is a Rabbi (Jew Priest), ensures that Kosher food is strictly kosher here, for

those who are Kosher lovers, conforming with spirituality, health benefits or such, mainly because of their family background and values. These Chabad Houses are like mini Israel. Once you are here you forget that you are not in Israel. The food, people, atmosphere, language, spoken and written (Hebrew) all are as you find in Israel. During festivals you get exactly the same food and environment as you get in Israel. Even the very kind of kosher food, people, atmosphere that you get during Passover is the same. It is understood that are around 5000 Living Jews in India out of which 4000 live in Mumbai itself and carry out the festivity and other daily activities.

Being vegetarian is one of the best alternate to Kosher food : Vegetarian, Pescatarian and Vegan all are best accommodated in the Kosher food culture and Kosher proves to be the best alternate to Vegetarians. Vegetarians are those who eat only fruits and vegetables, no meat, fish eggs etc. Whereas Vegans are those who do not eat animals or products and bi-products of animals, which means they can eat vegetables, fruits etc. but they do not have even milk and honey as these are bi-products from animals. However there is a third category which is known as Pescatarian who do not eat meat but eat fish and eggs. Since Kosher does not allow meat and dairy to be together all vegans are quite comfortable eating Kosher food, since they do not have to worry on this issue as they do not drink milk or any dairy product at all. Also vegetarians do not have to worry since they do not eat meat at all. So it has been observed that when Jews do not get Kosher food to eat or find it difficult to locate they go for vegetarian food straight way.

There is another concept of being vegetarian within Jewish faith is that you do not have to worry about the utensils and the place of cooking. As per Kashrut (Jewish law) you need to have different set of utensils and place for cooking meat and diary products. In case of being a vegetarian you do not need to consider this limitations. Another side of being Kosher is that insects are completely prohibited in Kosher law so vegetables like broccoli and cauliflower etc where there are huge chances of being infected with insects these are thoroughly checked and disinfected before cooking and packaging. So vegetarians and Kosher suits each other closely and also taking kosher food for vegetarians is safest enough.

Kosher food guarantees purity and hygienic: Since a third party Kosher insurance certification agency is involved in inspecting, supervising and ensuring 100% follow up of Kosher rules, it is evident that company certified Kosher food is highly pure, hygienic, non allergen, holistic, close to nature and insect-free food. The Kosher certification companies are completely aware of the all minute rules of Kosher and from its inception to the finished-food-stage, checks and supervises as closely as possible and only when they are 100% sure, that the producer, manufacturer has followed and understood all the rules of Kosher food, only then the certifying company gives

its consent and promises 100% being kosher. This gives a great comfort zone to all the kosher eating community and that's how they go for this Godly- food. Because of it being a certified pure kosher food, the demand has skyrocketed in recent years.

Kosher global Market and Indian share: During the recent years, the kosher market has been booming with great acceleration. The Kosher Market has been growing at a rate of 18% each year and in fact it has even out sold "Organic and All natural product" label products. Due to this increase in demand, specially North America and Europe are now expecting Asian countries to fulfil their demand for Pure ingredient products. India is second largest populous with third largest economy and also stands second in the world for food manufacturing. A global food research company known as Nielsen Corporation which was earlier known as AC Nielsen has declared India has the "hot zone" for food manufacturing, food ingredients and food professionals in the world.

Kosher food is also available online. In Delhi you can order online Kosher food though clicking on KOSHERWHERE.COM or through Saboos which can deliver on your door step or at your hotel, airport, house by just ordering on line. On these online links you can click, check the menu and order as per your choice, hot and genuine Kosher food. In fact in 1573 cities, 1715 Kosher restaurants are available, where one can get genuine Kosher food can be availed. JOFY : Jewish observant friendly establishments : They offer Kosher meals during Shabat and also low rental apartments to Jewish and Israeli people. There are some hotels and restaurants near Chabad House and Synagogues such as Sasson hotel in the same compound of the Synagogue, which serve Kosher food.

The non-brighter side of Kosher: Surely there are some negative aspects which pulls down the purity-and-practical status and of Kosher Industry. For example there are plenty of food like OU (Orthodox Union) certified candy and chocolates which are supposed to be unhealthy and full of bad cholesterol. The salt used to remove the blood strain from the meat, increases sodium level of the meat and also the salt used is not sterilized as per standard process, so one still needs to take extra care and read the ingredients on the box level. Some critics say Kosher food may not be as nutritious as you think and also it may contain the same level of sugar as in non-kosher food. So it can be a just eye wash and not more. Again, though it is said that these Kosher food certifying companies have an extra pair of sharp eyes to supervise the whole process and unless they are 200% sure of the standards maintained, they do not certify the product. But the issue is, whether their own set standards of Kosher are at par with the global standards and worth a figure. Another misleading fact : If one eats Kosher food, since the time one gets up in the morning, till time he sleeps, as per Kosher law, its technically correct, but we all know

it is not justified.... it's a misguiding fact since there are many non kosher food items that needs to be consumed throughout the day. However on a reasonable note, it can be called "acting unjustly within the justified parameters of Kosher culture". So it's concludingly unjustified. Also the kosher certified food, be it Israel, US or India, it comes with an extra high price which some of us have to pay through our nose. Since enormous power is given to the Rabbis(Jewish Priest), who are supreme masters of Kosher world, and Rabbis board of committee, to examine and certify, this exclusive power is being misused on many fronts. Someone rightly quoted, "with high demands and expectancy of different Rabbis based on his personal whims too, one feels hostage at times".

However if we ignore some these minute flaws (which come with ever good thing) in the Kosher world, Kosher food is still a great boon for humanity, which outshines other food products due to its trustworthiness, genuineness, loads of health-pro elements and huge spirituality vibes. Global statistics reveal that the goodness of Kosher due to its original concept has made a huge niche for itself in Jews and non Jews community equally. This makes the future of Kosher food brightest in the galaxy of good space.

References

- Stern, the author of "How to Keep Kosher": A Comprehensive Guide to Understanding Jewish Dietary Laws,
- Persistence Market Research ; Office No. 401-B, 4th Floor, VANTAGE 9, S.No. 36/1/1, Baner, Pune 411045 India
- Harward Library : Office for scholarly communication : "THE JEWISH DIETARY LAWS AND THEIR FOUNDATION"
- Jewish virtual library : <https://www.jewishvirtuallibrary.org/jewish-dietary-laws-kashrut>
- My Jewish learning : Kashrut 101 : Jewish dietary laws are observed in varying degrees among Jewish families and individuals
- JJPI : Jewish people Policy Institute : Article Library / The Pluralism in Israel Project : By: Noah Slepkov, Professor Camil Fuchs, Shmuel Rosner
- Osix : Book : The Synagogues of India: Architecture, History and Communities Perfect Paperback – January 1, 2019 : by Jay A Waronkert
- Wikipedia : Kosher Foods : https://en.wikipedia.org/wiki/Kosher_foods