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# TOURISM INNOVATIONS

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## **Editor's Note**

Due to COVID-19 pandemic situation, the world is facing an unprecedented global health, social and economic emergency. Travel and tourism are among the most affected sectors with airplanes on the ground, hotels closed and travel restrictions put in place in virtually all countries around the world. In an unprecedented blow to the tourism sector, the COVID-19 pandemic has cut international tourist arrivals in the first quarter of 2020 to a fraction of what they were a year ago. Available data points to a double-digit decrease of 22% in Q1 2020, with arrivals in March down by 57%. This translates into a loss of 67 million international arrivals and about USD 80 billion in receipts. The tourism industry has been massively affected by the spread of corona virus, as many countries have introduced travel restrictions in an attempt to contain its spread. The United Nations World Tourism Organization estimated that global international tourist arrivals might decrease by 58% to 78% in 2020, leading to a potential loss of US\$0.9-1.2 trillion in international tourism receipts. In many of the world's cities, planned travel went down by 80-90%. Conflicting and unilateral travel restrictions occurred regionally and many tourist attractions around the world, such as museums, amusement parks, and sports venues closed. The latest data shows a 65% drop in international tourist arrivals in the first six months of 2020.

This pandemic is unlike any challenge the tourism industry has seen, and it has tested our resilience, perseverance, endurance, positivity and creativity, all at once. But, at the same time this pandemic has given us the opportunity to widen the horizons and to think out of box .This pandemic has just not stopped us but brought a global transformation in the education system and gave us another way to interact with the world around and one of the way is through research. With our second issue of tenth edition of Tourism Innovations-the Journal of Indian Tourism and Hospitality Congress, we are pleased to inform that we have taken a strong step by providing the tourism community reliable and innovative information from various sources through the research articles and research papers. 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 and this time it has concentrated on the need of the era. 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. Here we envisage great role of research in shaping the industry in such tough time. So, 'Tourism will fight back and survive'

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Prof. S.P. Bansal  
Dr. Sandeep Kulshrestha



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# Opportunities and Challenges of Entrepreneurial Ventures in Rural Hills : A Study of Shiv-Nagar Village at Dharamshala

Sandeep Guleria, Rajshree Bhargava & Arun Singh Thakur

## Abstract

Present world has become global village and any trend which is happening in one corner of the world definitely leaves its impression in some other part of the globe. Entrepreneurship is one of such trends for which all developed as well as developing nations stand by it for its generation and promotion in their respective territories. Most of the industries, different levels of societies have been influenced by entrepreneurship due to innovation, productivity, employment and economy associated with it. There are many opportunities available for entrepreneurial ventures in cosmopolitan, metro or even small cities and towns. But as far rural areas are concerned the picture is still shabby. The opportunities keep narrowing if the rural areas of hills are considered for these ventures. In India, towns nestled in hills, most of them on the foothills of Himalayas are prone to tourism related ventures mainly. Secondly, these hills are right place for the ventures related to medicinal plants and herbs available in the lap of Himalayas. For tourism related ventures, rural areas of hills still need proper attention from the Government or other stake holders for the development in entrepreneurship. There is ample potential available as far as natural resources are concerned in these areas, but missing link to hone this potential is effective involvement of local community and superfluous support of local administration. Present study is focussed on one of the such villages nestled in the foothills of Dhauladhar mountains of lower Himalayas at Shiv-Nagar in Dharamshala. Like other Himalayan villages native of this village also were not very much exposed to the entrepreneurial ventures in tourism. However, its close proximity to Dharamshala also fetch some tourists during peak seasons as well as during the time of any international cricket match. But after opening of Tibetan cancer treatment clinic cum hospital run by Dr Choephel Kalsang in this village opened the various channels for new ventures in this village. In this paper emphasis is given on the opportunities arose after opening this clinic in Shiv-Nagar because of which the no. of visitors and duration of their stay also increased. Beside opportunities some of the challenges which residents of this village are facing also discussed and accordingly suggestions are given in the conclusion of the paper.

**Keywords:** Entrepreneurship, Home stay scheme, Rural tourism

## 1. INTRODUCTION

Tourism is an activity which has paved its way to contribute its substantiate share to the economy of any nation. This

has been clarified in 1980 in Manila declaration during the World Tourism Day that tourism is an utmost important activity for any nation as it is directly associated with social,

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economic, educational and cultural aspects of any country. Tourism is one of the major sources for the foreign currency for any nation for which international tourist pay in lieu of goods and services. European countries are at the top which hone the most of the potential of tourism industry for its share to their respective countries. Over the period the phenomena of tourism has been developed in the advancement of the technology used or different types and forms evolved from it. Among various forms and types one of the important forms of tourism in India as well as abroad is "Rural Tourism".

Rural tourism is branch of tourism, which is associated with the activities related to tourism in which tourist visits the rural area and perform all related tourist activities there. In simple words rural tourism can be viewed as amalgamation of nature based tourism with art, culture, traditions, heritage and customs associated with the rural community of the particular village which helps to improve the life standards of host community socially as well as economically. As it is one of the forms of tourism, question arises why a tourist prefer to visit rural area or indulge himself in the activities related to rural tourism. Answer is, people who wants to take a break from the hustle – bustle and stressful life of the urban area, rural area or such secluded part of the countryside is the best option for them. The movement of tourists from urban area to the rural part of the country not only benefits the tourists himself but it enhance the living standards of host community by direct impact in social and economic factors associated with it. As it is directly associated with employment of the host community also, Government of certain countries and states are supporting rural tourism by starting certain schemes and policies to promote rural tourism among tourists as well as host country.

India is synonymous to Rural India. Unfortunately, in most of the villages the Government, somewhere fails to provide jobs in these areas. So, cultivation is still main source of income for most of the villagers in India. However, Governments has done its best to promote entrepreneurial ventures through encouraging small, micro enterprises in villages by providing them financial assistance under various schemes. Still major part of the rural population is either unaware of these kind of assistance provided at Government level or they do not want to bear the burden of loan to start their own venture. But entrepreneurial ventures in tourism related activities have shown the rosy picture in rural areas mostly in hills where opportunities in other ventures as well as profits from cultivation is bleak. Some of the schemes offered by the Government like Home Stay Scheme for the rural stakeholders took very good pace in the rural hill areas. Nevertheless it is pertinent to mention that tourist will use these home stays or visit rural hill areas only if there is something to offer for

tourists in those areas (natural or manmade). In other words apart from natural resources, one entrepreneurial venture pave the way for other related venture in that area. In present paper a case of such village, Shiv-Nagar near Dharamshala (HP, India) is being discussed where one Tibetan organisation opened a clinic which caters the cancer patients across the world has changed the living standards of the residents of the village by generating ample opportunities to host the patients along with their accompanies as well as tourists who visit Dharamshala.

## 2. Literature Reviewed

Tourism industry in todays' scenario has been viewed as an agent for enhancing the dynamic change in economic and social aspects and entrepreneurship in tourism is helpful for the fiscal growth and development of any nation. Jose (2019), emphasis that in tour operations, accommodation both commercial or supplementary, art and craft entrepreneurship in tourism is related to every sphere and more helpful in processing economic, social and environmental growth in ethical manner. As per Nako, et al (2011), for economic growth and business paybacks entrepreneurship plays an important role. Entrepreneur is a person who has a capability to think new idea and apply it to exploit the available potential and resources of a particular place and establish a venture.

Entrepreneurship in rural areas are however is difficult in areas in India and specifically in Hills. Rural areas in all over the country viewed basically for the agriculture. Holland, Burian and Dixey (2003), stated that tourism entrepreneurship and its strategies enables the urban and rural producers to rely less on agriculture and focus more on new economic opportunities that are competitive in more globalized markets. Hui Fu, et al (2019), shows in their study that in Tourism and Hospitality entrepreneurship are extended from developed to developing nations, where the research level starts from firms (meso level) and develops to individual (micro level) and environment (macro level). Sayed et al (2013), studied that case of Mazandaran area of Iran and found some of the issues like lack of tourism related policies, insufficient supply of infrastructure, concern of international community about the nuclear program of Iran, appearance of some of the agencies supporting terrorism, religious rules, economic problem etc.

Policy makers and planners have envisaged the direct impact of tourism ventures in rural areas for its development. Indolia&Prasoon (2015), discussed various schemes offered and implemented by Department of Rural Development of State Government and Government of India in the country. Bhatia & Kiran (2016), discussed various schemes under e-governance along with other activities through which the development of the rural region has been signified. Singh

&Bhowmick (2015), discussed innovation related to tourism industry for rural India. They basically enumerated different variables of rural innovation and identified various factors of innovation in rural tourism. One of the major setback for the development of rural regions in India is reason of lack of good road network for its accessibility. Samanta (2015), studied the impact of rural road infrastructure development on economic and social aspects of rural community and its contribution to the development of the nation. One of the factors discussed by Garjola& Singh (2017) is population. Programs like awareness of population control or family planning initiated by the Government may be helpful to eliminate this hindrance for the development of rural area. Ghaderi et al (2012), identified some of the factors for the success of rural tourism from entrepreneurs, local community and groups. As major driving force for rural tourism they suggested cooperation among the entrepreneurs and host community, good means of communication, effective support from local administration and adequate funding. Other factors like perception of villagers, service provider and managers responsible for tourism structure in Bosnia are discussed by Bilali et al (2014).

Rural areas in hills, like in the state of Himachal Pradesh, some other issues like sustainability also rendered the possibilities of new entrepreneurial ventures. Shukla (2017) in his post stated that Mass tourism which is hailing from adjoining states of Punjab and Haryana is almost destroying the natural beauty of state. He suggested the inspection on the damage to the industry and benefits drawn due to the unplanned approach for the development of tourism by tourism development board in Himachal.

### 3. RESEARCH METHODOLOGY

To get the information related to various entrepreneurial ventures and their potential in the rural areas particularly in hilly areas, the exploratory research approach has been adopted to conduct this study. Available literatures related to the tourism particularly in rural areas, entrepreneurship in the field of tourism and that too in rural areas have been reviewed as secondary resources. Also personal interviews of the local entrepreneurs with other stake holders at Shiv-Nagar village helped to draw the conclusion.

#### 3.1 Objective of the Study

The main objective of the study is to find out the potential for the entrepreneurial ventures related to tourism in rural areas of hills. Also to find different challenges which the local entrepreneur is facing there along with other opportunities available for them.

#### 3.2 Study Area

To achieve the desired objective, Shiv-Nagar village situated near the Dharamshala has been chosen in the state of Himachal Pradesh. Among hilly areas Himachal Pradesh is the state which falls in the western portion of the mighty Himalayas extended more than 2500 kms from North West to North East in Indian subcontinent. Dharamshala is situated at the foothills of Dhauladhar range of Himalayas. Village Shiv-Nagar is situated 5 Kms away towards the periphery of the town Dharamshala.



Map of HP with location of Dharamshala on it.



Location of Shiv-Nagar  
Near Dharamshala

Aerial view of Shiv Nagar

#### 3.3 Background and General Framework

Shiv-Nagar is a small village with population of 250 – 300 people. Half of the community of this village comes under the Panchayat of nearby village Sudher and rest of them under another village named Gharoh. But in recent past people of Shiv-Nagar have made their separate existence as far as tourism related ventures are concerned. Prior to it main occupation of the residents were to sell dairy products mainly milk at Dharamshala, some owned ponies (mules) to carry load of construction material for building or any other type of load on hiring bases. Youths were into labour work on daily basis and some had opportunity to get recruited in defence services.

People in this village had their own land for the agriculture purpose, but due to lack of proper irrigation facilities and non-availability of any scientific approach for agriculture they were dependent entirely on rain water and could manage

to grow only that much yield which was merely sufficient to their own use. The first step for its development was initiated when one Rain Shelter cum bus stoppage was built by one of the residents of Shiv-Nagar without assistance of Government. Then a Shiva Temple was constructed across the road of this rain-shelter. Since then it was renamed as Shiv-Nagar, however area is known as Chakban in Government records. This small village has seen revolution when cancer treatment clinic run by some Tibetan NGO, Phendey Che-Kyong, Sorib Tibetan Herbal Clinic was opened in 2012-13. The treatment of diseases like diabetes, arthritis and even cancer is the speciality for this clinic and that too without any surgery or chemotherapy.

This herbal treatment has been practised by Dr.YeshiDhondhen who had been personal physician of His Holiness, The Dalai Lama for 20 years also had same type of clinic in Mc-Leodganj where Dr.CheophelKalsang assisted him. Now Dr CheophelKalsang is running this Tibetan clinic in village Shiv-Nagar and he has been treating the cancer patients since then. Dr Kalsang treated the cancer patient by inspecting the older reports of the patients and their sample of the urine. This NGO never promote or advertise them anywhere, but with word of mouth so many patients and their companions visit here for cure. As only 90 patients are allowed for one day, so most of the patients have to wait for 3 to 5 days for their turn to meet Dr Kalsang. This lead to generate fabulous potential for local residents of the village Shiv-Nagar which they are actually honing it perfectly.

#### 4. DISCUSION

The Home Stay Scheme 2008 for rural area introduced by government of Himachal Pradesh has been a boon for the residents which gave them the ample opportunity to run their own venture as Home stay in their own houses. Any resident of rural area can allot maximum 3 rooms with facility of attached toilet under this scheme and cater tourist on the rates fixed by government. Relaxation in taxes and fees has been given by the government under this scheme. For Shiv-Nagar where before the opening of Dr Kalsang's clinic there was not a single shop for anybody in the location, now it has 20 registered Home stay units being run by the residents in and around Shiv-Nagar.

S.No.	Name	Address
1	Savitri Home Stay	Loharkhar, Sudher
2	Ravi Home Stay	Ruhru, Shiv-Nagar
3	Orchid Green Home Stay	Sudher
4	Ashok Jaryal Home Stay	Ruhru, Shiv-Nagar
5	Dharamshala Hills Home Stay	Sudher

6	Sanjay Home Stay	Shiv-Nagar
7	Unati Home Stay	Ruhru, Shiv-Nagar
8	RidhiPridhi Home Stay	Shiv-Nagar
9	Suneel Home Stay	Sudher
10	Sharma Home Stay	Sudher
11	Sai Home Stay	Ruhru, Shiv-Nagar
12	Gurung Home Stay	Sudher
13	N.S. Rana Home Stay	Ruhru, Shiv-Nagar
14	Rana Home Stay	Ruhru, Shiv-Nagar
15	Sharma Home Stay	Ruhru, Shiv-Nagar
16	Incredible Villa Home Stay	Sudher
17	Maya Home Stay	Sudher
18	Meditative Meadow Home Stay	Lanjhni
19	Rana Home Stay	Maiti
20	Dev Bala Farm Home Stay	Gharoh

*Source:* Department of Tourism, Govt. of Himachal Pradesh  
As per the records of HPTDC, there are total 92 Home Stay units registered in the Dharamshala Tehsil, District Kangra, out of which more than 20 percent are in this area. Now these units are not only used by the patients or their friends but also by the tourists who throng to Dharamshala for leisure or to watch Cricket match at International Cricket ground. Residents have also opened small Dhaba (local restaurants) to cater the basic need of boarding for the visitors.

#### 4.1 Connectivity

Nearest Airport: Gaggal airport, Kangra, 15 Kms.

Nearest Railway Station: Kangra (narrow gauze) 35 Kms, Pathankot (broad gauze) 75 Kms.

Nearest Bus Stand: ISBT Dharamshala, 5 Kms.

Dr Kalsang's clinic has opened many opportunities and challenges for budding entrepreneurs of Shiv-Nagar. These are enumerated in the paper after taking in-formal interviews of stakeholders at Shiv-Nagar as under:

Respondents	Total Number
Home Stay Owners	14
Dhaba Owners	5
Tuk-Shop Owners	2
Other Entrepreneurs	4
Patients	18
Other Visitors	67
Other Local Residents	24
Others	20
<b>Total</b>	<b>154</b>

#### 4.2 Opportunities

- *Employment Generation:* Opening of Dr Kalsang's herbal clinic for the treatment of cancer patients lead to generate employment for the local residents here as they are hired on nominal pay scale by the Hospital Management.
- *Opening of other ventures:* There are other ventures which have been started by the local residents after opening of the Dr Kalsang's clinic and directly or indirectly associated with it. First is Home Stays which are being run by 20 families of in and around Shiv-Nagar. Some of them opened Dhaba which provide the local as well as Tibetan and Punjabi food on nominal rates. Some of families in adjacent village of Gharoh have started their pig farm. The excreta of the pig is being used for medicinal purpose by the clinic. Some of the villagers are motivated by the clinic management to fetch some rare herbs from the nearby forest and prepare them for the medicinal use at their home, which they sell to the clinic management for the preparation of herbal medicines in the clinic itself.
- *Tourists from Dharamshala:* Besides, patients and their companion who are on the visit of the herbal clinic in Shiv-Nagar, many tourists who come to visit Dharamshala for leisure purpose or visit to watch any scheduled international cricket match also visit Shiv-Nagar as they found much cheaper home stays as compared to the ones at Dharamshala.
- *Infrastructure Development:* To cater all types of the tourists most of the houses of this village have been renovated and even constructed at new sites by the local residents themselves. Village roads have been metalled with the help of local administration. Even the main link road has been widened for smooth inflow of the traffic. Solar lights for some of the residents have been sanctioned under various governmental schemes. Even one ATM has been installed in the nearby village of the Gharoh in recent years.
- *Mobile Network:* Mostly there is proper range of all the service providers like BSNL, Airtel, Reliance etc. available in the Shiv-Nagar, which facilitate the tourist to access internet at 4G speed as well.

#### 4.3 Challenges

- *Lack of promotional channel:* It has been found that visitors in Shiv-Nagar, are visiting it only to meet their requirements related to the clinic opened by Dr Kalsang. People come to know about it by word of mouth only. However, the ventures of residents are totally dependent

on them, despite the presence of good scenic view, traditional Himachali culture, there is no other channel of promotion through which other tourists can be motivated to visit Shiv-Nagar.

- *Lack of funds:* As most of the residents of this village belong to BPL families, it is very difficult for them to even construct one room with attached toilet to start their venture. One of the residents spent 4 years in gulf country to earn money and built 2 rooms with attached toilet to start his own venture in Shiv-Nagar.
- *Lack of essential skills:* There are only one or two Home stays who could afford and hire manpower to run the venture. Most of the owners of the Home Stay use to work by their own. As ladies and older people are not very educated so they lack in essential skills of Hospitality.
- *Trivial support from Government:* Apart from introducing Home Stay support, there is lack of active participation of Government for entrepreneurial ventures in Shiv-Nagar. Even there is not a single bus stop sanctioned by the authorities, however all govt. and private buses stop at rain shelter cum bus stop constructed by one of the residents.
- *Dearth of basic infrastructure and needs:* Local residents pointed out, major problem is scarcity of proper water supply in this area. Although natural water source is sufficient for this village but the mismanagement in distribution of the supply makes it to resemble with drought-hit area in summers. Same is the case with electricity in this area. Local residents are managing to deal with these small but essential chores on daily bases. Garbage disposal is another issue of concern. There is no garbage disposal system adopted by this village. Even it lacks the public toilet as well. For garbage disposal residents use nearby nullah flowing opposite to Shiva Temple.
- *Limited access of variety of food:* As described earlier that Dr Kalsang's clinic is being visited by people across the world as well as interior parts of India. Local Dhabas and food offered in some of the Home stays lack variety, like no body offers any item of South Indian food or Continental apart from local Kangri recipes or some spicy Punjabi and Tibetan food.
- *Barrier for Higher Education:* Opening of these new ventures has created a new barrier for youth in higher studies. Youths in their early 20s do not want to study more or go outside as they have found easy way by bringing customers for home stays and get commission in return.

- *Drugs and Crime rate:* Easy access to the money by the youth led to drag some of them into drug and ultimately into some serious crimes like theft, burglary etc. The nearest police station is only in Dharamshala which is 5 kms. from here to deal with them.

## Conclusion

The complete literature reviewed and responses got after interviewing the stakeholders of Shiv-Nagar village, it has been concluded that though entrepreneurship is boon for the rural hilly areas like Shiv-Nagar, but it is bit difficult to survive in long terms without the assistance of administration or some NGO like Dr Kalsang's clinic in case of Shiv-Nagar. Unlike the rural areas of other states of Punjab, Haryana or UP etc. where there are ample opportunities to start the venture related to Agri-tourism, Farm-tourism or other area related to farming or animal husbandry, hilly areas lack all these as neither the soil is much fertile as compared to Indo-gangtic plains nor proper channelization of other resources like irrigation or pests control techniques are available. All such areas are dependent on natural scenic beauties of mountains, waterfalls, cool climate and somewhat local customs and traditions. So need of the hour is, for the promotion of entrepreneurship in rural hilly areas or to motivate rural community to start or think new ventures within their area, Government and other stakeholders including NGOs, Industry and even host community have to work on the model in which some attraction or attribute to be explored or created in a particular area which ultimately would arise more new opportunities of entrepreneurship for the host community as in the case of village Shiv-Nagar where Dr Kalsang's cancer treatment clinic opened several avenues of start-up for the local residents.

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# COVID-19 Quarantine-Psychological and Physiological Impact on Society

Shikha Sharma & Shaina Arora

## Abstract

Coronavirus (COVID-19) -an infectious disease causes respiratory illness with symptoms such as a cough, fever, and in more severe cases, difficulty breathing. Coronavirus disease spreads primarily through contact with an infected person when they cough or sneeze. It also spreads when a person touches a surface or object that has the virus on it, and then touches their eyes, nose, or mouth-or you can say it's a human to human spread. The only solution drawn by our system is social distancing to break the chain of coronavirus. As social distancing and self-imposed quarantine wear on and more workplaces urge employees to avoid the office, the coronavirus outbreak has left many people more alone than they've been in a long time. Social distancing can lead to unpropitious psychological and physiological foot-prints. But there are things that we can do to keep up our overall health. The impacts of social isolation on our bodies and minds have been felt and studied in a variety of different groups, from astronauts to incarcerated society to immune compromised children. The influences that have emerged from their experiences with radical aloneness illuminate ways to understand and improve your own.

**Keywords:** Coronavirus (COVID-19), Quarantine, Social distancing, Psychology, Physiology

## 1. INTRODUCTION

Corona viruses are a large family of viruses with some causing less-severe disease, such as the common cold, and others more severe disease such as MERS and SARS. Some transmit easily from person to person, while others do not. According to Chinese authorities, the virus in question can cause severe illness in some patients and does not transmit readily between societies.

Globally, novel corona viruses emerge periodically in different areas, including SARS in 2002 and MERS in 2012. Several known corona viruses are circulating in animals that have not yet infected humans. As surveillance improves more corona viruses are likely to be identified.

China has strong public health capacities and resources to respond and manage respiratory disease outbreaks. In addition

to treating the patients in care and isolating new cases as they may be identified, public health officials remain focused on continued contact tracing, conducting environmental assessments at the seafood market, and investigations to identify the pathogen causing the outbreak.

In the coming weeks, more comprehensive information is required to understand the current status and epidemiology of the outbreak, and the clinical picture. Further investigations are also required to determine the source, modes of transmission, extent of infection and countermeasures implemented. WHO continues to monitor the situation closely and, together with its partners, is ready to provide technical support to China to investigate and respond to this outbreak.

The preliminary determination of a novel virus will assist authorities in other countries to conduct disease detection and response. Over the past week, society with symptoms

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of pneumonia and reported travel history to Wuhan has been identified at international airports.

World Health Organization does not recommend any specific measures for travellers. WHO advises against the application of any travel or trade restrictions on China based on the information currently available.

In December, 2019, the outbreak of coronavirus takes place and initially unknown cause was detected in Wuhan (Hubei, China), and was quickly determined to be caused by a novel corona virus, namely severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The outbreak has since spread to every province of mainland China as well as 27 other countries and regions, with more than 70000 confirmed cases as of Feb 17, 2020.

In response to this ongoing public health emergency, there was development of an online interactive dashboard, hosted by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University, Baltimore, MD, USA, to visualize and track reported cases of coronavirus disease 2019 (COVID-19) in real time.

#### **For society with underlying health conditions, the coronavirus presents ‘all the ingredients’ for danger**

An infection from the coronavirus can be a threat to anyone. But it is especially pernicious for society whose health is vulnerable, even in the best of conditions.

For some, the potential consequences of the pandemic extend to seemingly every corner of everyday life. Families of society who are most vulnerable to the virus have set up stations outside their homes to sanitize packages. Trips to the grocery store or the pharmacy have morphed into what feel like perilous excursions — every encounter with another shopper seeming like a potential danger. Appointments at chemotherapy centers are upended, as facilities limit the number of family members allowed to accompany patients.

Certain precautions are familiar. The steps that the public broadly has been urged to take in recent months — like rigorous hand washing and avoiding crowds — have been part of their defensive routines for years. These are society for whom “social distancing” is not a new concept.

“The rest of the country — and the world — are kind of getting a little bit of a taste for what we deal with on a day-to-day basis,” said John Boyle, the president of the Immune Deficiency Foundation.

But many said that because of the speed at which the virus seems to be spreading, and the sheer number of unknowns, they were being more cautious than ever.

#### **Mental Health and Psychosocial Considerations During the COVID-19 Outbreak**

In January 2020 the World Health Organization (WHO) declared the outbreak of a new coronavirus disease, COVID-19, to be a Public Health Emergency of International Concern. WHO stated that there is a high risk of COVID-19 spreading to other countries around the world. In March 2020, WHO made the assessment that COVID-19 can be characterized as a pandemic. WHO and public health authorities around the world are acting to contain the COVID-19 outbreak.

However, this time of crisis is generating stress throughout the population. The considerations presented in this document have been developed by the WHO Department of Mental Health and Substance Use as a series of messages that can be used in communications to support mental and psychosocial well-being in different target groups during the outbreak.

#### **Psychological research on past crises can help society cope with the daily — sometimes hourly — newsflashes about the coronavirus-**

The COVID-19 pandemic has delivered the world into uncharted waters, and researchers, health-care workers and public health authorities are scrambling to keep up. “It’s a rapidly changing landscape,” says University of California, Irvine, psychologist Roxane Cohen Silver, PhD.

#### **HIGHLIGHTS OF WORLD HEALTH ORGANIZATION (WHO)**

- Since January 23rd 2020, stringent measures for controlling the novel coronavirus epidemics have been enforced and strengthened in mainland China.
- Most infected cases have been quarantined or put in suspected class, which has been ignored in existing models.
- Results of our model show that the trend of the epidemics mainly depends on quarantined and suspected cases.
- It is important to continue enhancing the quarantine and isolation strategy and improving the detection rate in mainland China.

On January 30, 2020, the World Health Organization (WHO) announced that this outbreak had constituted a public health emergency of international concern ([Mahase 2020](#)). The novel coronavirus was initially named 2019-nCoV and officially as severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). As of February 26, COVID-19 has been recognized in 34 countries, with a total of 80,239 laboratory-confirmed cases and 2,700 deaths ([WHO 2020b](#)).

### Objectives of the Study

1. To know the awareness level of Covid-19 in society
2. To understand the COVID-19 quarantine psychological impact in Society
3. To understand the COVID-19 quarantine physiological impact in Society

### Hypothesis

H1. society have hgh level of avareness aabout Covid-19

H2. COVID-19 quarantine HAVE POSITIVE psychological impact in Society

H3. COVID-19 quarantine HAVE POSITIVE physiological impact in Society

### The Study

This paper aims to find out the psychological and physiological impact of coronavirus on humankind.

## THE METHODOLOGY OF THE STUDY

### Data Collection

The primary data was collected from the society having different psychology in terms of their age groups. The study collected most of the data from the primary source through structured questionnaires. The Likert-type five (05) point's scale was used to know about executives' opinions regarding different relevant study issues. In this five (05) point's scale 5 indicates 'strongly disagree'; 4 indicates 'disagree'; 3 indicates 'neutral'; 2 indicates 'agree' and 1 indicates 'strongly agree'.

### Selection of Sample

The study selects a random sample of society belongs to different psychology. A sample of 210 society were taken. All the society responded and data was collected from them via structured questionnaire which includes the questions related to psychological and physiological impact of COVID-19 on humankind.

### Data Analysis

The collected data have been analysed using a percentage method.

**Table 1**

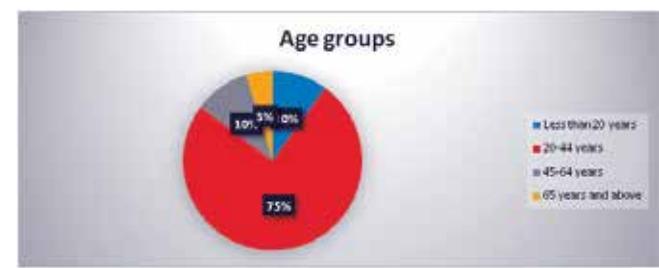


**Figure 1**

**Table 1 and Figure 1** shows the country profile of the respondents. The majority of the respondents were Indians which is 80% and 20% belongs to other countries. They all were the respondents who are aware about infectious disease COVID-19.

**Table 2**

Respondents Demographic profile of the (N=210)		
Age groups	n	%age
Less than 20 years	21	10
20-44 years	158	75
45-64 years	21	10
65 years and above	10	5
<b>Total</b>	<b>210</b>	<b>100</b>



**Figure 2**

**Table 2 and Figure 2** shows the age groups of the respondents. The majority of the respondents were from the age group between 20-44 years which is 75% and rest of the percentage belongs to other age groups. They all are the respondents who are having different psychological attitude.

**Table 3 COVID-19 VARIABLES**

Variables	Strongly Agreed		Agreed		Neutral		Disagreed		Strongly Disagreed	
	N	%age	N	%age	N	%age	N	%age	N	%age
When society notice more, hear more, read more -they interpret that in a more threatening way.	76	36.19	52	24.76	48	22.85	18	8.57	16	7.61
Emotions impair the perception of our risk.	38	18.09	64	30.47	94	44.76	4	1.9	10	4.76
society probably have anxiety about it even if they feel fine.	52	24.76	82	39.04	50	23.8	18	8.57	8	3.8
Social distancing is having an adverse effect on your mind and body.	42	20	28	13.33	64	30.47	30	14.28	46	21.9
Quarantining society may affect their mental health.	28	13.33	32	15.23	60	28.57	42	20	48	22.85
Media images of disasters can, therefore, lead us to fear things that kill society in bunches.	44	20.95	62	29.52	62	29.52	32	15.23	10	4.76
Internet is somewhere helping us to cope with social distancing and keeping our minds relax.	94	44.76	62	29.52	24	11.42	18	8.57	12	5.71
You are selectively exposing yourself solely to news and social media sources.	54	25.71	76	36.19	56	26.66	20	9.52	4	1.9
To find the real cure of COVID-19 is really difficult.	34	16.19	34	16.19	78	37.14	46	21.9	18	8.57
Consuming vegetables, fruits and nuts contaminated with COVID-19 can cause dangerous disease, so society afraid of buying anything.	24	11.42	50	23.8	52	24.76	48	22.85	36	17.14
COVID-19 pandemic is not a word to use lightly or carelessly.	116	55.23	38	18.09	34	16.19	10	4.76	12	5.71
Killing the virus inside respiratory parts would really be challenging.	80	38.09	68	32.38	36	17.14	20	9.52	6	2.85
Physical and Psychological preparation for facing COVID-19 infection is very necessary at the present time.	116	55.23	46	21.9	20	9.52	12	5.71	16	7.61
Apart from the physical hit, the novel Coronavirus disease (COVID-19) has hit economies to a large extent.	140	66.66	22	10.47	20	9.52	10	4.76	18	8.57
You are motivated enough to fight with coronavirus and with your own self.	114	54.28	52	24.76	18	8.57	18	8.57	8	3.8

**When society notice more, hear more, read more COVID-19 - they interpret that in a more threatening way.** The study indicates that 36.19% of the respondents were Strongly Agreed followed by 24.76% were Agreed that when they notice more, hear more and read more about COVID-19 they interpret in a more threatening way. 22.85% of the respondents were neutral in their opinion. whereas 8.57% of the local's Disagreed and 7.61% Strongly Disagreed.

**Emotions impair the perception of our risk.** The study indicates that 44.76% of the respondents were neutral and 30.47% were agreed that Emotions impairs the perception of our risk. Whereas 18.09% of the respondents were Strongly Agreed. 4.76% & 1.9% of the respondents were Strongly Disagreed and Disagreed in their opinion.

**society probably have anxiety about it even if they feel fine.** The study indicates that 39.04% & 24.76% of the respondents were agreed and Strongly Agreed that society have anxiety about COVID-19. 23.8% of the respondents were neutral in their opinion. Whereas 8.57% Disagreed and 3.8% Strongly Disagreed.

**Social distancing is having an adverse effect on your mind and body.** The study indicates that 30.47% of the respondents were neutral and 20% of the respondents were Strongly Agreed that Social distancing is having an adverse effect on their mind and body. 21.9%, 14.28% & 13.33% of the respondents were Strongly Disagreed, Disagreed and Agreed respectively in their opinion on social distancing.

**Quarantining society may affect their mental health.** The study indicates that 28.57% of the respondents were neutral and 20% of the respondents Disagreed that Quarantining society may affect their mental health. 22.85%, 20% & 15.23% of the respondents were Strongly Disagreed, Disagreed and Agreed respectively in their opinion on mental health.

**Media images of disasters can, therefore, lead us to fear things that kill society in bunches.** The study indicates that 29.52% of the respondents were agreed and neutral on Media images of disasters leads them to fear things that kill society in bunches. 20.95% of the respondents were Strongly Agreed. 15.23% & 4.76% of the respondents Disagreed and Strongly Disagreed respectively.

**Internet is somewhere helping us to cope with social distancing and keeping our minds relax.** The study indicates that 44.76% of the respondents were Strongly Agreed that internet is helping them coping within social distancing and keeping their mind relaxed followed by 29.52% were Agreed. Neutral 11.42% were neutral in their opinion. 8.57% & 5.71% of the respondents Disagreed and Strongly Disagreed respectively.

**Are you selectively exposing yourself solely to news and social media sources?** The study indicates that 36.19% of the respondents were agreed followed by 26.66% were neutral about selectively exposing to news and social media sources. 25.71% of the respondents were Strongly Agreed. 9.52% & 1.9% of the respondents Disagreed and Strongly Disagreed in their opinion.

**To find the real cure of COVID-19 is really difficult.** The study indicates that 37.14% of the respondents were neutral followed by 21.9% were disagreed on finding the cure of COVID-19 is difficult. 16.19% of the respondents were Strongly Agreed and Agreed. Whereas 8.57% of the respondents Strongly Disagreed in their opinion.

**Consuming vegetables, fruits and nuts contaminated with COVID-19 can cause dangerous disease, so society afraid of buying anything.** The study indicates that 23.8% of the respondents were neutral that society are afraid of buying and consuming vegetables, fruits and nuts contaminated with COVID-19 can cause the dangerous disease followed by 23.8% were agreed. 22.85% of the respondents Disagreed. Whereas 17.14% Strongly Disagreed and 11.42% Strongly Agreed in their opinion.

**COVID-19 pandemic is not a word to use lightly or carelessly.** The study indicates that 55.23% of the respondents were Strongly Agreed that for COVID-19 pandemic is not a word to use lightly or carelessly followed by 18.09% were Agreed. 16.19% were Neutral. 5.71% Strongly Disagreed and 4.76% Disagreed in their opinion.

**Killing the virus inside respiratory parts would really be challenging.** The study indicates that 38.09% of the respondents were Strongly Agreed and 32.38% were Agreed that Killing the virus inside respiratory parts would really be challenging. 17.14% of the respondents were neutral. Whereas 9.52% Disagreed and 2.85% Strongly Disagreed in their opinion.

**Physical and Psychological preparation for facing COVID-19 infection is very necessary at the present time.** The study indicates that 55.23% of the respondents were Strongly Agreed and 21.9% were Agreed that Physical and Psychological preparation for facing COVID-19 infection is very necessary at the present time. 9.52% of the respondents were neutral. Whereas 7.61% strongly Disagreed and 5.71% Disagreed in their opinion.

**Apart from the physical hit, the novel Coronavirus disease (COVID-19) has hit economies to a large extent.** The study indicates that 66.66% of the respondents were Strongly Agreed and 10.47% were Agreed that it hits society physically and economically at a large extent. 9.52% of the

respondents were neutral. Whereas 8.57% strongly Disagreed and 4.76% Disagreed in their opinion.

**Are you motivated enough to fight with coronavirus and with your own self?** The study indicates that 54.28% of the respondents were strongly agreed and 24.76% were agreed that they are motivated enough to fight COVID-19 with themselves. 8.57% of the respondents were neutral and disagreed followed by 3.8% were strongly disagreed in their opinion.

#### Major Findings of the Study Are:

1. Soceity interpret in a more threatening way by notice more, hear more, read more about COVID-19.
2. Soceity have anxiety about COVID-19.
3. Internet is s helping soceity to cope with social distancing and keeping their mind relaxed.
4. COVID-19 is pandemic and should not be taken lightly or carelessly.
5. Killing the COVID-19 inside respiratory parts will be a challenge.
6. Physical and Psychological preparation is must to face COVID-19.
7. COVID-19 is physical and economies hit at a large extent.
8. Self-motivation is very much fight COVID-19.

#### Summary

In Summary, we can say that the respondents were having mix responses or opinions on various variables which were used by the researcher to know about the COVID-19. The respondents were **Strongly Agreed** on when they **notice more, hear more and read more** about COVID-19 they interpret in a more threaten way, the **internet is helping** them coping with social distancing and keeping their mind relaxed, COVID-19 pandemic is not a word to use **lightly or carelessly**. **Killing the virus** inside respiratory parts would really be challenging, **Physical and Psychological preparation** for facing COVID-19 infection is very necessary at the present time, it **hits soceity physically and economically** and **motivated enough to fight** COVID-19 with themselves. **Agreed** on **Media images of disasters** leads them to fear things that kill soceity in bunch, **soceity have anxiety** about COVID-19 and **selectively exposing to news and social media sources**. **Neutral** on **Emotions impairs** the perception of our risk, **distancing** is having an adverse effect on their **mind and body**, **Quarantining soceity** may affect their mental health, afraid of **buying and consuming vegetables**, fruits and nuts contaminated with COVID-19 can cause dangerous disease and finding the cure of COVID-19 is difficult.

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# Urban Heritage Tourism: A Perspective of Community as a Major Stakeholder

Prashant Kumar Gautam & Era Sood

## Abstract

Heritage tourism is one of the core forms of tourism activity that take place across the globe. Heritage tourism as per the National Trust for Historic Preservation is a form of tourism which involves travelling to experience the places, artifacts and activities that authentically represents the stories and people of the past and the present. It includes visiting the cultural, historic as well as the natural sites. The concept of traveling to places with ancient history, stories and values attached to it and then putting those in respect to fluid urban cities is what urban heritage tourism is all about. There are numerous stakeholders who play a crucial role in the development of the urban heritage tourism. One of the prime stakeholders that play a constant role in the evolution of heritage sites is the local community. The present research paper analyses the role of community in shaping the heritage tourism sites in today's world. The community is one of the stakeholders which experience the growth of heritage tourism in the closest proximity. With the help of the literature review, data from secondary sources this paper brings a conclusion forward that the community is capable for making huge impacts on the heritage tourism sites. The paper will discuss the importance of contribution of the local community in the developing the heritage sites.

**Keywords:** Urban heritage tourism, Heritage sites, Local community, Sustainable development, Decision making

Visiting the terraced steps of Machu Picchu in Peru, or visiting the religious monument of Angkor Wat in Cambodia, or finding yourself in the presence of The Colosseum in Rome, these sites having been adding great significance to the heritage and cultural value to their respective cities. These attractions have also been driving a lot of tourism towards these destinations. According to a data provided by Statista, a data providing platform, The Colosseum, Roman forum and the Palatine hill in Rome witnessed roughly 7.6 million tourists in the year 2019. The Archaeological park of the Colosseum ranks as the most visited site in Italy. All the above mentioned attractions are known for their historical significance throughout the world. According to another report by the Statist, the archaeological park of Colosseum generated around 57.5 million euros single handedly in the selective year. The various beautiful and heritage attractions

with rich history have played an important role in the lives of the locals over the years specifically with the rising no of tourists visiting. A great amount of literature has covered how tourism can contribute towards the overall development of the destinations and improve the lives of the locals. In this study we will cater to how the locals or the host community plays an active role in curbing the situation and contributing a lot more to these heritage destinations.

The national trust for historic preservation defines Heritage Tourism as "Travelling to experience the places, artifacts, and activities that authentically represent the stories of the people of the past and present". There has been quite a history on how the word heritage is defined by certain organizations over the years. The United Nations Environmental Scientific Cultural Organisation (UNESCO) defined heritage as "cultural property", ICOMOS defined heritage as "monuments

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and sites". Then in the year 1972, at the World Heritage Convention that took place in Paris, heritage was regarded as both cultural as well as natural heritage. On the other hand, In 1965, the definition for monuments and sites was dropped and rephrased. As per the International Journal of Heritage Studies (2006) In 1972, ICOMOS defined cultural heritage as : monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science; groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science; sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view. These heritage sites contribute so significantly and add value to ones country, that there are numerous organizations which are working together in safeguarding the same.

The urban heritage can be divided into varied forms: natural, built and cultural. UNESCO an international organization too has categorized the heritage into various types in different countries. The concept of heritage since then has broadened and included various types in the UNESCO World Heritage lists.

Tourism is one big industry which includes envelops various stakeholders. It does have the capability to impact as well that too in different manner to different people. The impacts can either be positive or negative. To lower down the effect of negative impacts on the destinations and the people belonging to those destinations, new practices needs to be established or else the process of development needs to be addressed.

The concept of heritage tourism and role of various stakeholders is very complex in nature. As every destination associated with the heritage tourism is relatively different from one other. The concern areas for the destination and the local community too are varied in different forms. But the underlying role that the local community plays has always been the same. There has always been a constant struggle to find a perfect balance between tourism development and keeping intact the heritage sites. The study too focuses on the various aspects through which community plays an active role in developing the urban heritage tourism. It is the local community which plays an important role as a stakeholder when it comes to the development of sustainable practices at heritage sites. The ultimate goal here is to strike a perfect balance between the two ie the community and tourism

development at the same time.

In a study conducted by *Mina Dragouni & Kalliopi Fouseki*, the highest priority was given to communication and involvement of the local community in heritage tourism. The importance needs to be given to collaborative planning to reduce the negative or undesirable changes that lead due to tourism at the heritage site. To achieve those, participatory projects needs to be introduced to make the process more inclusive in its approach towards the locals. But at the same time the study indicated the participatory processes does not guarantee and safeguards the already vulnerable heritage of the destination. The community led and the government led performed equally well in terms of pro heritage provisions. Also, the participatory groups were more likely to fall for disagreements amongst selves. Whereas it had nothing to do the time consumption or the decision making process. The study overall projects that both the government and the participatory group involving the community or the local residents of the destination play an important role in maintaining the sustainability of an destination. One group shall not overpower or cannot take the place of the other. The two needs to come together on common grounds and work for the betterment of the destination. It is obvious that there will be scenarios where the conflict between the two groups will come up, but ultimately the goal of both the groups is to achieve sustainability and protect the heritage in the urban times. It is possible to do so if communication between the two can be improved, and the criticism amongst the two is worked upon. The cooperation among the stakeholders is important and can be achieved with thorough communication and implementation.

Sustainability is one such concept which has cropped over the years and has become major focal point in every discussion. Specifically in concepts like tourism development be it any forms, sustainability is something which needs to be taken care of. The sustainable development is one such concept which focuses on developing for the betterment but with minimum impacts. Another study by *Yulong Li and Caroline Hunter (2014)* suggests that the participation of the local community in the decision making process should not be neglected, if done so it will not be a step taken towards sustainability. To achieve sustainability, the stakeholders ie the tourism companies needs to integrate the locals more. The involvement of the locals should not be a question, but a process that is being followed upon. This study too like the previous study conducted by *Dragouni* at a rural destination Greece understands the vulnerability status of the urban heritage sites. According to Li and Hunter, the other stakeholders ie the tourism service providers needs to bring down the community in a more important role. The

communication network between the locals and the power holders must be well laid out. It emphasizes on the fact that whether to involve the locals in decision making process is not the question. The focus is on how to establish the continuous involvement of the community.

To be able to achieve sustainable goals for the heritage tourism, the understanding about the importance of the local community is called for. It is the local community which is present at the grassroots level and understands the destination much better than any other tourism stakeholder. Not only is that but the local community present at the closest of the destinations but having a value system attached to the destination. The local does not see it from the financial point of it but from the cultural view as well. Also with the help of the decision makers at the destinations they may even see the destination from an environmentally manner and may turn towards more sustainable practices.

The communities and the government here both play a very crucial in the process of attaining sustainability. The heritage of a destination belongs to both. If the locals are attached to the sites due to historical backgrounds or stories and their culture, the government too is responsible for taking care of these sites. The nature of the communication should be such that both the locals and the government are held responsible for their contribution. The process to achieve sustainability requires the both playing equal roles and contributing equally. But it becomes the duty of the current power holders which is the government or in some cases the service providers to involve local community in the decision making process. The locals too needs to raise a voice to be heard and should contribute to their maximum for achieving the goals.

According to Dragouni, Fouseki et Georgantzis (2017), who studied the difference between the relation between the decision making bodies and the type of investment that was being done towards the heritage tourism, suggests that there is no such sign. The study provides the fresh perspective that the pro heritage decisions are not a privilege, rather it is again the communication between the two which has played an important role. It was the interaction between the traditional power holders and community who worked together for a common goal that was beneficial heritage tourism practices. The study also suggests that both the stakeholders have equal contribution towards finding beneficial results. Depending on just one, may not yield similar results. Hence, a collaborative approach is required among the stakeholders, and each should fulfill the role assigned to them for future development.

**In another** study, Macao a city known for its historic resources and attractions was the party of the case study and over the years has worked upon its preservation efforts

to protect the heritage. The efforts have come as a result of collaboration between the government and the locals. The study too favors that fact making policies oriented towards sustainability or healthier practices for the heritage cannot work alone. Other than just participatory efforts of the locals and the authorities, it requires strong reforms or framework to make sure of implementation as well. The framework here serves the purpose of a concrete base which is required for any building to sustain. Similarly, a strong well defined base is required for the application of various decisions that have cropped up for the application of sustainable practices. Also one of the practices that Macao has been following currently is to safeguard its heritage with fact finding framework. The framework works on the prime motive that the stakeholders play an important role in the process of decision making. Not just at the initial stages but otherwise as well through the whole process, it makes sure that a collaborative approach is being used.

The local community of a destination belonging to specific heritage tourism sites plays an important role. It is the residents who are the most vulnerable at that stage after the site itself. The relation that the local residents share with any site of heritage attraction is important. It is their ethical duty or responsibility to work towards the betterment of the destination. Because it is the resident who too somehow depends on the heritage site, it can either be the bondage shared due to culture or for economical reasons. Whereas, it has been observed through the existing literature, that the presence of the locals have been felt in various tourism processes, but are still not able to make a place for themselves. They have not been to develop a position for themselves where they playing an important part. The decision making bodies have always been some other groups, sometimes it is the government or other times it has been the tourism suppliers. To attain sustainability at heritage sites in the urban environment, the locals need to put into a place where they play an equal role among the other stake holders. This is not something which cannot be achieved. This is a complex process though, which may even be time consuming. There are various ways to involve the locals in the process, and communication is the key. All the studies mentioned above, illustrates how communication has been lacking among the stakeholders. With more open communication and discussion, the goals can be achieved.

In another study conducted in Danube region of Serbia, the situation is similar, where the role of local community participation in decision making process is totally absent. The share of profits from the tourist based activities that they have been receiving too is not well off. The power dominator in the region is the government itself, and that

needs to be changed. The study showcases the scenario as not well cooperated among the stake holders. The situation is such that the local are not even aware of new developments that are taking place in the region. So these barriers among the residents and the government need to be torn down to establish long term sustainability practices. This can be achieved with better communication among the two parties. Communication again was considered as the stepping block for more participatory decision making. A more fruitful relation needs to be created to be able to achieve the goals and objectives that the government is looking for in the long run.

According to above mentioned studies one major drawback that has been observed by all the researchers lead upto the role of community. The locals being the most enthusiastic about the sustainability have been the least active to achieve the same. The reasons that have come forward for the same, is lack of involvement by the higher authorities. The higher authorities in this case have mostly been the government and the other service providers.

The government and the travel service providers in some cases have been even referred to as the power holders or the decision makers. They solely have been taking decisions regarding the sustainability. But they have been lacking as of now, as the sustainability needs to starts from the locals. It was also observed that even if the locals at some destinations were involved, their role was way too limited.

The studies suggested numerous ways to overcome the issue and increase the involvement by the locals. And one thing that have been stressed in almost all of the literature was communication. Communication was seen as missing or not being done well enough to develop a network among stake holders themselves. Also, the network for the communication should be established in such a manner that it is not restricted in any sense and is open and transparent from the beginning. The communication needs to begin at the grassroots level and needs to go up till the decision making. Again, as mentioned it is a two way process, and indeed a complex one, it needs to be worked upon continuously in order to make it fruitful.

According to a study carried in Philadelphia, sustainable heritage tourism development of any heritage region depends on the management entity of that region. Basically the importance here is being given to organizations which are capable enough to provide monetary assistance to heritage development projects. The entities need to be dominant enough that it can work as a coordinating force between the stakeholders of the region, for better development. According to the study, the vision is important for any development but along with that organizations needs to be in action. It was

noticed that adequate management models are required for the application of the vision.

Another aspect explored in the study was the importance of sustainable heritage development which contributes to overall development. With these initiatives, tourism development and historical preservation are taken care of simultaneously. A fully fledged plan is needed for every destination which can help in development of the region. The plan should be designed in this manner that is focused on enhancing the tourism aspect but also improving overall life for the local residents. An integration of both the development plan for the local residents as well as enhancing the sustainability of heritage tourism needs to be done. The study focuses more on the management aspect of the whole concept, where due focus was given more on the model which was designed in order to promote overall development.

Another study conducted by Maria.L , analysis the role and importance of local community. The study focuses the changes that taken places over the years in the concept of rural tourism and its interconnectedness with community development. Rural tourism is made up of channeling the local essence and day to day activities for tourism prospects. But to reach its full potential, the same is not enough, more efforts needs to be made. For the resurgence of tourism at rural areas, more participation from the local communities is required. This will not only lead to rural tourism development of that particular destination but will to a more sustainable development.

Creative tourism is a concept which has been prevalent over the years now. But much importance has been given to it, only in the recent years. It is a form of tourism which provides a more authentic and personal experience involving the tourist gain a much closer view of the lives of locals. Now, this not only contributes as an economic advantages as a tourism activity for the destination but also helps the tourists some plentiful insights of the real life of the locals. Due to the personalized nature of creative tourism as an activity, the concept has more chances of contributing towards achieving sustainable growth for the destinations. How ? Creative tourism involves first hand experiences involving the local residents, leading to more locals involving themselves in engaging and interacting in tourism based activities. Hence the locals are contributing via their participation. But the above mentioned can only be achieved if there is awareness among the locals about the same. To make full utilization of a concept like this, a thorough strategy involving the locals need to be designed. Active participation of the locals by the other decision makers needs to be ensured. This can be done only if the stakeholders are mindful about their choices and understands the importance of the local communities

and their role. Again another important point here is that all this must not be only on paper but must be ensured by the stakeholders that the same is actually being carried out at the heritage destinations.

In a study conducted to understand the challenges faced by the communities in participation for heritage tourism development, there are quite a few barriers. At a heritage site like Shahjahanabad and Nizzamudin Basti in Delhi which sees quite a few numbers of tourists, a great concern has been not reaching its potential as a tourism site. Like other destinations we have discussed so far, the similar pattern has been observed over here as well. A better coordination among the local communities and the dominant decisions makers is required for urban heritage tourism development of the destination. Sites like these have so much to offer and contribute to the development of tourism, but the same has not been observed yet. One of the major issues that has been observed, is basically the voice of the locals has not been heard enough. This has been referred to as power disparity as even though locals have come across and put their point across still they are being left unheard, whereas the power of decision making has been left in few hands. Even though the scenario may not be similar everywhere the situation is not much different. There is a basic barrier that is prevalent, that is lacking in terms of community participation. Either it has been the lack of appropriate platform for the locals, even if they have a platform, they are not being heard enough, even if they are being heard, appropriate actions have not been followed up by the regulating authorities.

Another barrier that was observed was the lack of awareness among the locals. The local community still hasn't been able to understand the importance of tourism activity as an economic source. So, a need to encourage the locals to participate more, just like they have been trying to participate more at administrative level is noticed. This again brings up to the role of other stakeholders who should encourage the locals to the maximum. An underlying need for close coordination and integration among the local residents and the authorities is required to overcome the barriers. This will not only contribute to the fulfilling the gaps among the functioning of the two, but will highly contribute towards the development of urban heritage tourism.

In a study conducted on Urban Heritage conservation in the context of Surat, India, it was observed that for heritage development, well planned heritage policies needs to be integrated. Heritage development is a multi fold system which is made up of variety of stakeholders. In order to have definitive impact on revitalizing the urban heritage development of a destination, a system is required which manifests the role of each stakeholder in one strong force.

So an inclusive development which focuses on community involvement is required to meet the needs.

According to an article titled "Heritage as a system and a process that belongs to local communities" the approach through which we look at the concept of heritage has changed a lot over the years. Heritage earlier was just a mere collection of historical building, structures that were of importance, the similar definitions too can be found in many other books as well. The whole concept of preserving these monuments and relics depends on the fact that how we perceive these old building. Hence, the article pushes a way put forward where due importance needs to be given on the fact that how we perceive our heritage. According to the writer the perception about these old heritage buildings have changed and evolved and how we conserve them too needs to be changed. The evolved concept of heritage is dynamic in its nature, which considers heritage as something that reflects the ideologies of the communities through tangible and intangible components. The emphasis has shifted to communities who play a major role in this process, along with their coordination and cooperation that is required to safeguard everyone's interest. According to the article, people must have first priority in cultural heritage and not objects. In a sense importance is needed to be given to the local communities. As in the previous literature as well the same was discussed how local communities are the true representation of the cultural heritage. Their viewpoint in heritage development projects can significantly contribute towards the growth of the tourist area. The article also suggested that heritage projects particularly require interdisciplinary teams with diverse backgrounds.

All the above mentioned researches, has shown that the main concern once overpowered will lead to achieving sustainable goals and adapting sustainable practices. It is never just one group that can take the lead but everybody has to play an equal part in it and contribute in it. It is the responsibility of each and every citizen of the country to look for its own resources. It is only then resources will look after you.

### **Conclusion**

The heritage values, stories and tangible resources are a major gravitation force that attracts people to visit a destination. In order to keep the essence destinations alive in the ever changing environment, the understanding about the role of various stakeholders is necessary. Among the several stakeholders, the local community at a certain destination or attraction plays a pivotal role. The local community is believed to be affectionate towards the destination more than any other stakeholder. The relationship the local community shares with an attraction is beyond the economical favors

whilst much more intertwined in cultural and emotional aspects. Therefore, in order to safeguard the urban heritage sites in today's world it is really important to involve the local communities in each and every step taken in regard with the heritage sites. A long term relationship needs to be created, with transparent communication among the stakeholders can lead to sustainable heritage tourism. According to the existing literature, we can come up to the conclusion that the local residents of a destination play a very crucial role for a destination. The relationship that is being shared by the locals with a heritage site is a two way relation. Both the locals as well the destination gives and takes something to and from each other. Where the local community depends on the tourist attractions for financial reasons or cultural inclination, the heritage too requires the community to safeguard it. The local community has a lot to offer to the attractions than what they are currently offering. They can contribute in so many ways, because they are the people who are culturally or historically bonded to that particular site. It is not only bondage but a responsibility that they to fulfill towards the site which provides them so much by generating tourist traffic. The management and decision makers need to involve local community a lot more in the process which can only be done with well established communication.

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# Indian Spices for the Prevention of Obesity

Jaswinder Singh & Bharti Goyal

## Abstract

Spices are nature's pantry and pharmacy since 3000 BC. In Rome, Egypt and India, spices have been used as medicine and food flavor in cooking and home. Spices are also known as storehouse of bioactive compounds that used to impart fragrance in the food and for treating various diseases. Spices are also valued for fighting infections and aids in health promotion. Spice can be defined as the dry part of the plant such as leaves roots and seeds that imparts certain flavor and acts as pungent stimuli. In current scenario of world, Obesity is the major health issue and spices can be helpful in prevention of obesity. Various civilizations relied on herbs and spices for both food and medicine as Cinnamon, Turmeric, Ginger, Fenugreek and cardamom etc. are major spices used in daily food preparation, which is also helpful in prevention of obesity.

**Keywords:** Spices, Obesity, Medicine, Herbs

## INTRODUCTION

Obesity can be defined by excessive fat accumulated in the body due to consumption of more calories than required calories. Adipose tissue or excess fat are the excess intake of calories. Traditionally, fatness is defined as an increase in body weight that was more than individual's ideal body weight i.e. 20 %. Certain factors such as age, gender and height are associated with the weight(1).

various diseases are linked with overweight such as hypertension, coronary artery disease, type II diabetes, sleep apnea, cerebrovascular disease, gynecological abnormalities, pulmonary embolism, osteoarthritis, hyperlipidemia, malignancy (breast, endometrial, prostate and colon), cholelithiasis, psychiatric illness and independent risk factor for increased mortality (2).

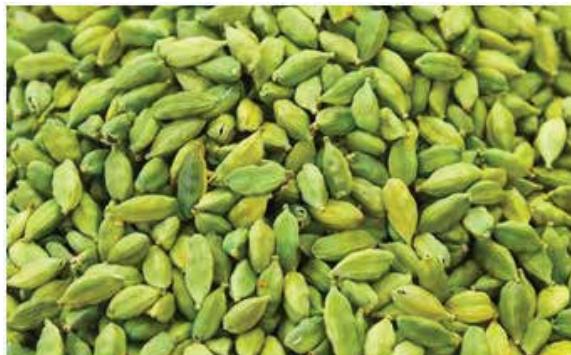
A spice can be defined as bark, fruit, dried seed, flower, and herb that can be used for preservative, color or to add

flavor in little quantities. Spices are known for its bioactive compounds present in it that help for obesity prevention. Spices are also used in medicine traditionally. Due to globalization, popularity and availability of spices are easily met the needs for medicines.

**Methodology-** The published papers in international cite such as PubMed/ Medline, Science Citation Index and Google Scholar about obesity and spices was searched. Table

## Cardamom

In the ginger family Zingiberaceae, cardamom consists in the two genera namely Elettaria and Amomum. Cardamom is also called as Green elachi in south Asia in hindi, urdu and marathai. Elakkaay in Telugu andelam in Tamil. It is also widely used in the cooking as spices to add flavor and acts as preservative. In medicine, cardamom is used for prevention of indigestion, flatulent and to stimulate the appetite in people with anorexia.



Source: [https://www.google.com/search?q=cardamom+picture&sxsrf=\(29\)](https://www.google.com/search?q=cardamom+picture&sxsrf=(29))

### Fenugreek

In the family Trigonellafoenum-graecum, Fenugreek is named by different names such as methi or mithi in Nepali, Hindi, Urdu and Sanskrit, Maithray in Gujarati and Bagla, ventayam in Tamil, menthyadasoppu in Kannada, hilbeh in Arabic, menthulu in Telugu, shambalileh in Persian and ulluva in Malayalam. Fenugreek or foenum-graecum is derived from the latin “Greek hay.” Fenugreek is also used as stomachic, aphrodisiac, demulcent, astringent, diuretic, carminative, restorative, emmenagogue, lactogogue and tonic in medicine traditionally(3). It is also used in prevention of various helath diseases such as fever, digestive problems, loss of appetite, bronchitis, swollen glands, tuberculosis, diabetes, skin irritation, sore throats, arthritis, ulcers, wounds, abscesses, menopausal symptoms, cancer treatment and fenugreek leaves infusion is used in the gargle for recurrent mouth ulcers



Source: <https://farm2kitchen.com/product/fenugreek-seed-whole-500-g> (30)

### Garlic

In the onion family Alliaceae, Garlic (*Allium sativum L.*) is known for used as most renowned spices. Garlic has been used since many times as 3000 BC for treatment of various health disease as in intestinal disorders, lowering blood cholesterol

and in todays era, it is also used for fibrinolytic activity and used as dietary vegetables in cooking, flavoring and for preservation (4). For the regional patterns of atherosclerotic disease, more consumptions of fruits and vegetables majorly garlic should be inculcating in the dietary patterns (Fig. 7). (5)



Source: [https://www.google.com/search?q=garlicpicture&tbo=isch&ved=\(31\)](https://www.google.com/search?q=garlicpicture&tbo=isch&ved=(31))

### Ginger

Ginger is also named as Zingiberofficinale which is commonly used as a spice in cooking throughout the world. In other language ginger is called by different names such as aadu(gujarati), aduwa (Nepali), shunti (Kannada), alay (Marathi), zanjabil (Arabic), inji (Tamil and Malayalam), allam (Telugu) and adrak (Hindi and Urdu). In traditional chinese and ayurvedic medicine, ginger rhizome is used for treating various health ailments mainly gastrointestinal disorders, toothache, bronchitis (an acute inflammation of the air passages within the lungs), abdominal spasm, stomachaches, gingivitis, sore throats, nausea and vomiting associated with motion sickness and pregnancy, diarrhea, arthritis (inflammation of the joints), sprains, hypertension, fever, dementia, muscle pains, infectious diseases, helminthiasis, diabetes, stroke, constipation dermatitis, constipation, and asthmatic respiratory disorders as well as respiratory and rheumatic disorders (Fig. 8). (6-13). It is also used at home for treating abdominal discomfort, flatulence, dyspepsia and nausea. Many herbalists recommended usage of ginger in various conditions such as diaphoretic (an agent that produces or increases perspiration), astringent (an agent that causes shrinkage of mucous membranes or exposed tissues and that is often used internally to check discharge of blood serum or mucous secretions), antispasmodic, carminative (an agent that reduces flatulence and expels gas from the intestines), peripheral circulatory stimulant, expectorant and its anti-inflammatory properties



Source : [https://www.google.com/search?q=ginger+picture&tbo=isch&ved=\(32\)](https://www.google.com/search?q=ginger+picture&tbo=isch&ved=(32))

### Turmeric

Turmeric is derived from the plant Curcuma longa rhizome that is used as spice in traditional medicine in India and China from ancient times (14). Turmeric is also known by different names such as besar (Nepali), kunyit (Indonesian and Malay), halodhi in Assamese and haldi or pasupu in some Asian countries. It is also called as Indian Saffron and used as an alternative to Saffron spice in medieval Europe. Over the last 2000 years, turmeric or yellow powder is used in cookery, medicine, clothing coloring and cosmetic (14). In traditional medicine, turmeric is used widely for prevention of various health diseases such as skin problems (e.g. wounds, burns and acne), rheumatism, intestinal worms, body ache, diarrhea, hepatic diseases, intermittent fevers, urinary discharges, inflammations, dyspepsia, constipation, amenorrhea, leukoderma, dental diseases, digestive disorders such as acidity, dyspepsia flatulence, indigestion, ulcers, and colic inflammatory disorders such as colitis, arthritis, and hepatitis (Fig. 14).(15,16). In traditional Chinese medicine, Xiaoyao-san is a major constituent of turmeric that has been used to manage stress and depression-related disorders effectively in China (17). In Nepal, turmeric powder acts as carminative, anti-inflammatory, purifying, stimulating, and anthelmintic in home remedy (18).



Source : [https://nuts.com/images/rackcdn/ed910ae2d60f0d25bcb8-\(33\)](https://nuts.com/images/rackcdn/ed910ae2d60f0d25bcb8-(33))

### Cinnamon

Cinnamaldehyde (CMN) is present in cinnamon as a pungent and bioactive compound (19) and 2-4% of essential oil is extracted from dried bark of Cinnamon which constituted 80% of Cinnamaldehyde (20). Manufacturing industry used majorly cinnamon as spice and flavouring agent in ice creams, candy, chewing gums, beverages and other food stuffs (21, 22,23). CMN helps to lowers blood glucose in obese and diabetic animals (24) and also attributed to have anti-bacterial, anti-inflammatory, anticancer properties and preventive action against type 2 diabetes via insulin-mimetic activity ( 25,26,27,28).



Source : [https://www.google.com/search?q=cinnamon&sxsrf=ALeKk01scszsR9Y\(34\)](https://www.google.com/search?q=cinnamon&sxsrf=ALeKk01scszsR9Y(34))

### Conclusion

Spices are well known from traditional times due to its medicinal properties and anti-effect on disease. There are various spices that are used in daily routine in Indian foods such as turmeric, cinnamon, clove, cardamom, fenugreek, ginger and garlic e.t.c. turmeric is can be used in milk, vegetables that possess anti-inflammatory effect. With these, all the spices possess some kind of anti-diabetic, anti-lipidemic , anti-inflammatory effect. Thus, spices can be used in some or more amount in foods. Further investigation needs to be carried out on spices in order to know the practical applications that can be used for mankind welfare.

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# Ayurveda the Base of Indian Cuisine

Harpreeet Singh & Raj Kumar

## Abstract

In the historic science of Ayurveda (ayur-life, veda-study), food has been praised as the best entity among all life-sustaining factors. Ayurveda has identified six different tastes called Rasa and has described their health benefits on judicious intake as well as their harms on excess/improper usage. The six tastes are: sweet, sour, salty, pungent, bitter and astringent. Regular intake of all six tastes through food is said to be the most effective measure for strength promotion; whereas intake of only one taste on regular basis is the most important reason for debilitated health. Based on Ayurveda principles, the quality and benefits of common food items have been summarized as Guna. Guna depending on the context means 'quality, peculiarity, attribute and property'. There are three Guna; Sattva (goodness, constructive, harmonious), Rajas (passion, active, confused), and Tamas (darkness, destructive, chaotic). All three Gunas are presented in everyone and everything in different proportions, and the interplay of these Gunas defines the character of someone or something, influencing nature and life's progression.

**Keywords:** Ayurveda, Six tastes, Guna, Rasa, Food, Influencing nature, Life's progression.

## INTRODUCTION

The food, culture and traditions of India has been shaped by its long history, unique geography, and greatly influenced by Ayurveda which came into existence years back in 2000 B.C. Indus Valley Civilisation lays the foundation to the Ayurvedic style of cooking. Traditional Indian foods have been prepared for many years and preparation varies across the country. Traditional wisdom about processing of food, its preservation techniques, and their restorative effects has been established for many generations in India(Bharati, Indian Contributions To Science). Food systems can convey numerous biological functions through dietary apparatus in the human body. Indian traditional foods are also recognized as *functional foods* because of the presence of functional components such as body-healing chemicals, antioxidants, dietaryfibers, and probiotics. These functional molecules help in weight management and blood sugar level balance

and support immunity of the body. The functional properties of foods are further enhanced by processing techniques such as sprouting, malting, and fermentation.

Indian cuisine varies from region to region, reflecting the people of the ethnically diverse subcontinent. Generally Indian cuisine can be split into four categories: North, South, East, and West Indian. Despite this diversity, some unifying threads emerge due the influence of Ayurveda. Varied uses of medicinal spices are an integral part of the food preparation, and are used to enhance the unique flavour and aromas(Satpathy).

The act of eating is life-giving. The process of eating, according to Ayurveda, is something reverent and important for the development of consciousness as well as our physical health. When we sit down to eat, our stomach is in a relaxed posture and our awareness is on the taste, texture, and smell of the food. This will greatly improve the digestion.

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This paper reviews the principles of ayurvedic cooking on Indian cuisine, the five elements, the three doshas, the three gunas, the seven dhatus and the six tastes.

### Principles of Ayurvedic Cooking

Ayurvedic cooking is both a science and an art: The foods used in this type of cooking are not simply flavoured and aromatic; they also have the ability to heal and help to raise the body to its optimum level of health(Sahar). Here are some of the principles that this type of cooking is all about:

- Food Helps maintain physical, mental, social and spiritual harmony and is a key to continuous good health.
- The basic principles of Ayurvedic Cooking are: the five Elements, the three Doshas, the three Gunas, the seven Dathus and the six Tastes.
- It also attaches a lot of attention to the effect of the cooking method on the quality of the foods, the importance of the vibrations of the cook and of the surrounding atmosphere, the compatibility of foods, the right time for cooking and eating, the cycle of the seasons and the effects of food on consciousness.
- The knowledge and use of herbs, spices, vegetables, legumes etc to maintain physical, mental, social and spiritual harmony is very important in ayurvedic cooking.
- Ayurveda foods are appetizing, flavourful and aromatic and offer healing and good health when served in an inspiring atmosphere.
- Ayurveda foods help to clean the accumulated toxins (which are a result of improperly digested food) and rejuvenate the body as each dish is cooked and spiced to achieve maximum digestibility.

### The Five Elements



Source: <https://www.planetaryayurveda.com/panchmahabhuta-concept>

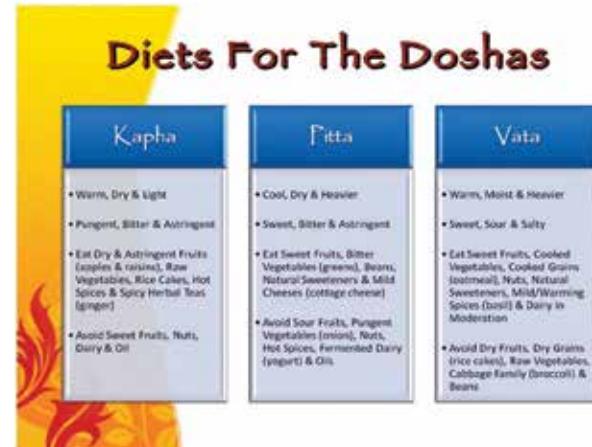
in Ayurveda, the five elements are precisely known as Panchmahabhuta which includes space, air, fire, water and earth (these may be referred to as five basic elements). The five elements are building blocks of human life just as amino-acids are building blocks of proteins. The five elements have significant role in Sharira Rachna (Human Anatomy) and Sharira Kriya (Human Physiology)(Dr. Komal Sharma, 2020).

### Functions of Five Elements

1. **Space (Akash):** Space is omnipresent. It acts as ground substance or basis for the functioning of other elements.
2. **Air (Vayu):** Air is moving force of the body as it ensures movements of the biological humours, Vata, pita and Kapha. Air element is largely responsible for oxygen supply to cell or tissue.
3. **Fire (Agni):** Fire element fulfil heat requirement of human body and produces radiant energy. Fire element is vital for biochemical and metabolic pathways operating inside the human body.
4. **Water (Jala):** Water is essential constituent of the universe (macrocosm) and human body (microcosm). Water constitutes 70% of human body and is essential for carrying out physiological functions.
5. **Earth (Prithavi):** earth is nothing but solid state of matter and acquires stable equilibrium. Earth element plays significant role in make-up of human body. Human body is also dependent upon food from the earth.

### The Three Dosha

Vata (wind), Pitta (bile) and Kapha (mucus). These three doshas are responsible for the physiological and psychological processes taking place in the mind and body(Murthy, 2011).



Source: pt.slideshare.net

**Vata dosha:** Vata is composed of elements air and space. This biological humor is responsible for controlling the function of destruction. It is regarded as the main dosha among all the three as it controls and governs all the functions performed by otherdosha.

**Pitta dosha:** Pitta is composed of elements fire and water. It organizes all activities performed by body after the process of transformation. The whole chemical process including enzymes, immune power, hormones, nerves and the nutritional system attributes to pitta.

**Kapha dosha:** Kapha is composed of elements earth and water. It is responsible for the maintenance of all creations taking place in the body. All the activities of the skeletal and the anabolic system come under kapha.

### The Three Gunas

Ayurveda categorizes food in to three categories:

Satvic, Rajasic and Tamasic and they have different effects on the body and the mind(Dhanya S., 2019).

- **Sattva** is a quality of mind which induces clarity, harmony and balance. Fresh fruits and vegetables, salads, fresh fruit juices, cereals (red rice), herbal tea, fresh cow milk, dry fruits, nuts, honey, jaggery, all spices and freshly cooked Food
- **Rajas** is a quality of mind which induces energy and action. The need to create. Read to eat canned food, basmati rice, sour cream, paneer, ice-cream, yeast, sugar, pickle, vinegar, garlic, onion and salted food.
- **Tamas** is a quality of mind which evokes darkness, inertia, resistance and grounding. The need to stop. Alcohol, Beef, Chicken, Fish, Pork, Eggs, Frozen food, canned food, Mushroom, Drugs, Tea, Coffee, Fried food, Fried nuts.

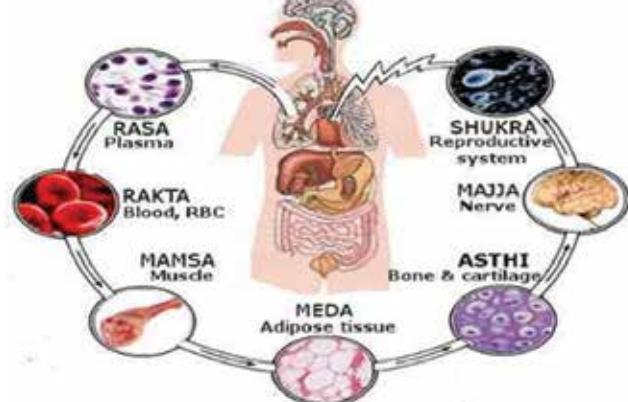
Sattva	Rajas	Tamas
Foods that promote purity of mind and intelligence	Foods that give us motivation and keeps us attached to our ego and creates desires	Foods that make our mind sluggish and promotes diseases
MILK HERBAL TEA GHEE WHOLE GRAINS FRESH JUICY FRUITS FRESH VEGETABLES HONEY NUTS MUNG BEANS	COFFEE/BLACK TEA CHICKEN EGGS ONION/GARLIC DARK LENTILS CITRUS FRUITS VERY SPICY FOODS CHOCOLATE SALT	RED MEAT ALCOHOL FAST FOOD FRIED FOOD FROZEN FOOD CANNED/STALE FOOD REFINED SUGARS TOBACCO SODA
PEACE WHILE EATING	EATING TOO FAST	OVER EATING

Source: wix.com

### The Seven Dhatus

The word dhatu comes from the root word ‘dha’ means basis or foundation. In Ayurvedic medicine, the dhatus (tissues) are the structural component nourishes the body. There are seven primary saptā dhatus: rasa (plasma tissue, lymph), rakta (blood, red blood cells), mamsa (muscle), meda (adipose tissue, fat), asthi (bone & cartilage), majja (nerve, marrow, connective tissue), and shukra/artava (male & female reproductive system)(Anand, 2011).

**Ayurveda Seven Dhatus**



Source: entrenamientoepad.com

During the process of digestion each dhatu nourishes with nutrition to carry our physiological tasks in the body; the left outs become the waste product or mala.

1. Food we eat is firstly converting into Rasa.
2. After Rasa formation, the remaining converts into Rakta.
3. After Rakta formation, the remaining converts into Mamsa.
4. After Mamsa formation, the remaining converts into Meda.
5. After Meda formation, the remaining converts into Asthi.
6. After Asthi formation, the remaining converts into Majja.
7. After Majjas formation, the remaining converts into Shukra.

### LIST OF FOOD COMMODITIES USED IN INDIAN CUISINE

#### Grains

Whole Wheat Flour-Aata, Bengal-gram Flour-Chane ka Aata, Corn-meal Flour-Makke ka Aata, Pearl Millet-Bajra, Finger Millet-Raagi,Kutoo ka Aata,Sattu,Besan, White and Brown Rice,Samak rice, Sago-Sabudana, Oats.

### Lentils, Pulses and Beans

Chickpeas-Kabuli Chane, Bengal gram-Kale Chane, Haricot Beans-Rajma, Black-eyed Beans-Lobhia, Soyabean and its products, Urad or Moong Dal Mangori or Badi, Arhar Dal, Masoor Dal, Moong Dal, Urad Dal, Chana Dal.

### Condiments, Spices, and Herbs

Turmeric-Haldi, Cumin-Jeera, Fenugreek seeds-Methi dana, Coriander seeds or powder- Sukha Dhania, Mustard seeds-Sarson or Rai, Carrom seeds-Ajwain, Asaoeftida-Hing, Cinnamon-Dalchini, Whole Black Pepper-Kali Mirch, Cloves-Laung, Black Cardamom-Badi Elaichi, Green Cardamom-Hari Elaichi, Nutmeg-Jaifal, Mace-Javitri, Dry Green Mango powder- Amchur, Fennel seeds-Saunf, Poppy seeds-Khus-khus, Star Anise-Chakri Phool, Bayleaf-Tejpatta, Curry leaves-Kadi Patta, Dry Fenugreek leaves-KasuriMethi, Dry desiccated or powder Coconut-Nariyal ka Burada, Saffron-Kesar, Nigella-Kalonji, Tamarind-Imli, Dry Ginger powder-Saunth, Saffron-Kesar, Mixed five whole spices powder-Garam masala, Jaggery-Gur, Rock or Natural Salts-Kala namak, Gulabinamak&Sendhanamak, Honey.

### Dry Fruits, Nuts, and Seeds

Walnuts, Almonds, Cashew nuts, Pistachios, Pine nuts, Chestnuts, Macadamia nuts, Peanuts, Sultanah and Raisins, Dates, Dried Dates-Chhuara, Dried Plums-Aaloo-Bukhara, Dried Apricot-Khubani, Lotus seeds-Makhana, Flax seeds, Chia seeds, Sunflower seeds, Melon seeds, Pumpkin seeds, Watermelon seeds, Sesame seeds.

### Medicinal Herbs

Holy Basil-Tulsi, Ashwagandha, Brahmi, Gotu Kola, Triphala-Amla, Haritaki, Bibhitaki, Mulaithi, Shatavari, Wild Turmeric, Sage, Jatamansi, Kapikacchu, Mandukkapari, Shankhpushpi, Tagara, Guuchi-Giloy, Bhringraj, Dhritkumari, Neem, Papaya-leaves, seed juice, and raw fruit; Jamun-leaves, bark, seeds, and fruit, Bael-ripe fruit pulp, Banana tree flower, Red Sandalwood.

### Milk Products

Turmeric or Saffron milk at bedtime, Fresh home-made Curd, plain or with Gur, Paneer-Indian Cream Cheese, Buttermilk-Chaach or Maththa, Kheer-made of vermicelli, dry fruits or rice, Indian Mithai made of milk.

### All Seasonal Vegetables

Especially leafy green vegetables like Spinach, Mustard greens, Fenugreek greens, Bathua, Soya, Chaulai, Hara Chana saag, Moringa, Broccoli, Cabbage, Rai etc.

### All Seasonal Fruits:

Especially Pomegranate, Papaya, Kiwi, Apple, Guava, Grape, Berries and Citrus Fruits.

### Objective

The primary motivation behind this research is to have an understand the influence of Ayurveda on Indian food, what to eat, when and how relying upon the most conspicuous dosha according to the rules referenced in Ayurvedic messages. Each flavor we use has a justification its utilization for example turmeric is said to have anti-microbial and constructs insusceptible framework, cumin/ajwain are known for their supporting in stomach and solid discharges, green cardamom is said to help in lessening inner aggravation et cetera. Not just the flavors utilized by the geological area, likewise the procedures or styles of cooking according to the amendment and admission of food relying upon pervasive Dosha aids solid prosperity without upsetting the environmental framework.

### Analysis

1. Eat as indicated by ones dosha to enhance the innerself and to have the option to decrease the disease identified with the dosha
2. *A healthy Indian cuisine should focus on fresh ingredients such as vegetables, fruits, tubers, legumes, whole grains, healthy fats and unsweetened beverages.*
3. *A healthy Indian diet focuses on lacto-vegetarian guidelines and emphasizes grains, lentils, vegetables, fruits, healthy fats, dairy and spices.*
4. Incorporate a high measure of occasional and locally accessible new products of the soil as they will give the necessary fundamental lifting weights supplements , subsequently constructing ones resistant framework.
5. Keeping the stomach related fire, or agni, sufficiently bright, as this will greatly improve the nature of processing and have the option to extricate most extreme supplements from the food we intake.

The stomach related framework is the supposed to be the most remarkable of all , to improve insusceptibility and great wellbeing. By and large, it is verifiable truth that cool food sources can obstruct the stomach related fire and make absorption drowsy/uncomfortable. Consequently it is ideal to stay away from cold water or cold squeeze not long previously or during supper is anything but a good thought.. Then again, stomach agni extraordinarily is improved with admission of ginger-lemon squeeze alongside a coriander, dark salt, and a teaspoon of nectar, this is a great method to actuate ones salivary organs, which thusly will produce proteins that guide in supplements assimilation by the body.

## Conclusion

Dietary and eating patterns, their fix/cures and wellbeing/prosperity advancing our day by day schedules may vary from one spot to another, however their canter standards continue as before all through for example to notice all and everybody with profound concordance and unity without watchfulness. Ayurveda can be adequately drilled in a confident way in any way and will most likely serve to construct self-reliance instead of on specialists and medication organizations. Dhatus are significantly the seven essential and crucial tissues/developing components in a human framework. Malas are the by-products. Ether is a definitive space, unadulterated happiness alongside void, an unexplained distance.

In the straightforward sense, it is the nothingness in and around which the essential electrons turns around any particle.

Ayurvedic cooking or the food as for the most part comprehended is the possibility that the tongue which is only an organ for the six unique preferences is an entryway to higher domain. Sustenance alongside mind regularly takes on the examination with different kinds of food blends to perceive what works out in a good way for what . Cooking is both body and soul experience alongside the instinct which advises if things should be redressed or advanced or changed. One necessities to feel it, smell it, taste it, develop it, love it, and ad lib it! Ghee, as we as a whole know, is exceptionally considered as restorative food when consolidated appropriately and eaten as per comprehension of ones Doshas

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## Attributes of the Destination Image of Shringverpur

Aishwary Kushwaha & Anil Kumar Singh

### Abstract

**Purpose-** To find the attributes of destination image of Shringverpur which can be used in destination branding.

**Methodology-** Research was done in two stages, first interview of the tourists, vendors, local people and pujaris. Second stage was the analysis of the interview and Ramcharitmanas.

**Findings-** It has all the attributes of the components (cognitive, affective and unique image) of destination image. Shringverpur has attributes of unique image also which makes it different from others. It has very poor services (accessibility, accommodation, restaurants and infrastructure).

**Research limitations-** This was done in Shringverpur as all the tourists were from nearby places only. This research focusses on attributes that can be used for destination branding.

**Scope-** These attributes can be classified in cognitive image and affective image to test the destination image and forming the brand identity.

**Keywords:** Destination image, Cognitive image, Affective image, Unique image, Ramayana circuit

### INTRODUCTION

Shringverpur is situated near Prayagraj at a distance of 40 kms approximately. Shringverpur is mentioned in the epic Ramayana as capital of the famous kingdom of Nishadraj or king of fishermen where Shri Ram, Laxman and Sita had stayed overnight before crossing the river Ganga.

The Union Ministry of Tourism had launched the “Swadesh Darshan Scheme” in 2014-15. The main aim of this scheme was to develop the theme based tourist circuits in the country. There is a great scope and need to develop tourist's circuits on specific themes to attract the tourists having interests in visiting such places. Every theme is unique in their own way and it should be developed in sustainable manner which supports the local communities and environment. Under the swadesh darshan scheme there are 13 thematic circuits for development.

Ramayana Circuit is among the thirteen thematic circuits identified for development under Swadesh Darshan Scheme.

There are fifteen destinations included in Ramayana circuit by the government of India for development. All the fifteen destinations included in Ramayana Circuit to promote religious tourism. These destinations are chosen according to the places where Sri Ram is believed to have travelled across India.

BIHAR	Buxar, Darbhanga, Sitamarhi
CHATTISGARH	Jagdalpur
KARNATAKA	Hampi
MADHYA PRADESH	Chitrakoot
MAHARASHTRA	Nashik, Nagpur
ODISHA	Mahendragiri
TAMIL NADU	Rameswaram
TELANGANA	Bhadrachalam
UTTAR PRADESH	Ayodhya, Chitrakoot, Shringverpur
WEST BENGAL	Nandigram

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## OBJECTIVES

- To analyse the information about the Shringverpur from various sources.
- To examine the tourist view and perception on Shringverpur as a destination.
- To identify the attributes of destination image of Shringverpur.

## REVIEW OF LITERATURE

Destination image is sum of ideas, beliefs and impressions that a person has of a destination (Kotler et al., 1993; Echtner and Ritchie, 2003; Kotler, 2002). Cai (2002) states that destination image differentiates and identifies the destination. Destination image is the perception about the place in the tourist memory.

Brand and image are closely related to each other; the former is created through the latter (Cai 2002). He further state that the image formation is the core of branding.

Morgan and Pritchard (2001) have analysed the branding strategies of the Wales Tourist Board and Welsh local authorities. Wales Tourist Board and Welsh local authorities have constructed a branding strategy for Wales by using the language, legend, emblem, myths, person, and heritage. These were seen as the basic elements of Wales's image.

Cognitive image is individual's knowledge on destination attributes (Pike and Ryan, 2004). Cognitive image are formed on the basis of pre-acquired knowledge about the destination (N. Souiden et al. 2017). Affective image is the feeling formed towards a destination (Baloglu and McCleary, 1999). Affective image is formed after visiting the destination and consuming the services.

The cognitive and affective image are accepted as influential indicators of destination image (Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal, 2006). Majority of the studies considered cognitive image for the evaluation of destination image, only few considered both the cognitive and affective image for the evaluation of the destination image (Baloglu & McCleary, 1999; Hosany, Ekinci, & Uysal, 2006). The cognitive and affective image are the important components of destination image in building a comprehensive destination branding model (Qu, Kim and Im, 2011), further they state one more component of destination image i.e. unique image, it differentiates the one destination from the other. Uniqueness gives the reason to travellers to choose one destination over the other. Uniqueness is the differentiation among the similar destinations in tourists mind (Cai, 2002; Morrison & Anderson, 2002).

The cognitive image has the strongest effect followed by unique image and affective image on overall image of destination (Qu, Kim and Im, 2011). Further they state that the image of a destination influences the tourists to recommend others.

## METHODOLOGY

Qualitative method was applied for this study. To gather information interview was conducted at the study area. Information about the study area was collected from various sources and analysed.

### *In depth interviews of*

- Local People
- Tourists
- Local vendors
- Pujaris

### *Analysis of*

- Ramcharitmanas

### *Population*

Local people, Local Vendors, Tourists visiting Shringverpur, Pujaris

### *Sample*

Local vendors: 14

Local People: 11

Pujaris: 3

Tourists: 95

The interview was done during monsoon in the month of August 2018. 14 local vendors, 11 local people, 3 pujaris and 69 tourists were interviewed, sample was taken randomly. Simple random sampling method was adopted for the study. 123 respondents were approached and 97 have responded. 69 tourists were interviewed in 3 days, sample was taken randomly, depends on the tourist's willingness to answer.

A detailed interview was done with respondents, the questions asked were

1. What is Shringverpur famous for ? (followed by series of questions about the incidents happen here in detail)
2. What are the services that are being offered to the tourists ? (accessibility, hotels, restaurants, toilets, guides and Ganga aarti)
3. How do you feel in Shringverpur ?

This interview shows the respondents overall image of Shringverpur. From the help of interview we generated a list of attributes for destination image

(cognitive, affective and unique image). The Ramcharitmanas is analysed for the attributes, the attractions for which Shringverpur is famous and the incidents happened here creates an overall image. The respondents have answered in detail.

Content analysis of the interview of respondents has divided into two parts first one is information about the destination and second one is services:

## INFORMATION

- All the respondents have stated the place as sacred because Shri Ram, Sitaji and Laxman had stayed here overnight.
- All the respondents have mentioned about the Sage Shringi rishi and his temple
- 73 respondents(3 pujaris, 14 vendors, 11 local people and 45 tourists) had mentioned about the Nishadraj(King of Fishermen).
- All respondents do mention about Bharat with family and army coming to Shringverpur in search of Shri Ram.
- All the respondents have mentioned about the sacred Ganga and aarti.
- Pujaris, local vendors and local people have mentioned about the tourists coming to the temple of Shringi Rishi for doing pooja to have a child like Shri Ram and also if they are unable to have a child. 14 tourists do mention coming for the same reason.

## SERVICES

- All the respondents(Tourists, Pujaris and Vendors) mention about that there is no public transport for Shringverpur from Prayagraj. Tourists have to hire a vehicle or come by their own vehicle.
- All the respondents have mentioned that there is no sign board from the main road to the destination.
- There are 5 dharamsalas, but only one hotel and one restaurant. There are many small snacks shop.

Vendors and Pujaris have mentioned majority of the tourists are from nearby places only. All the tourists have gathered information from the books and people, 69 tourists have stated that the information about the destination is passed on by people to people or from generation to generation and 11 have stated that they have read about Shringverpur in books also. This shows that the tourists have formed *cognitive image* of the destination.

### Content of Ramcharitmanas :

Shringverpur has got its name from the famous sage Shringi Rishi. King was very sad because he has no son, he told

his Guru (Vasistha) about all his joys and sorrows, Vasistha comforted him and said you will have four sons, who will be known in all the three worlds. Then Vasistha called sage Shringi, he performed a noble sacrifice for the birth of son to the king.

When the sage devoutly offered oblations into the sacred fire, the fire god appeared with an oblation of porridge(Kheer) in his hand and told king to distribute among his queens in proportions as think fit. Vasistha distributed the porridge to all his queens, in this way the queens became pregnant. This is the one part which makes Shringverpur a religious destination.

When Shri Ram got exile for 14 years, he stayed in Shringverpur overnight before proceeding to the forest. While he stayed in Shringverpur there were series of incidents and activities happened which makes it more famous as a religious destination.

Shri Ram along with Sita, Laxman and Sumantra(minister) reached Shringverpur and it is situated on the banks of river Ganga. Shri Ram narrates numerous stories connected with Ganga and its transcendent glory while gazing at the waves of Ganga. Shri Ram stays outside the town of Shringverpur as he was on exile. Nishadraj(king of fishermen) got the news that Shri Ram has arrived at banks of river Ganga, he along with his dear ones and taking the presents and fruits in the basket proceeded to meet Shri Ram. He lied flat on the ground in the feet of Shri Ram and placed the presents. He asked Shree Ram a favour of visiting his town and said "My land, house and fortune are yours; my family and myself are your humble servant". Shree Ram tells him about the exile that for fourteen years his home will be in the woods and his mode of life and food shall be that of a hermit. The chief of Nishadas thought of arranging the stay beneath the Sheesham tree and Shree was happy with that and said the place was very beautiful. Guha prepared a beautiful and soft bed of kusa grass and tender leaves. He also placed the bowls made from leaves full of fruits and roots. After having the roots and fruits everyone laid down to sleep while Laxman was pressing Shree Ram's leg. When Laxman was confirmed that his lord had fallen asleep, he asked Sumantra to retire and he himself got ready with his bow and arrows for guarding. Nishada chief also guarded himself beside Laxman was asking question, Laxman answered him in a gentle way. Whole night Laxman was telling Shri Ram's virtues the day dawned. Shri Ram wakes up and performed his ablutions.

Sumantra with folded hands ask the lord to return back but he denied to return and told Sumantra to convey his message to father with folded hands that "be not troubled in any way on my account, dear father". He also requested Sumantra to take of his father, do not feel miserable on account of grief

of us. Then Shri Ram tells Sita to leave with Sumantra and she can live with her parents or with the parents of her lord wherever she wants. He try to convince Sita in every possible by giving every possible explanations. But Sita responded in a very wise way by giving her counter side, she said sunlight can never exist apart from the sun nor the radiance of the moon leave the moon. Finally she convinced Shri Ram and told Sumatra to fell on the feet of my father in law and mother in law on her behalf and tell them that she feel happy in the forest.

Shri Ram asked the ferryman to take them across the river but ferryman refuses to do so. In favour of crossing the river he asked the lord to let him lave the lord's lotus feet. Shri Ram let ferryman wash his feet, the ferryman drank the water in which they had been immersed along with the other members of his family and gladly took the lord across the river. After getting down Shri Ram felt bad for not giving anything to ferryman, but Sita read the mind of her beloved and took off her ring to offer it to ferryman as a toll. With jointed hands he refuse to take the ring, he told them I worked for my life time but today I got my reward by serving you. Then Shri Ram proceed towards the forest with Laxman, Sita and Nishadraj.

All these points have information in detail attach to it which forms the destination image in the mind of tourists. Attributes of affective image are selected according to the type of destination as the Shringverpur is a religious destination and by analysing the interview of the tourists. Many of the researchers in their study have selected the attributes of unique image for comparison so that they can differentiate but in this study the attributes are taken which are not in other destinations and makes it unique as mentioned by the respondents and local people in the interview.

After analysis these attributes were formed:

#### **Attributes for destination image**

##### **Services and quality**

- Accessibility
- Accommodation
- Restaurants
- Local people (friendly or helpful)
- Guides
- Cleanliness
- Rest rooms/toilets
- Infrastructure or condition of dharamsalas
- Safety and Security

##### ***Attractions***

- Ganga aarti

- Ganga
- Cultural festivals/fair
- Local Culture/Cultural traditions
- Temples
- Archaeological site

##### **Feelings towards the destination (as told by the tourists)**

- Intense
- Religious
- Meditiveness
- Peacefulness
- Completeness

##### **Attributes of unique image**

- Shringi temple (Tourists pray for to have a child like Shri Ram & people who are unable to have a child )
- Shri Ram started his journey on foot from here.
- The conversation between Shri Ram and Nishadraj.

The attributes play a very important role in evaluating destination image as mentioned in the study that have been done by the researchers about destination image and branding. Brand and image are closely related to each other; the former is created through the latter (Cai 2002). He further state that the image formation is the core of branding.

On the basis of these attributes, tourists build an image of destination in their mind. These attributes can be used for branding, the most of the attributes will be same as compared to the other destinations in Ramayana circuit. The unique image will be the key attribute which makes the destinations different from others.

#### **Conclusion**

Shringverpur is famous as a religious destination because of Shringi Rishi and Shri Ram and the series of incidents happened in Shringverpur which presents a short story related to Shri Ram. Ganga flowing through the Shringverpur, makes it more religious. Shringverpur has everything as a religious destination, but it is hidden or not known to everyone. This study focuses on proposing the attributes of the components of destination image (cognitive, affective and unique image). This study proposes the attributes by analysing the previous studies and interviewing the local vendors and tourists. Also the Ramacharitmanas was analysed for proposing attributes. Ramcharitmanas helps in proposing the attributes of the unique image. According to the previous studies destination image play a very important role in branding, attracting new visitors and preserving the culture.

### **Limitations and Scope for further study**

This study is limited as the data was collected during the monsoon season, the population is limited to the people who are visiting Shringverpur, all the sample were from nearby places, majority from other villages. Study needs to be done on tourists coming to Prayagraj from different states. This study can be helpful in testing the destination image of Shringverpur and in developing brand identity and destination branding.

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## **Demographical Profile of Rural Tourism in Kangra (Himachal Pradesh)**

**Kushal Singh & Vijay Singh Parihar**

### **Abstract**

Due to being a permanent resident of Himachal Pradesh, I have chosen the title for the research as - Demographical profile of Rural Tourism in Kangra (Himachal Pradesh). Nature has summed up this state with its beauty, it is necessary to develop and propagate new tourist sites similar to the already famous tourist sites. There is a possibility of tourism in every corner of this state. This is not so simple due to the odd geographical conditions of the State of Himachal Pradesh and due to natural calamities from time to time. But this task is completely possible by the strong political will and honest functioning. The demographic variable is an essential instrument in tourist's decision making and affect the tourist's buying decision. For this, Age, monthly income, educational qualification, and employment status were considered. Majority (42%) of the respondents belonged to the age category of 30-40 years. Majority (35%) were earning above Rs. 60, 000 as their monthly income. Qualification belonged to Graduation level (42%) and majority (30%) was from Private Sectors. Thus, we can learn from untreated and unprecedented results achieved by keeping the soul of the village, its culture, and delicious dishes, by propagating the air march and by entertaining the guest with a sense of hospitality.

**Keywords:** Rural tourism, Kangra, Demographical profile, Geographical area, Hospitality.

### **INTRODUCTION**

India attracted lots of travelers in the past due to its fabled wealth. According to Ziffer (1989), "Tourism involves traveling to a relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations." India has the most popular tourist destinations in Asia, bounded

by the Himalayan ranges from the north and all the other three sides surrounded by water. India offers a wide array of places with enchanting backwaters, hill stations and landscapes to enhance the glory of this beautiful country. It provides enormous scope for the economic development of a particular area. Tourism in Himachal Pradesh is not a new concept. Its history goes back to Hiuen T-Sang, the Chinese traveler, visited India and made important observations about Jalandra, Kuluta and Srugna. Apart from Hiuen T-Sang many more foreign travellers have left interesting account of their tours to various parts of the hilly state of Himachal. William Moorcroft has described beautifully the power of various Rajas, economic and social conditions, art and architecture,

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painting, climate, scenic beauty, flora and fauna of the hill state. Tourism as an Industry began to develop in Himachal Pradesh only in the 19th century, when the British started founding hill station for the rest and peace. Himachal gained International name when British declare it summer capital in 1864. With the reorganization of the states in 1966, tremendously rich tourist potential areas like those of Kullu, Manali, Kangra, Dharmshala, Shimla, Chail and Dalhausie came over to Himachal Pradesh. It is apparently simple to define Rural Tourism but it is actually complex in nature and has different forms and meanings in different countries. In India, Rural tourism is an emerging concept and the scope for its marketing is still open. It is also realized that the future of such niche tourism is very promising as rural India boasts of rich culture and heritages. Moreover, its greenery, fabulous scenic beauty and wide range of biodiversity can easily grab the attention of city dwellers. Therefore, seeing availability, accessibility and affordability some macro-level marketing strategies should be adopted along with long-term planning, scrutiny, monitoring and regular inspection. In addition, proper market research will remove the uncertainty of business and can bring lots of socio-economic benefits to the rural community. Rural Tourism is a kind of sustainable revenue generating activity that ensures inflow of money from urban to the rural economy and side by side it also prevents the tendency of migration from rural villages to urban cities in search of better livelihood. Such form of tourism motivates host community to stay in their own soil offering them alternative opportunities of earning. It is an important instrument for sustainable human resource development. Poverty alleviation, employment creation, environmental regeneration, basic infrastructure development of remote areas, advancement and empowerment of host community especially women and other disadvantaged groups in the country are a few of many positive impacts of Rural Tourism. It also promotes social integration and international understanding. Preservance of nature and natural resources, market awareness and active participation, sound legislation, sustainable marketing policies and realistic planning and marketing strategies are also crucial for flourishing of rural tourism in India.

## **RESEARCH METHODOLOGY**

### **Statistics**

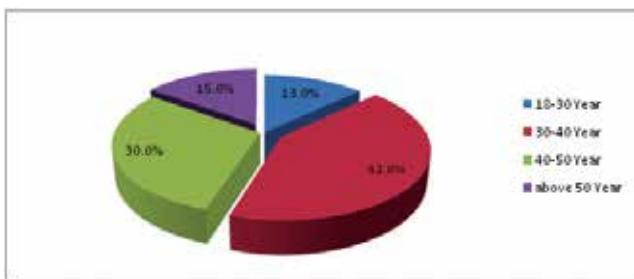
The collected data was analyzed through frequency distribution tables, measures of central tendency and measures of dispersion cross tabulation, chi-square, ANOVA, correlation analysis and factor analysis using SPSS version 20.0.

## **Results**

Present research is used to identify the general nature of tourists who have visited the rural tourist destination of Kangra valley. A few studies in the past have attempted to identify the general profile of tourists who visited the Kangra valley and came up with mixed results. The majority of researchers confirmed the maximum level of awareness within tourists towards rural tourism, however; some advocated the average level of awareness. A tourist plays a vital role in the tourism industry. Hence, in this present study, an attempt has been made by the researcher to know the general profile about the different dimensions of tourists who visited rural tourist destinations in Kangra valley. The data was collected using well-drafted and pre-tested questionnaire. Demographic variables are the most popular bases for segmenting the tourists. Tourist's needs, preferences, and desire rates are highly correlated with demographic variables. The demographic variables are easily measurable than most of other type variables (S. Prem Kumar 2014). For this reason the present section mainly focuses on an analysis of the demographic variable of the tourist respondents. It describes the characteristics of the respondents as summarized in Table 5.1, The demographic variable is an essential instrument in tourist's decision making and affect the tourist's buying decision. Hence Age, monthly income, educational qualification, and employment status were considered for this study.

### **1. Demographic profile of Tourist Respondents based on age (in Year)**

Srinivasan (2014) reported that age influences the purchase of product and also plays a role in provoking an intention to repurchase the brand. Rani (2014) reported that personality directly linked with purchase behavior. She also observed that personality at different age group varied considerably, so it can be addressed that personality is an important determinant of buying decision. She further added that a person does not consume the same product from the age of 20 to 70, but at every stage of life, there may be some variations observed in the brand and product choice. She further added that the life-cycle and age had a potential impact on consumer's buying behavior towards products and services had changed with time. An attempt has been made to know the age group of the respondents for the study. It has been classified into four categories i.e. 18-30 years, 30-40 years, 40-50 years, and above 50 years.

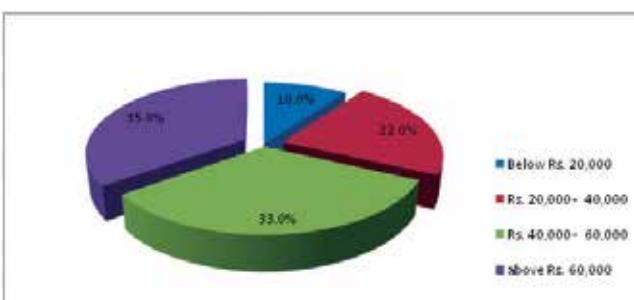


**Figure 1. Effect of Tourist Respondent Age (in Year) on Demographic Profile**

Figure 1 demonstrated the demographic profile of respondents as 13 %, 42 %, 30 %, and 15 % belonging to an age group of 18-30 years, 30-40 years, 40-50 years, and above 50 years respectively. Data depicted that the majority (42%) of the respondents belonged to the age category of 30-40 years.

## 2. Demographic profile of Tourist Respondents based on Monthly Income (Rs.)

Surya Rashmi Rawat (2015) reported in her research that the amount of money that an individual received at a specific age casts a significant impact over the buyer's behavior. The income affects consumer's to buy more or less in general and does not necessarily indicate buying items with a higher or lower value. A consumer may opt to buy more expensive goods in lesser quantity or cheaper goods in higher quantity. It was based on the balance between the spending versus saving habits of the consumer. An attempt has been made to know the Monthly Income of the responded for the purpose of the study. It has been classified into four categories i.e. Below Rs. 20,000, Rs. 20,000-40,000, Rs. 40,000-60,000 and above Rs. 60,000.



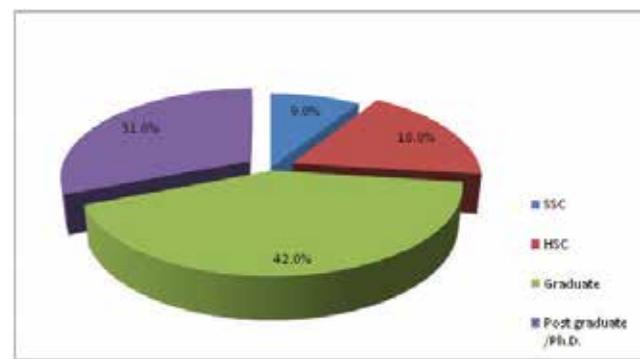
**Figure 2 Effect of Tourist Respondent Monthly Income (in Rs.) on Demographic Profile**

Figure 2 summarized that 10% of the respondents were earning below Rs. 20,000, 22 % were earning in between Rs. 20,000-40,000, 33% were earning in between Rs. 40,000-60,000 and 35% were earning above Rs. 60,000 as their monthly income. Data depicted that 35% of the respondents were earning above Rs. 60,000 as their monthly income.

## 3. Demographic profile of Tourist Respondents based on Educational Qualification:

Education enhances one's ability to identify, locate, and assimilate relevant information (Kulviwat, et al., 2004). Education directly influences consumer behavior. Higher education gives entry to the professions, social aspiration and consumption levels (Chisnall, 1994). Recent research revealed that people with higher education attach less importance to symbolic aspects in purchasing these products and importance of quality increased with educational level (Creusen, 2010).

An attempt has been made to know the educational qualification of the responded for the purpose of this study. It has been classified into four categories i.e. SSC, HSC, Graduate and Post Graduate / Ph.D.

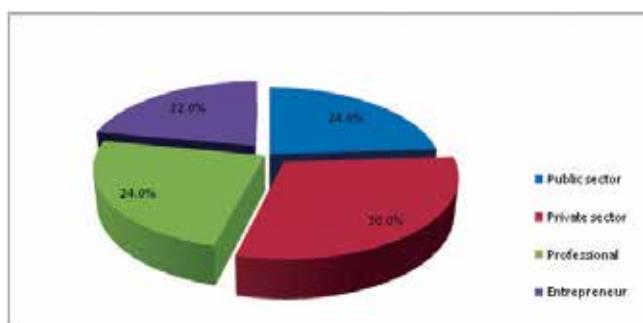


**Figure 3 Effect of Tourist Respondents Educational qualification on Demographic Profile**

Figure 3 summarized that 9% of the respondent's educational qualification was SSC, 18% of the respondents belonged to HSC level of qualification, 42% of the respondents belonged to Graduation level of qualification and 31% of the respondents were post graduate / Ph.D level (educational qualification). Data depicted that majority (42%) of the respondents belonged to Graduation level of qualification.

## 4. Demographic profile of Tourist Respondents based on Employment Status

Dr. Sriparna Guha (2013) in her Research found a significant difference in buying behavior of respondent, Now a day's tourist's involvement is more while purchasing the tourist product, (Davis 1971, Wilkes 1975) perceive purchasing as being associated with their role in the family. An attempt has been made to know the Employment Status of the respondent for the purpose of the study. It has been classified into four categories of tourist employment i.e. Public Sector, Private Sector, Professionals and Entrepreneur.



**Figure 4 Effect of Tourist Respondents Employment Status on Demographic Profile**

Figure 4 summarized that 24 % of the respondents belonged to public sector's employee, 30% of the respondents belonged to Private Sector's employee, 24% of the respondents were Professionals and 22 % of the respondents were entrepreneur. Data depicted that majority (30%) of the respondents belonged to Private Sector's employee.

Tourist satisfaction is the key to tourism success. Tourists in different destinations of Kangra valley region are not satisfied with different products and services. Service providers should pay due attention to this, as the satisfaction of tourists indicates a positive attitude towards the destinations and the experience of tourists. Satisfied tourists also have a tendency to show up again for family and friends and give destination advice. To achieve tourist satisfaction, service providers must understand the needs of tourists in order to provide their products and services that meet or exceed their expectations. Understanding the differences in tourism perception, image, and motivation towards the destination is necessary to predict tourism demand and its impact on the tourist destination. In fact, this understanding of destination image and visitor perception is important for a destination and provides the basis for a more effective and efficient future strategic planning of the destination. In practice, this study indicates that image study is a prerequisite for a successful marketing strategy. In this way, it is very important to understand when the image is formed and at what point the image affects the consumer's choice of a particular destination. One of the primary goals of any destination positioning strategy in HP is to reinforce the positive images that the target audience already owns, correct the negative images, or create a new image. In this regard, it is important to understand the perceptions of the visitors visiting the destination.

## SUGGESTIONS BASED ON IMPACTS

Strict measures are required to develop existing infrastructure at rural tourist destination of Kangra valley like transportation accessibility, fresh drinking water supply, electric power facilities, waste management and telecommunication in most of the tourism area, and furthermore, to open up new ones, related to the advancement of tourist spots.

Strict measures are required to prevent the conservation of tourist attractions related to nature, heritage and culture in Kangra valley. A few attractions have been all around rationed while numerous others require the use of preservation measures. Contemporary understanding methods should be applied to numerous attractions to make them additionally interesting and attracting to tourists.

The state government should encourage conference – tourism, which should be fully integrated convention complexes are required to be set up in the state.

Incentive plans like concessional package tours ought to be acquainted with spread tourism demand in Himachal for rural tourist destination in kanga valley.

## Conclusion

It is apparently simple to define Rural Tourism but it is actually complex in nature and has different forms and meanings in different countries. In India, Rural tourism is an emerging concept and the scope for its marketing is still open. It is also realized that the future of such Kangra valley rural tourism is very promising as of rich culture and heritages. Moreover, its greenery, fabulous scenic beauty and wide range of biodiversity can easily grab the attention of tourist. Therefore, seeing availability, accessibility and affordability some macro-level marketing strategies should be adopted along with long-term planning, scrutiny, monitoring and regular inspection. In addition, proper market research will remove the uncertainty of business and can bring lots of socio-economic benefits to the rural community. Rural Tourism is a kind of sustainable revenue generating activity that ensures inflow of money from urban to the rural economy and side by side it also prevents the tendency of migration from rural villages to urban cities in search of better livelihood. Such form of tourism motivates host community to stay in their own soil offering them alternative opportunities of earning. It is an important instrument for sustainable human resource development.

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