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TOURISM INNOVATIONS

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

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Editor Note

Welcome to the sixth edition of ***Tourism Innovations-the Journal of Indian Tourism and Hospitality Congress***. The journal continues to grow and is now attracting submissions from a wider range of authors and thus this edition's articles reflect an increasingly diverse set of interests and perspectives on tourism. The journal publishes up-to-date, high-quality and original research papers alongside relevant and insightful reviews. As such, the journal aspires to be vibrant, engaging and accessible, and at the same time integrative and challenging. In this edition, we have an impressive variety of articles that should be of interest to people for their insights into theoretical issues in the Adventure tourism, sustainable tourism, eco tourism and related fields with their innovative methodologies as well as substances of their findings.

The journal is striving to combine academic excellence with professional relevance and a strong industry focus. We wish to appeal to the academic communities and industry professionals to fill the gap between the perspective and the approach of the various disciplines of tourism and hospitality industry by focusing on emerging issues. Tourism Innovations continues to improve but this improvement is dependent upon you, the readers, to supply it with quality submission. We encourage our readers to send their submissions to us. As always, any constructive comments that could help us improve the journal would be appreciated.

We wish you a good reading and hope you enjoy this issue.

Chief Editors

Prof. S.P. Bansal

Prof. Sandeep Kulshrestha

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Contents

Research Papers

- | | |
|---|----|
| 1. Constraints of Adventure Tourism in North Eastern India
<i>Th.Umavati Devi & E.Bijoy Kumar Singh</i> | 1 |
| 2. Adventure Tourism: Land Based & Water Based Potentials in Manipur
<i>Moirangthem Lina & Binota Meinam</i> | 7 |
| 3. HRD for the Adventure Tourism Development in Manipur
<i>Kangjam Mukhara Devi & Prof. W.C. Singh</i> | 13 |
| 4. Data Mining Techniques for Segmenting Potential Consumers in Hotel and
Tourism Industry
<i>Nidhi Gautam</i> | 22 |
| 5. Homestay Tourism for Sustainable Tourism Impacts in Himachal Pradesh:
A Community Perspective
<i>Jaswinder Kumar & Meenu</i> | 26 |
| 6. Eco-tourism in Phek District of Nagaland: Constraints and Prospects
<i>Mangoljao Maibam, Zunyiteu Mero, Neiko Ritse & Wepekhro Wetsah</i> | 35 |
| 7. Service Quality Gap of Tourists Visiting Spa Hotels: A Case of Ananda Resort
<i>Nikhil Singh Charak & Suvidha Khanna</i> | 43 |
| 8. Adventure Tourism is Not a Niche Now!
<i>Prashant K. Gautam & Arun Singh Thakur</i> | 55 |

Book Review

- | | |
|--|----|
| 9. Fatehpur Sikri Revisited
<i>Syed Ali Nadeem Rezavi</i> | 62 |
|--|----|

Constraints of Adventure Tourism in North Eastern India

Th.Umavati Devi & E.Bijoy Kumar Singh

ABSTRACT

Adventure tourism is one of the fastest growing segments of tourism that attracts high value customers, support local economy and encourage sustainable practices. More and more countries are prioritizing adventure tourism. It has become the cornerstone of unique tourism experience. Adventure tourism is based on natural resources, cultural heritage and human resources in the form of quality guides and other staff. Guides enhance the quality of their services by offering unique experiences to tourists. Trained guides are at the core of the quality of the experiences on offer. Expertise in tour guiding, communication skills and responsibility for safety of the states. Adventure Tourism has to deal with issues relating to safety & navigation, cultural communication, social relation and group dynamics. Guides thus can be regarded as specialised resource. The following questions need to be answered : Do the skills of available guides match and meet current standards in the industry? How do we ensure that all guides meet the minimum requirements? Who takes care of development of skills of such guides? The paper seeks to examine these questions in the context of the north east. Their shortage can turn out to be a binding constraint on how far adventure tourism can be developed in this region. The abundance of adventure tourism spots maynot be perfect substitute for shortage of guides with appropriate skills. It is important to remove this constraint if adventure tourism is to usher in inclusive development.

Keywords: Adventure tourism, tourism satellite account, Adventure Tourism Development Index.

Introduction

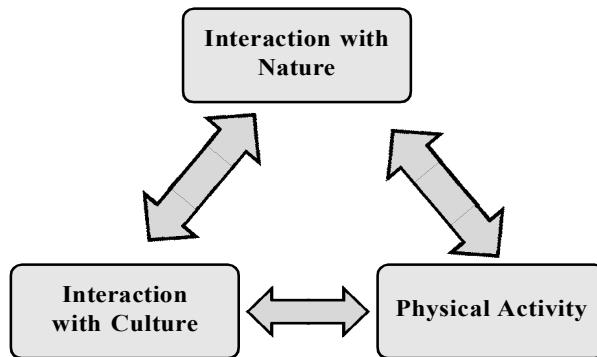
Tourism is considered as one of the fastest growing industries in the world. In 2013 international tourism accounted for 9% of global GDP, 30% of services export and 1 in every 11 jobs created (UNWTO 2014:p-7). Foreign tourists arrivals during 2014 were 77.03 lakh and foreign exchange earnings from tourism were Rs 1,20,0 billion. (GOI 2015 Annual Report 2014-15; p-5). In 2013, the travel and tourism industry contributed Rs 2170 billion or 2 % to the country's GDP. (Kulkarni 2015;p-3). Adventure tourism is one of the fastest growing segments of tourism that attracts high value customers, support local economy and encourage sustainable practises. It invariably involves visiting a region almost unaffected by human activities with specific features for engaging in risky sports that require physical effort, relatively high performance and greater risk taking. For tourists in search of unique

experiences it has become the cornerstone of tourism experience. Adventure tourism is synonymous with authentic experience. According to Adventure Travel Trade Association(ATTA), adventure tourism is a trip that included at least two of the following : physical activity, natural environment and cultural immersion.

Aspects of Adventure Tourism

It is a vibrant, dynamic and fast changing sector with new variants routinely added into the possible experiences. It has come a long way since the establishment of the National Geographic society in 1888 to increase and diffuse geographic knowledge and the Explorer club (1904) to promote the scientific exploration of land, sea, air and space. The objective of this paper is to contextualise adventure tourism in development of tourism. It is basically a reflection on the importance of adventure tourism in the northeast, a region rich in tourism resources and poor

in tourism infrastructure. It will discuss some of the major constraints in optimal utilisation of this resource in this region and suggest measures to meet the challenges.

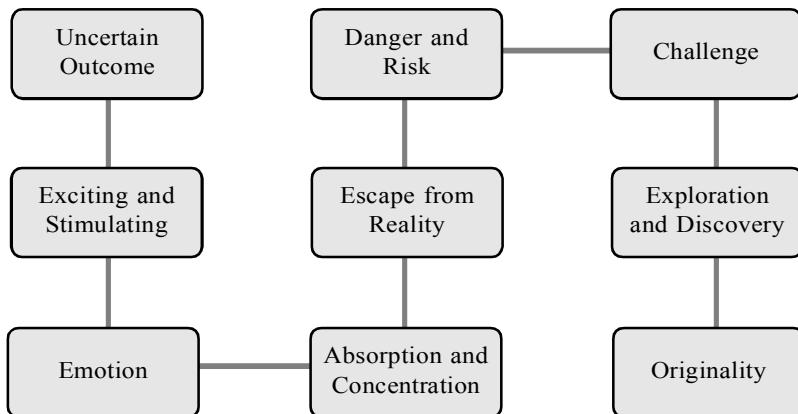


Source: Dorobantu, Cristina & Gheorghe (2012) p. 42

According to a study conducted by the George Washington University and Xola Consulting, the global value of adventure tourism rose from USD 89 billion in 2010 to USD 263 billion in 2013 registering an increase of 195%. The percentage of international travellers from the Americas and Europe as adventure travellers rose from 26.3% in 2009 to 41.9% in 2012.

This is highly significant as the Americas and Europe make up nearly 70% of world's international tourism departures. It increased due to an increase in international departure, an increase of travellers going on adventure trips and an increase in average spending. The distinguishing characteristics of adventure tourism are as follows :

Characteristics of Adventure Tourism



Source: Dorobantu, Cristina & Gheorghe (2012), p. 44

Adventure Tourism emphasises rural areas, local culture and can be developed with existing infrastructure. It is the presence of visitors that makes it a destination, rather than destinations seeking to create a tourism activity. It is less sensitive to deficiencies in hard tourism infrastructure such as airport and paved roads but are more sensitive to

soft infrastructure such as signage, good guide training and clean trails. There is a need for prioritising the type of infrastructure valued by adventure tourists. Adventure Tourism is commercialised adventure in which the activities are organised and directed. Adventure will always be a subjective term for travellers. Motivations for pursuing this are Relaxation,

Exploring new places, Time with family and Learning different culture. Adventure tourists push their own cultural, physical and geographic comfort limits. A prominent characteristic of AT is the hiring of a professional guide to provide a range of technical support and equipment as well as culture and nature interpretation. It is resilient because adventure tourists are passionate and risk taking. It attracts high value customers. It also supports local economies and

encourages sustainable practices. Adventure tourists rank areas of natural beauty as the most important factor in choosing their most recent destination . Non adventure tourists rank having friends and family at the destination as most important factor followed by areas of natural beauty and climate.

Broadly speaking adventure tourism can be classified into three categories: hard, soft and others.

Table 1: Categories of Adventure Tourism

Soft	Hard	others
Archaeological explorations/backpacking/bird watching/camping/eco tourism/education programmes/environmental ly sustained activities/fishing/horseback riding/hunting/rafting/research expeditions/safaris/sailing/scuba diving/skiing	Caving/climbing (mountains/rock/ice)/trekking	Attending local festival/fair, cultural activities, getting to know the locals, learning a new language, walking tours

ATTA(2013)

Adventure Tourism in the North Eastern Region of India

Tourism can be developed in the region to showcase its culture, history, and natural beauty. To fully benefit from natural, cultural, business, leisure, spiritual, religious, ecological, adventure and medical tourism the emphasis should be on creation of adequate tourism infrastructure like modernisation of and expansion of airports, increase in accommodation under star and budget category hotels and improved road connectivity to tourist destinations. Assets for adventure tourism, a vibrant segment of tourism industry, of all types are abundantly found in this region. The mountains, forests, rivers and other water bodies and its multi ethnic cultural heritage are resources on which a vibrant movement for adventure tourism can be nurtured. Adventure tourists also value natural beauty of destination very highly. One of the major attraction of adventure tourism is adventure travellers are willing to accept limited tourism infrastructure with the promise of an exceptional, authentic experience. That is why adventure tourism is becoming significant in emerging destinations at the early stages of tourism development where tourism development infrastructure is yet to be developed.

The lack of development in tourism in this region so far has become a blessing in disguise as issues like sustainable tourism have become very well

established parameters in formulating policies for tourism development. The experience of areas which have seen rapid growth of economy based on, inter alia, tourism has taught latecomers like the northeast to be wary of changes, wary of modalities for tourism development. The contribution of tourism sector should take into account the costs of change to be borne by various stakeholders in the society. The northeast has come to look at tourism as a major driver of growth and as in other regions, is going to depend on the development of adventure tourism.

Attracting tourists is an intensely competitive task and has to be looked at in a professional manner. Tourists in general and adventure travellers in particular are highly discerning consumers of a service and they are more likely to use information from many sources about the destination much more than what used to be done. Therefore merely saying that the region has the potential will not be enough. The attractions should be converted into footfalls through deliberate policies taking into account the role of the private sector also. The following table based on the study by George Washington University shows the decision making process of adventure travellers. Respondents in the study were asked "how did you prepare for your last trip?". It shows that only 12% of adventure travellers didnot prepare prior to going on the trip. As many as 69% did research on the destination before the

trip. 41.1% of the respondents who did research said “I typed the destination or activity into Google” or

another search engine”. Another 41.1% said “ I visited the destination’s website”. Only 25% depended on a travel agent.

Table 2: How Did you Prepare for Your Last Trip?
(Adventure Travellers)

Research	69%
Consulted friends & families	64%
Book airfare or hotel online	36%
Watched a travel programme about the destination	28%
Consulted newspapers & magazines	26%
Visited a travel agent	25%
Purchased a guidebook	25%
Booked through a tour operator	17%
Booked through a travel agent	17%
Visited a tourism promotion organisation	12%
Didnot prepare prior to going on the trip	12%

Source: ATTA(2013)

Strategies for Optimal Growth of Adventure Tourism in the Northeast

The abundance of tourism resources is no guarantee that the region can usher in pro poor growth based on tourism in general and adventure tourism in particular. It is also no guarantee that growth will be inclusive. For that careful and well timed policy intervention has to be made taking into account the resources and the pattern of demand . For example in Manipur with tremendous potential for adventure tourism only three bodies viz Manipur mountaineering and Trekking Association and the Manipur adventure and Allied Sports Institute and Adventure Academy of Manipur are actively involved. The facilities available are water sports at the Loktak lake, rafting on the Barak river, trekking in Dzuko valley and Shirui range of Ukhrul, caving at the Tharon and Khangkhui caves, hang-gliding, paragliding at the Koirengei Airfield and foothills of Nongmaiching at Wakha. The demand for such adventure travels has picked up after the annual Sangai festivals where the natural wealth of the state has been successfully showcased.

Tourism education in India itself is in infancy and it has adversely affected the human resource for development of tourism. The adequacy of the curriculum pursued is increasingly questioned. This has led to a situation where the various dimensions of an industry as multifaceted and dynamic as tourism have not been properly looked into. The adequate

policy should be based on a comprehensive understanding of adventure tourism sector. The important aspects to be dealt with are supply chain, marketing channels, destination structure in terms of governmental entities charged with regulating and promoting tourism and the ways adventure tourism products are created.

In order to benefit from Act east policy in tourism in general the following constraints have to be taken care of

- a. Information and image deficit of the region.
- b. The fragile eco system and carrying capacity
- c. Absence of any institutional arrangement for coordination among the states to focus on a NER perspective in tourism
- d. Poor management of tourism destinations.
- e. Absence of community mobilisation for tourism

As decisions are based on prior research mainly on the web, priority should be given to have a strong presence on the web. The statistics about the destination, the logistic, comments by earlier visitors should be made available. Comments by earlier visitors would be either vindicating or contradicting the official statistics. The minimal aspects that need to be uploaded are

1. How to reach the destination
2. Where to stay at the destination

3. A comprehensive list of adventure tourism destinations
4. Some information on adventure tourism

That will be the basis of a SWOT analysis of tourism sector in the region.

Though adventure tourists are interested in unique experience, they are equally concerned about their safety. Tourism is associated with leisure and a fine balance has to be struck between risks associated with adventure and leisure. This is sought to be accounted by well trained tour guides and a well developed insurance market. The skill of climbers should not be compromised at any costs. Both are highly inadequate in the northeast. The natural talents of local guides lack credibility and the infrastructure for training such tour guides is highly inadequate. Tour guides coming from outside the region may be a short term solution but in the long run local guides for such activities have to be produced through accredited training institutes so that larger proportion of the benefits of tourism accrue to the region. This is in line with the strategy of inclusive development. This calls for establishment of training institutes in the region so that maximum number of people can get trained. While adventure tourism may not need five star staff, it needs well qualified tour guides. The existing law and order situation in the region may dampen the initiative if the initiatives are not supported by community mobilisation. If we wait for improvement in this situation, we will miss the bus. What is required is an aggressive sales strategy. Once the stakes of the community in the development of adventure tourism are made explicit the efforts of the community will largely complement the initiatives.

In addition to the issue of safety, the fragility of mountain ecosystem has to be taken care of. Mountains and forests should be recognised as special and distinct and as valuable sights for preserving cultural integrity and conserving biological diversity. There is also the need for new or reinforced legal mechanism to protect fragile mountain eco systems and promote sustainable and equitable development in mountain and forests. This will help in community mobilisation in the hills. The fear that tourism may compromise with the sustainability of the eco system should be removed at any cost. Generally tourist infrastructure development has a telling effect on the eco system . it is in this context that adventure tourism scores over other forms of tourism.

It is essential that we understand the interface between adventure tourism and social welfare because it after all is the yardstick for being worth the effort. Adventure Tourism has both negative and positive effects and we should aim at minimising the negative impact and maximising, if permitted, the positive impact. There should be meaningful indicators of the contribution of adventure tourism to social welfare. The effective indicators should reflect the following criteria: understandability, relevance, accessibility of data, cost of obtaining data, temporal comparability of data and sensitivity. It is complicated and challenging as tourism is not separately defined in either the standard product or industry classification or in the framework of national accounts. Tourism is identified by the characteristics of the purchaser demanding the product. This can be dealt with more effectively through tourism satellite accounts which transcend the traditional notion of industries. The grey areas in impact analysis of tourism should be effectively dealt with by developing the data base for tourism related industries. This calls for renewed efforts to develop a data base for tourism in general and adventure tourism in particular. A related international effort is the Adventure Tourism development Index (ATDI) which is a joint initiative of the George Washington University, the ATTA and Vital wave Consulting. It offers a ranking of countries around the world on principles of sustainable adventure tourism and it uses a combination of expert survey data and qualitative data gathered from international indices. It was created to support entrepreneurs and governments who want to create and market sustainable adventure tourism products and services while benefiting communities and the environment. Similar exercise may be attempted for a comparative study of development of adventure tourism among the Indian states.

Conclusion

The region has inexhaustible resources for adventure tourism. The related infrastructure may be taken care of by market forces in due course of time. The challenge is to join the competition for the adventure tourism market as soon as possible. The binding constraint for adventure tourism to usher in inclusive development will be human resources. It is an industry where human resources in the form of well qualified tour guides and operators can largely substitute for inadequacy of physical infrastructure. The policy

interventions of the government should prioritise the capacity building initiatives. The effectiveness of interventions should be routinely assessed by using

adventure tourism development index which can be done by a concerted effort of the data base of tourism. The sooner we do, the better it will be.

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Adventure Tourism: Land Based & Water Based Potentials in Manipur

Moirangthem Lina & Binota Meinam

ABSTRACT

Adventure tourism is a modern form of tourism wherein, mostly the young travelers prefer to enjoy their leisure moments in ways like river rafting, canoeing, parachuting, paragliding etc. in order to complete their interest in the same. It defines to be a perfect and exciting break or holiday for these group of people belonging to offices and also who are students (youthful stage). Here this study attempts to simplify plus well manage the adventure tourism and her underlying potential, in order to find out the undiscovered areas in an enhancing way for the tourists. These days activities of the sporty kind attract more tourists, be it, inbound or outbound to a particular destination i.e, land based and water based adventure tourism. The Adventure Tourism Market Study provides a view of the Adventure Travel Market due to key regions, i.e; Europe, North America. According to the United Nations World Tourism Organization (UNWTO), these three regions account for 69 percent of the overall departures. And this study reveals the result of a representative survey of 838 international travelers. There is a tremendous increase from 2010 adventure tourism market study in which the adventure tourism market from the above mentioned regions was valued at \$89 billion. Henceforth, from 2009-2012, the adventure travel market had an estimated average yearly growth of 65 percent. (Adventure Tourism Market study 2013, George Washington University, Washington DC). Thus, we can obviously have the idea that the adventure tourism potential is increasing per year with the developing means of transportation and better itinerary provided by famous travel and tourism companies as well as the accommodation provisions. Also in Manipur we have many associations relating to mountaineering, trekking and river rafting who can provide a professional guide to our tourists seeking for an adventurous trip while visiting the scenic and beautiful, Manipur. They make sure on the safety and security of the tourists and welcome them in the best hospitable way so that Manipur becomes undeniably a favorite adventure tourism destination.

Keywords: River Rafting, Parachuting, Paragliding, Mountaineering, Trekking, Transportation.

Introduction

The status of tourism in Manipur is overgrowing at the present moment. Tourism indicates to the activities of those persons travelling to stay at destinations away from their homes or usual environments for not more than one consecutive year for leisure, business or recreational purposes. Tourism in our country has observed exponential growth in the last few years because India is a destination which is attractive for both domestic and overseas travelers. One best example can be cited on this regards: despite the uncertainties

and inconveniences in the global economy, the tourist arrivals rose at around 5% during the first four months of 2009.

The adventure tourism industry has entered a new stage with industry participants experimenting with a range of new strategies. For example, cruise lines are incorporating adventure activities into their on-shore excursion itineraries. Adventure tour operators are becoming increasingly profitable as varied organizations are earning revenues upwards of US\$100 million square. But it relies on innovations

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of entrepreneurs who are continually developing diverse set of products in frontier destinations.

Adventure tourism is defined as travel outside a person's normal environment for more than 24 hours and not more than one consecutive year. A trip may be classified as an "adventure" trip if it involves two of the following three elements:

- 1) Interaction with nature
- 2) Interaction with culture
- 3) Physical activity, while the core of the adventure is a trip which involves all three elements.

Henceforth, adventure tourism consists of white water rafting, hiking, bird-watching trip (eg. In Colorado) or mountain biking (in Oaxaca), visits to Mexico wherein the local communities are the main interest of interactions in order to learn about traditional weaving practices. (The George Washington University, ATTA & Xola, 2010). As the adventure tourism business advances, its main priority is the safety and security of its tourists at all times. It is a well developing type of tourism and expected that the actors will increasingly have more influence in policy making and developments.

It can be observed that adventure tourism is characterized as a whole dimension of thrilling experiences as in mountaineering, trekking, sailing, white water rafting, angling, parasailing, ballooning etc. making it so tempting among the youths to try out an adventure out of it. The forest and desert region have their own unique place in providing scope for adventure tourism in India.

Significance of the Study

Presently, the adventure traveling of today is believed to be started around 30 years ago when people from around the world begin exploring of the great Himalayan ranges in Nepal. Naturally they were nothing more than wanderers and created new –age form of adventure travelling. They explored Afghanistan, Bhutan, Bali, Algeria, the Nile and the Alps. Talking about India, it is only in the recent years that adventure tourism has taken birth. Despite of its recent developments in short notice, it has shown progress and India has now emerged amongst the 10 adventure tourism destinations in the world.

The reason of studying adventure tourism is because of recent developments wherein the number of adventure tourists gets increased per year. Hence there

should be innovative ways to interact and handle the adventure lovers from time to time so that it turns out to be a loyal traveler. A warm extension of friendly hospitality is quite important while handling a tourist, be it domestic or foreign national. And to secure their safety at all times. Here the analysis is based on land and water based tourism.

There are safety norms for watersports in the field of adventure tourism and they specify minimum safety standards as regard to infrastructure equipment or accessories, operator's qualifications and guidelines for watersports operations.

Section 1: General Watersports

- Boat & water scooter rides
- Parasailing
- Water skiing & fun rides
- Jet ski
- Windsurfing & sailing
- Kayaking & canoeing

Section 2: Scuba diving

Section 3: river rafting

Section 3: lifeguarding

- Pool lifeguards
- Beach lifeguards

River Rafting

Safety measures for river rafting:

- Oar rafts should carry at least one spare oar.
- All rafts must have a safety line going all around the raft.
- Suitable clothing and shoes must be worn for rafting during winter wherein snowfall and cold air temperatures are prevailing.
- Guides must ensure that the life jackets are worn snugly before the trip takes off.
- People suffering from any serious ailments, weak heart conditions, and epilepsy also expectant mothers should not be allowed to raft.
- The river or beach must be kept clean plus the flora and fauna should not be harmed.

It is a mandate responsibility for all outfitters and guides to maintain a log book which mentions the number of passengers, water-level, river map or accidental injuries etc and signed by senior guides to keep a thorough check on frequent basis. All of the above mentioned safety measures will help in

the smooth and timely functioning of adventure tourism operations and will definitely bring in more and more number of tourists around the globe in the coming years. So there is a need of well trained and certified guides to train the tourists for trekking or rafting etc.

Literature Review

The term “adventure” means something exciting and different from the usual routines in our daily life which deals with a daring experience. In short it means excitement associated with danger or the taking risks part. (Retrieved from oxford advanced learner’s dictionary 03:49 pm date: 10-12-2015). The adventure tourism development index (ATDI) utilizes a panel of industry experts to help determine select pillar scores. The ATDI uses a five- year moving average of expert survey results. If not available then, uses an average of the available data.

In the category of adventure the ATDI recognizes a destination's competitiveness relative to its ability to support adventure sports which scan a range of outdoor, nature-based activities- from birdwatching to mountaineering, whitewater rafting to rock climbing, caving to paragliding. A destination with resource is an added advantage for such type of tourism, the adventure activities resources pillar is made up of two indicators:

- 1) Threatened species
- 2) Forests, grasslands, dry lands

Here, a low number of threatened or endangered species and the presence of forests, grasslands and dry lands indicate resources for adventure activities.

The tourism industry in India emerged as the largest sector in the service industry contributes as the largest sector in the service industry as it contributes more than 6.2% of its G.D.P. Also it provides jobs to more than 8.7% of the employed people in the country. As per the policy for the diversification of tourism product of India , special attention is being given for the development of Adventure Tourism in the country.

The Ministry of Tourism has also formulated a set of guidelines on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism Activities. These guidelines cover Land, Air, Water based activities which consists of mountaineering, trekking hand gliding, paragliding,

bungee jumping and river rafting. General Financial Assistance is being extended to the respective state governments or Union Territory Administration for development of Tourism Infrastructure in destinations these refers to facilities for trekking, rock climbing, mountaineering, aero sports, winter/ water related sports, wildlife viewing facilities etc. Also the financial assistance for buying kayaks, canoes, paddle boats, fiber glass boats, hovercrafts, water scooters etc are sanctioned to the state governments by the central government in India. The Indian Institute of Skiing and Mountaineering has become fully operational in Gulmarg from January 2009. This very institute facilitates its own building and all the latest equipments cum training facilities for developing adventure tourism. Hence the National Institute of Water Sports, another organization of Ministry of Tourism based in Goa, is getting a new building and facilities upgraded for training in water sports activities. The Ministry is working with the Indian Mountaineering Federation and Adventure Tour Operators Association of India to explore positioning India as an Adventure Destination. Ministry of Tourism has been working up with related Central Ministries with regard to facilitation for development of adventure tourism. As an outcome, the Government of India has given security clearance for Government of India has given security clearance for opening 104 additional peaks in Jammu and Kashmir (leh area) subject to clearances and stipulations from State Government, Home Ministry and other concerned agencies. Also the Indian Himalayas can be promoted as an Adventure Tourism Destination.

In regards to Manipur Adventure Tourism, mention may made of the Loktak lake at Moirang under Bishnupur district of Imphal, Manipur. In this adventure destination there are water sports facilities provided by the state government, private companies as well as Non-profitable Organizations with the help of the local populace. Fishing, Boating with music for leisure and relaxation of the mind and local snacks can be enjoyed at Loktak lake. Also the tourists can enjoy home stay accommodation instead of the cottages or hotels which may be noisy and threatening to the tourists. Hence it is a completely different lifestyle while holidaying as an adventure tourists. So all are invited to experience the serene and magical beauty of the only freshwater lake in the country i.e, Loktak lake.

Besides these are the MMTA, Manipur Mountaineering and Trekking Association Complex at Lamdan (Sudarshan park) near Hydroelectric Power Project.

Adventure Tourism Potentials

The competitive nature of a tourist destination brings up the necessity of a centralized management. This centralized management can be achieved only respecting the recommendations of sustainable tourism. Failing to obey the requirements of a sustainable tourism will turn its positive impacts into negative impacts that will be a falling indicator of profitability in the tourists area.

The increasing complexity of competitive environment and the decreasing possibility of control and foresee markets and demand are among the crucial factors local tourist destinations both emerging and already established have to face. "Destination brand conveys the promise of a memorable travel experience that is uniquely associated with the destination. Destination brand also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience. (Baker, 2007,pg 14).

Tourism is widely viewed by ASEAN leaders as a part of the efforts to promote green development in region. Speaking in the ASEAN Tourism Forum in Phnom Penh in late (2011, pg 14) Cambodian Prime Minister said, "Tourism is acclaimed as the green gold fostering socioeconomic development and poverty alleviation as well as contributing to the green economy."

Besides the Mountaineering and Trekking Association (MMTA) as an adventure tourism facility at Lamdan in Manipur, there is the Manipur Adventure and Allied Sports Institute (MASSI) complex at Keirao and at the Tourist home located at Shiroi Hills near Ukhrul district Headquarters of Manipur. Therefore all of the above mentioned associations and institutions conduct training and treks for tourists with an adventurers streak or interest. Besides this offers like opportunities for jungle exploration, mountaineering, rock climbing, parasailing etc.

Wild life sanctuaries are also accountable to be a part of Adventure Tourism. So there is a good potential for the Keibul Lamjao National Park in Manipur to be developed as a hotspot destination for adventure tourism admirers. This is because a very endangered species called Sangai or the Brow Antlered Deer

(*Cervus Eldi Eldi*). It is located in the south western part of the Loktak lake. This is the last natural habitat of the marsh-friendly, brow-antlered deer, Sangai. It is the only floating park in the World.

Mention may be made of the district is situated 83 kms away from Imphal in the east. No doubt one of the highest hills of the state, Ukhrul is famous for peculiar type of terrestrial lily, the siroy lilly (*Lillium Macklinae*) grown in the Siroy hills of Manipur. The Kangkhui Lime Caves are interesting places for exploring the adventure' Next is the Tamenglong, its district headquarters located at 156 kms from the city. This particular destination is popular for its deep gorges, mysterious caves, rejuvenating waterfalls, exotic orchids and delicious oranges. Each year orange festival is held in Tamenglong wherein the Ministry of tourism organizes its schedule.

Not to forget the mountain of Koubru Leikha wherein it is one of the pious mountains and located on NH-39. There is an old temple of Lord Shiva or Lord Koubru Mahadeva which is 300 years old located at the foothills of " Awang asuppa yoimyai khunda ahanba Mountain". Several devotees visit this destination for religious interests but it can be an adventurous experience at the same time.

Then comes, Tengnoupal district of Manipur on the way to Moreh town bordering the Myanmar. This place is located 69 kms away from Imphal on the Indo-Myanmar highway. There is no summer in Tengnoupal district. So the tourists who visits it, should wear warm clothes. And the fabulous specialty of this place is that the whole valley of Manipur can be viewed at a glance.

So it is observed that Manipur has a lot of potentials of Land and Water based Adventure Tourism potentials. Not all those destinations are well prepared for welcoming tourists of adventure but it needs a systematic infrastructure, well- trained guides and adventure tour operators etc to lead the tourists with warm hospitality. The people of Manipur are often very friendly and helpful to her tourists.

Analysis

SWOT Analysis

S – Strength

- Manipur has a rich natural habitat where numerous flora and fauna survives in her forests or greenery areas or villages etc.

- Moderate climate to be experienced by the tourists from October to April months respectively.
- The travel expenses are not so high which is affordable.
- Manipur has a very unique traditional cuisine which attracts its tourists more.
- The mountains and rivers are an amazing experience for adventure tourism fans or tourists.
- Since time immemorial, the Manipuri people are known for their hospitable nature.

W – weakness

- Road infrastructure is still poor.
- Still needs a professional touch in developing tourism, for adventure.
- Accommodation facilities to be more equipped for the existing ones.
- More number of accommodation to be established nearest to all favorite destinations in Manipur.
- Insurgency problems may hit the number of tourist arrivals down since such problems bother the tourism industry and the economy as well.

O –opportunities

- Tourism provides jobs to end number of people.
- Hospitality and aviation are its sisters that help help in increasing the number of tourists arrivals in Manipur.
- In the past 2-3 years foreign tourists arrivals are increasing.

T –threats

- The law and order conditions affect the life of people associated to traveling here for their business or leisure trip.
- Infrastructure is not so good as in road transport which can leave a negative impression in the eyes of the tourists.
- While trekking and mountaineering, the weather conditions to be carefully studied otherwise it may lead to accident, injuries or

- dead which is life threatening to the tourists.
- Communication problems may rise if the adventure tour guide cannot speak fluent English or Hindi language in front of the tourist. It can further lead to a bad impression that the guides are not well trained or educated.

Conclusion

In today's dynamic world, the tourists or the travelers that are passionate about experiencing adventure undergo a new bizarre form of peaceful, close to nature's gift experiences that drives them away from the stressful usual city life and bustling noises of people and vehicles and high rise buildings. Tourism comprises of many dimensions from Eco-tourism, Medical tourism, Business tourism, Religious tourism and many more types. All of these dimensions of tourism fulfil the needs and wants of the people involved in tourism. Henceforth, Manipur is also taking part in the ever changing world of tourism, functioning to its world class culture of serving its guests and tourists in the most hospitable way possible.

The Mapithel peak located in the east district of Utkhrul consists of caves and bee hives and exploratory research identified some of its potential tourism sites as it can augment the income f the locals there. Lastly to mention about the Patkai range/ Purvanchal range, it is one of the eight mountain ranges in the country extending flawlessly to an area of 108,229 km ranging from Manipur, Meghalaya, Mizoram, Nagaland and Tripura (Wikipedia). These are also a destination of tourism adventure. It is a sign of a shifting paradigm from the less creative minds to the amazingly creative and innovative mind wherein the provision of employment increases and the amount of exposure of services to the tourists is growing per year.

It can be said that hospitality sector has taken off to grow as yet it needs more to develop and flourish. Also the tour operators of varied kinds of tourism and experienced tour guides and tour planners need to be trained and employed. It cannot grow on its own, hence requires an undawnting spirit of cooperation and understanding of unity amongst the government, non-government, private and public sectors and rise in an unstoppable competitive and healthy manner.

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HRD for the Adventure Tourism Development in Manipur

Kangjam Mukhara Devi & Prof. W.C. Singh

ABSTRACT

Human Resource Development (HRD) is that section of management which deals with the main factor of any industry. The main purpose of it is to improve the efficiency of the human resource. In simple words, HRD is an organized learning experience aimed at matching the organizational need for human resource with the individual need for career growth and development. When a well applied HRD approach is undertaken, it helps an employee to increase his/her knowledge, skills and capabilities. This helps them to deliver quality performance. There are many issues concerning human resource which can have serious impacts if not rectified. In tourism industry too, the major issues that are restraining the industry from achieving high economic value are shortage of qualified personnel, shortage of tourism training institutes, shortage of well qualified trainers, working conditions for the employees. An important aspect of Manipur in tourism industry is the adventure destinations. There are numerous lands, water and air based adventure sports sites throughout the State being taken up by the courageous people to gain knowledge about the nature by taking risk just because of their curiosity for adventure. And so, adventure tourism is becoming one of the attractions of the state to the adventure enthusiasts. Thereby, this article highlights the importance of adventure tourism as one form of tourism which can help and contribute to economic stability of the state to some extent. It is an attempt to highlight and judge the policies of HRD of the tourism industry with special reference to adventure tourism development of the state which is a point of concern to help the human resource to work in supportive environment. This in turn it can enhance the capabilities and motivate them to work more efficiently in the industry.

Keywords: Human Resource Development, Human Resource, Adventure Tourism, Career Growth, Socio-economic Benefits.

Introduction

Human Resource Development (HRD) is an emerging field of study for the development of human resources. Development of human resources has been in existence in some form or the other since the beginning of the human civilization, a planned and systematic approach to HRD in organizations is a must. HRD is a system and process involving organized series of learning in such a way that they acquire desired level of competencies for present and future role (Gupta, 2014). According to Prof. T.V. Rao, known Indian HRD expert, “HRD is a process in which the employees of an organization are continually helped in a planned way to:

- i. Acquire or sharpen capabilities required to perform various functions associated with their present or expected future roles.
- ii. Develop their general capabilities so that they may be able to discover their own inner potentialities and exploit them to full for their own and organizational development purpose, and
- iii. To develop an organizational culture where superior – subordinate relationships, teamwork and collaboration among different sub – units are strong and contribute to organizational wealth (or professional well-being) and motivation and pride of the employees.”

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on the basis of these definitions, the following features of HRD have been identified:

- i. It is a planned and systematic approach.
- ii. It is a continuous process of developing the competencies, motivation, dynamism and effectiveness of employees.
- iii. It is an interdisciplinary concept.
- iv. It has both micro and macro aspects. At the micro level, it is concerned the improvement of the skills, attitudes and behaviour of human resource for the benefit of both the individual and the organization. At the macro level, it involves the improvement of the quality of life of people in a country.

Now, one most important aspect about tourism development would be the study on HRD policies. For this, one needs to understand the definition of Tourism which is referred to as ‘temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs’ (Mathieson and Wall, 1982). The United Nations World Tourism Organization (UNWTO) defines tourists as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Tourism, a major source of revenue for governments as well as individuals nowadays, some developed economies and developing economies are focusing on the tourism industry for economic growth. Therefore many countries invest in the development of the tourism industry in order to gain higher living standards for the population. Adventure tourism, as a subset of tourism, is rapidly growing in popularity. There are many reasons why people travel. Travel is not always about resorts or long hours spent reading a book listening to the ocean wave’s crash onto the shore. For some travellers, rest and relaxation is for home only; however travel should be active, filled with a wide variety of risk. There are different types of travellers and one such traveller is adventure lovers. With this view, this paper highlights the importance of adventure tourism as a niche tourism which can help and contribute to economic stability of the state of Manipur. Again with this regard, the paper is pointing out that HRD policies are a matter of concern for the improvement of the performance of the human resources and professional in the field of adventure sports and

tourism of the state. Until and unless the state develops the policies for them, the need for the industry won’t achieve the satisfactory level.

Adventure Travel and Human Resource

Adventure travel and tourism is a rapidly expanding sector of the tourism industry internationally (Bentley et al, 2006). This expansion is due firstly to a desire among tourists for unusual holidays, different from the traditional beach package holiday and secondly to the increase in opportunities available as a result of the increasing commercialization of the industry (Buckley, 2006a). It is a tourism that combines physical activity, cultural exchange, or interaction and an engagement with nature. Adventure tourism creates some excitement by stepping out of once comfort zone. It requires significant physical and mental effort. It may involve some kind of risk, be it perceived or real.

Various authors have attempted to define adventure tourism. Some have been quite precise in their attempts such as “guided commercial tours where the principal attraction is an outdoor activity that relies on features of the natural terrain, generally requires specialized sporting or similar equipment, and is exciting for the tour clients” (Buckley, 2006b). It is also defined as “A leisure activity that takes place in an unusual, exotic, remote or wilderness destination. It tends to be associated with high levels of activity by the participant, most of it outdoors. Adventure travellers expect to experience various levels of risk excitement and tranquillity and be personally tested. In particular they are explorers of unspoilt, exotic parts of the planet and also seek personal challenges”(Millington et al, 2001).

Risk and Adventure Tourism

Risk is a major element of the adventure tourism sector. Risks in the industry are very real, and lack of proper management of risks can lead to tragedy. There are obvious risks involved in both operating a business within the adventure tourism sector and being an adventure tourist. Professionals take steps to minimize these risks, as is evidenced by the various risk assessments, equipment inspections, safety audits, certification, etc. which all adventure providers take care of. However, risk is a vital part of the experience. Perhaps, it has been proposed that the pursuit of risk is often the central motivation of adventure tourists. Adventure can be divided into two parts (Allen, 2010).

a. Soft adventure

Soft Adventure involves little physical risk, little to no experience and offers more convenience in terms of comfort and cuisine. It is safe without excessive physical demands. It includes casual bicycle tours, cultural art walks, camping, biking, wildlife viewing, etc. Soft Adventure is one of the fastest growing segments of the travel and is becoming most popular form of adventure tourism. The reasons are (a) wide range of people, (b) easily done by first timers, (c) less physical output required, (d) pushed slightly beyond their comfort zone, (e) variety of budgets, (f) risks are generally lower, and (g) shorter time spans. And the best part of it all - there are absolutely no qualifications to enjoy this type of travel.

b. Hard adventure

Hard adventure encompasses a higher element of risk, but more importantly one need to be in either excellent physical condition or be mentally fit. Hard Adventure travel almost always includes intimate experiences with the natural environment while enjoying local traditions and cultures. It is often expensive and requires technical equipments. Hard Adventure activities include climbing expeditions, rafting/kayaking, several day treks crossing several elevation changes, etc.

Human Resource

Since risk is a major element of the adventure tourism sector, travellers require to be trained by the professionals or experts which mean that this industry needs professionals for the development.

Natural resources and cultural heritage are key assets for adventure tourism. However, one of the most important tools for creating and enhancing value are the human resources in the industry – namely the guides and other staff. People's commitment to delivering quality service enhances the appeal of adventure travel. Guides always have close contact with clients on a tour, and expertise in tour guiding, communication skills and responsibility for safety are key assets that all tour operators need to develop. From a business perspective, guides also contribute in terms of setting a company's products and services apart from those of other competitors on the market. They do this by offering personal impressions that give unique value to tourists.

Hence, tourism is an industry based on people and social interaction. Globally, tourism has the capacity to help develop regional economies and support local communities. However, this does not always take place without taking a significant toll on the natural environment and local culture in ways that can be damaging in the short and long term. The challenge for tourism will therefore always be to stimulate economic and social development in a way that factors in nature, culture and the environment.

Training

Adventure is both an art and science, not merely a physical activity. It is one of the finest and manliest sports but to practice it without proper training and adequate technique is a form of deliberate suicide. So, training promotes caution and clear thinking. For example, a mountaineer must not only learn climbing but also understand the mountains. Thus training is aimed to develop self-confidence, endurance, persistence, determination and spirit of adventure (Surjit, 2014a).

Methodology

The present study is an attempt to understand the importance of adventure tourism in the state of Manipur with regard to the available resources. It is also the main focus to highlight the significance of HRD in adventure tourism development of the state so that the high end tourists (i.e. adventure tourists here in this regard) may get their expectations into reality as well as the manpower of the state get employability in this field.

The present study is a case based study which main area of the study is Manipur Mountaineering and Trekking Institute (MMTA). From MMTA, both primary data and secondary data were collected for this study.

Manipur as an Adventure Destination

Adventure travel addresses all the risk and challenges associated in a way that provides opportunities for local communities to develop and takes account of the tourists' diverse understanding of what a responsible and sustainable adventure – based holiday involves. Manipur is an obvious adventure destination. India's vast geographical diversity provides a wealth of outdoors adventure. Manipur lies in the lap of great Himalayan range. It is a tiny hill state lying at

latitude of $23^{\circ}83'N - 25^{\circ}68'N$ and longitude of $93^{\circ}03'E - 94^{\circ}78'E$. The state is mainly divided into two regions viz., the hill and the valley. The hill comprises of five districts which are (i) Senapati, (ii) Tamenglong, (iii) Churachandpur, (iv) Chandel, and (v) Ukhrul. While the valley areas of Manipur comprise of four districts namely: (i) Imphal East, (ii) Imphal West, (iii) Thoubal and (iv) Bishnupur.

Creator has created Manipur with different geographical physiology and also with beautiful flora and fauna. Manipur literally described as the ‘Jewel of India’ by Pandit Jawaharlal Nehru boasts of an picturesque landscapes with misty hills and mountains, shimmering lakes, verdant valleys, gurgling rivers, and luxuriant forests. The state covers an area of about 22,327 sq km with a population of approximately 25.7 lakhs people (as per the Census 2011 report). As the state has been described as the ‘Jewel of India’, it is rich with the natural beauty, flora and fauna, and varied beautiful ethnic cultures. The small population of the state, comprising only about 0.2% of the nation’s population, has made remarkable contributions to the national heritage. Besides the state is now regarded as the storehouse of games and sports because of the splendid performances given by its sport persons in national and international arena; and thus, it is no doubt that these strength and courage are inherited from their ancestors. The state has so much of excitement and thrilling events as to cite an example, it’s been a customary that adventure sports like mountaineering and trekking have long been in existence since historical time like climbing to Koubra, Thangjing, etc. on the auspicious day of Cheiraoba, the first day of Meitei Calendar has been a cultural practice in the state. These show that there has always been a remarkable courage and strength both mentally and physically in participating different sports and adventure events by the people.

So, when it is talked about the tourism industry of Manipur, there is necessity to identify unique tourism packages that can be offered to the tourists. Besides, there is also necessity of promotional activities which can highlight different areas of art and culture, natural beauty, handloom and handicrafts, indigenous sports, adventure sports, etc. Hence, identifying the advantages of geographical diversity, the state has a huge opportunity to attract tourists with varied packages of adventure tourism which may be soft or hard adventure tourism; all of which require trained and motivated personnel for the development of adventure

tourism in the state. So, the influential aspect of the state is adventure destinations with varied water spots, beautiful landscapes and air based sports. And thus, Adventure Tourism facilities are plentifully available in the State through the Manipur Mountaineering and Trekking Association (MMTA).

Manipur Mountaineering and Trekking Association

The Manipur Mountaineering and Trekking Association (MMTA) plays major role in promoting adventure sports of the state. It provides plenty of adventure tourism facilities to the adventure lovers. It was established in 1980. The association started its first activity which was the Combined Shiroy Expedition comprising 300 adventure enthusiasts from the state. With a Motto of “Higher and Higher towards Life’s Goal”, the MMTA continues to draw inspirations from great adventure lovers whose success is premised on hard work, commitment and discipline.

The year 1984 was the first turning point of MMTA as the first Adventure Course was launched at Leimatak Khongnung in collaboration with the Himalayan Mountaineering Institute (HMI) Darjeeling. The historic trek of 1985 covering the entire boundary of Manipur was done in a record time of 70 days by our energetic and dedicated volunteers of MMTA. Sir Tenzing Norgay’s maiden and only visit to Manipur in the year 1985 to lay the Foundation Stone of Manipur Mountaineering Institute (MMI) at Lamdan is of great significance as it gave a new impetus in the field of adventure in the region. “Higher and Higher Towards Life’s Goal” is the Motto of Manipur Mountaineering Institute. Managing the Manipur Mountaineering Institute, MMTA is the pioneer adventure organization diversifying its activities. The Government of Manipur recognized Manipur Mountaineering Institute of Manipur Mountaineering and Trekking Association as “The State Institute of Adventure” in the year 1992. MMTA and MMI continues to conduct various adventure and environmental and also eco-tourism activities such as:- Adventure Course, Mountaineering Trekking, Scientific Expedition to the Nature, Himalayan Expedition, Everest Base Camp Trekking Expedition, Foreign Expedition, Rafting, waterman ship, Para sailing, Para-Gliding, Mountain Biking, Rock Climbing in Natural and Artificial faces both.

MMTA plays an important role in environment protection and conservation and continues to respond to challenges of different nature. MMTA has the state

of art training facilities which are comparable with the best in the country.

Mission of imparting training at MMTA

The main objective of imparting experiences of adventure sports to the youths is to create and foster amongst the youth a spirit of risk-taking, cooperative team work, and the capacity of ready and vital response to challenging situations and of endurance. It has qualified instructors who have climbed many high mountains including Mount Everest. Following are the facilities provided at MMTA:

1. Outdoor training aids

- Sport climbing wall - artificial training of international standard
- Tashi and Baby face rocks - practical training on natural rock faces

2. Field training at base camp

- Field training of adventure and Pre-basic courses is conducted at 2300m high base camp at MMI, Lamdan, Churachandpur District.

3. Library

- At MMI, there are more than 100 books and journals covering a wide range of subjects mostly mountaineering, travel and exploration, astrology, geology, flora, fauna, etc.

4. Auditorium

- Used for lectures, demonstrations and also to show various training films to both students and visitors.

MMTA provides the following courses which are guided by well trained and experienced guides with the provision of infrastructure and equipments:

1. Adventure Course: not less than 50 people per course for 12 to 15 days
2. Adventure Camp - not less than 50 people per camp for 7 days
3. Engaged Camp – on request for 5 days
4. Sports Climbing Course – for 7 days
5. Parasailing:- not more than 50 person per events on request
6. Children Adventure Camp, not less than 30 children per camp on request
7. Trekking Expedition. Not more than 30 person on request
8. Rafting Expedition. Not more than 12 person on request, best season (August to October)
9. Mini Rafting not more than 12 person on request, best season (August to October)
10. Eco-tourism (package) not more than 30 person on request
 - a. 3 days at Lamdan Adventure and Leadership Park: Obstacle Course, Natural Rock Climbing, Parasailing, Valley and Loktak, View, Laimaton Trekking etc.
 - b. 3 days at Ukhru: Shiro Peak, Khangkui cave etc.
 - c. 8 days at Tamenglong (Tharon caving, Barak Waterfall, Zeilad Lake and Tamenglong Monument etc) Total 15 days covering 3 Districts of Manipur.

Table 1

Sl. No.	Adventure Type	Numbers of Trainers
1	Water based adventure sports	10
2	Air based adventure sports	11
3	Land based adventure sports	15

Source: Primary data

11. Paragliding on request
12. Hot Air Ballooning book before two months not less than 20 person - best season Nov-March

MMTA has well trained instructors and trainers according to the type of adventure sports as the provision entails which are as follows:

Mr. M. Kumar, Member of MMTA and Administrator of MMTA informed that according to the need of the time, if the programme needs more instructors, MMTA engages and hire other trainers available in the state as well as from outside the state on contract. MMTA has well equipped world class instructors and trainers. As for example, Mr. Yengkham Surchand,

the Executive Member of MMTA is the First Air Pilot of Power-motor in North East India.

The scheme of training includes serving the first generation learners (students and non-students alike) of both rural and urban areas with particular thrust on student community which will enhance the leadership qualities of the youths as well as this training will give them knowledge and awareness for conserving the natural resources and preserving the cultural heritage (Surjit, 2014c). Thus the receivers of the training include both local as well as outsiders who are lovers of nature and adventure and those who need these courses in their profession. Till date MMTA has trained thousands of youths including school students and National Institute of Technology (NIT), Silchar students. MMTA is the first voluntary organization in the country which has given training to the Indian Army in Rock Climbing and Mountaineering Course at the MMI complex, Lamdan. In recognition to the activities done by MMTA Supports and Aids were provided:

1. Department of Youth Affairs, Government of Manipur support MMTA time to time.
2. Directorate of Tourism, Government of Manipur is the partner Government Agency in the Field of Adventure and Ecotourism Events every year.
3. North Eastern Council Shillong, Government of India extend financial assistance in major Himalayan Expeditions
4. Indian Mountaineering Foundation (IMF) New Delhi is the parent body of the organisation.
5. Regional Director - North East India tourism Guwahati - Ministry of Tourism Government of India also support in various Adventure Tourism Training Camps.

Importance of Adventure Tourism

Employment Potential

Some prominent spots for adventure sports and tourism in Manipur

Adventure sports in Manipur include a wide array of exciting choices. There are numerous land, water and air based adventure sports sites throughout the State. Manipur, with its scenic beauty, mountains, hills, valley, rivers, streams, lakes, green forest and so on, has endured and attracted people to visit and explore the unexplored and thus adventure tourism as a subset of tourism industry has contributed to the revenue of the state as well as socio-economically it has benefited to the locals and communities too. Some of the celebrated adventure sports and ecotourism destinations can be listed as follows:

1. **For water sports** - the Loktak lake at Moirang, Bishnupur District
2. **For rafting** - the Barak river, Tamenglong District
3. **For mountain climbing and trekking** - the Mount Iso along with Dzuko Valley famous for its endemic Dzuko Lily at Senapati District; and the Siroy Hill outshining for its rare Siroy Lily at Ukhru District
4. **For caving adventures** - the Tharon Cave of Tamenglong, Khangkui Cave of Ukhru, Makhel Cave (Tadubi) of Senapati and Tonglon Cave of Churachandpur
5. **For parasailing** - the Koirengei Old Airfield
6. **For paramotors ride** - the Koirengei Old Airfield and MMI, Lamdan
7. **For paragliding** – MMI and Chinungkok (Imphal East)
8. **For Wildlife expedition** - Keibul Lamjao National Park at Loktak, the natural habitat of Sangai.

Table 2: Darst and Armstrong's Benefits of Outdoor Adventure

Personal	Economic	Socio-psychological
New experience adds a kick to participants' lives, allows them to experience something they haven't tried before	Minimal financial investment- Provides interesting and pleasant activities at a reasonable cost	Socializing provides a chance to meet others who have similar interest
high risk experience facing perceived may danger help participants overcome fears, gain self-confidence and enhance their ability to copy		Unity promotes cohesiveness and doing things together without the distractions of everyday life (e.g. TV, telephone, social responsibilities)

Escape offers release from the tension and complexities of modern life.		Cooperation and trust promotes better relationships through cooperation, appreciation of others, compassion and respect.
Success allows participants to achieve a highly personal sense of accomplishment		Nature and outdoors-Promotes aesthetic appreciation for nature and concern for vanishing wild places.
Physical fitness. Physical activity can help burn calories and increase strength, stamina and flexibility		

Source: Prospects of Adventure Sports in Manipur, 2014, p.17

Table 3: Ewert's Benefits of Outdoor Adventure

Psychologically	Benefits on a personal (versus group) basis: Self - concept (enhanced or Strengthened view of oneself), self - efficiency (self - confidence), self - actualization (well - being or improved self expression and feelings of psychological health)
Sociologically	Compassion, cooperation, respect for others and communication
Educationally	Improved academic abilities, awareness of nature and environment problem solving, outdoor skills and value clarification.
Physically	Strength, coordination, balance, cardiovascular endurance

Source: Prospects of Adventure Sports in Manipur, 2014, p. 18

So table 2 and 3 give the benefits of outdoor adventures and encompass psychological, sociological, educational, physical and of course economic

advantages for the enthusiast, potential and energetic youth and thus these can provide a bright career for them such as:

Table 4: Adventure Course and Career After

Course	Career
Foundation course	Escort
Basic course	Guide
Advance course	Instructor
Method of instruction	Trainer

Source: Prospects of Adventure Sports in Manipur, 2014, p.18.

And thus in future course of time, trained youths can become Entrepreneurs and can even generate employments. Hence, training and development of human resource is the prime factor in the promotion of adventure tourism of the state next to other factors like Natural potential and Tourism friendly atmosphere.

Other importance

- Awareness of the climate change and environment
- Channelization of youth energy in a positive direction
- Disaster management

So, according to Dr. L. Surjit Singh and other adventure enthusiast, collective benefits could be as follows:

- Promotion of home-stay, culture and craftsmanship
- Proper utilization and protection of natural resources
- Helps to reduce gender disparity
- Checks urban migration
- Helps towards sustainable development of local economy.

The Manipur Sangai Tourism Festival

Manipur Sangai Festival is organized every year in the month of November by the Manipur Tourism Department, Government of Manipur for 10 days. The festival is the platform for promoting tourism of the state where the endangered deer "Sangai" is showcase to everyone as the state animal of Manipur. This is the platform for showcasing our culture and tradition, folk dance and song, cultural dance, indigenous games and sports, etc. the festival is being participated by the locals, domestics as well as foreign delegates. The foreign participants are mainly from

Thailand and Myanmar. The festival is observed with great enthusiasm. This year also the festival had been organized from 21 to 30 November, 2015. When it comes to Adventure tourism, Manipur Mountaineering and Trekking Association (MMTA) does not stay behind. MMTA takes a major role as a partner organizer in the festival to promote the tourism industry of the state by especially showcasing the different infrastructures and equipments used in the adventure sports. Besides, MMTA also provides various adventure sports at the festival as well as conduct expeditions to various adventure spots during the festival.

Table 5: Volunteers of MMTA in the Manipur Sangai Festival 2015

Type of Volunteer	Number of Volunteers
Mechanic Instructor	30
Skilled Labour	10
others	60

Source: Primary data

Table 5 shows the number of volunteers being trained especially for organizing the Manipur Sangai Festival 2015, 30 instructors were regarded as mechanics, 10 as skilled labour and 60 as other organizers; overall 100 cards were issued as official volunteers for the festival. These reflect that for promoting tourism development of the state, human resource development is a must.

Concluding Remark

HRD has been recently given importance in tourism industry. For building our nation and organizational development, there is a need to mobilize the human resource. Mobilization would include the need to develop the human resource, their skills, knowledge, attitudes, so that they can achieve competently the predetermined goals. For developing tourism industry the primary requirement is efficient and professional human resource. As tourism is a growing industry, there is huge requirement of efficient and trained personnel to fill various jobs. Tourism industry is basically a service industry where assets of an organisation can be their human resource. Adventure tourism is a major form of tourism in Manipur since the state is blessed with the exotic natural beauty and varied landscape with the availabilities of land, water and air based sports. There are varieties of

jobs available for managing various tourist services. Special attention has to be given on training of the youths of the state which is accomplished remarkably by MMTA. It has to be ensured that there should not be any loophole in the facilities and services provided to the adventure tourists. Training programmes should be organized for the personnel to be so that they could be trained as per the requirements of the industry. Through this, we can forecast easily for exactly what types of personnel, with what qualifications or skills will be required. This can help in determining the finalization of required training programmes for the local residents. This will also help in determining whether there is a need for trained personnel from other countries and also whether local people are to be sent for training elsewhere.

Present paper has taken an account of various adventure sports and adventure tourism development of the state of Manipur. However, planning tourism can have its true meaning when Government, private sector interest groups, common citizen and industry experts participate in both preparation and execution of the plan (Singh & Kshetri, 2014). In order to achieve the goal of positioning Manipur as an adventure destination and to achieve the economic objectives, there is a need to formulate attainable

targets. As such, adventure sports and nature expedition facilities available in the state has made a remarkable place in the tourism industry through the initiative role taken up by MMTA and other private and local

clubs to some extent. Adventure tourism of the state is able to contribute social and economic benefits to the state by providing employment and new business opportunities to the locals.

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Data Mining Techniques for Segmenting Potential Consumers in Hotel and Tourism Industry

Nidhi Gautam

ABSTRACT

With the advent of internet and upsurge in online hotel or restaurant booking, online customer's reviews are playing a pivotal role in potential customer's purchase trends. The wide variety and flexibility in booking hours, availability of varied flexibility has an add-on benefits for customers. The flexibility of room rent, refunds, price drops and various payment options also has a positive impact on the online hotel booking behavior of the customers. Therefore, to avoid wastage of time and money in markets, consumers wish to assess the information promptly on their handheld gadgets. Hence, the online customer reviews help the potential customer to book a hotel online. In order to meet customers' demands and improve their satisfaction, companies should have abilities of customer segmentation. Different customers have different characteristics such as preference, values, profit, etc. Customer segmentation theory proposes that groups of customers with similar needs and purchasing behaviors are likely to demonstrate a more homogeneous response to marketing programs. This paper explains various data mining techniques which can be used for segmenting potential customers in hotel and tourism industry.

Introduction

The internet has completely changed the business processes. Nowadays every kind of information is available on the internet and users have an easy access to this information. The new technologies like broadband, 2G and android applications have made it more accessible for users. The digital market has also grown big with lot of products available and easy payment options. The online hotel reviews have become so apparent that it has shown a huge impact on the buying behavior of new customers. The study has revealed that new customers tend to spend more time on checking online reviews of a hotel before purchasing it[1,2]. As per the study and results shown by Forrester Research Company (Jupiter Research) in 2008, blogs too play a pivotal role in advertisement messages. In fact, blogs have considerable impact on buying decisions of a customer than social networks because blogs give a space for discussions and building trust[3].

Earlier, word of mouth was the best marketing strategy for companies. Now with the digital era, word of mouth became electronic word of mouth (eWOM) with online customer reviews (OCRs) which refers to the user-generated content. This user generated content is being published on the e-seller's webpages [4]. Though the customer experience of offline shopping and online shopping differs in terms of personal contact, feel, interaction, presentation of the product; still digital markets are growing. Therefore, how online blogs and social networks impact the buying decisions of the online customers became a topic of research. It is still to be analyzed what else motivates people to believe on e-markets [5]. The online reviews have become the biggest source of information for online customers. The online platforms are user friendly which makes it very easy for customers to interact socially and share product information. Various websites such as Amazon.com, Yelp.com, Tripadvisor.com, etc.

provide the facility of writing reviews by the consumers online. This information synonymously known as electronic word of mouth [6]. Academia and corporate sectors too have substantially given importance to online customer reviews. Both are interested to study the impact of online customer reviews on new customer's buying decisions. Along with e-commerce, social networking websites became an important platform to promote products online. Hence, internet has restructured the marketing strategies to promote more and more products online with varying promotions and offers [7].

The internet has impacted the way hospitality and tourism sector has grown in the recent past. Social networks, social media, have established a critical space in this sector as well by showcasing the accommodation, preferences, needs of the customers at a single window [8]. Therefore, with the advent of latest technologies and rising competition, customer has gained the central attraction. The limited range of high profit customer and fierce market competition has evoked unprecedented demand of understanding customer. With proper market segmentation, companies can arrange the right products, services and resources to each target customer cluster and build a close relationship with them. Market segmentation has consequently been regarded as one of the most critical elements in achieving successful modern marketing and CRM [9].

It is the process of dividing a market of potential customers into groups, or segments, based on certain characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share similar interests and needs. The segmentation is done to identify those segments that are likely to be the most profitable or that have growth potential – so that these can be selected for special attention as target markets. Segmenting markets of potential consumers is typically being done on the basis of certain available data so that the company uses the data to categorize or differentiate between profitable and non-profitable consumers [10]. This paper is an attempt to review the existing literature on market segmentation using data mining techniques.

Various Data Mining Techniques

The literature review identified 6 categories and each category also consists of several single or hybrid data

mining techniques. This study surveyed and classified various market segmentation techniques into 6 broad categories:

- (1) Artificial Neural networks
- (2) K means
- (3) Multi dimensional scaling
- (4) RFM model
- (5) Discriminant analysis
- (6) Hierarchical clustering

Major reviewed data mining techniques are as follows:

Artificial Neural Network:

Due to increasing computer efficiency with less cost, Market segmentation using neural network has been quite popular in different domain of business research. Some of the popular areas are sales forecasting, bankruptcy prediction, direct marketing and target marketing. Self organizing map (SOM) is one of the popular neural network used for market segmentation. SOM helps to visualize input high dimension data into two dimensional map that allow us to find out important relationship among input data. The main limitation of SOM is to find out exact clustering boundaries so researchers used a combination of SOM and K means to overcome the problem [11]. In programming point of view, SOM has serious drawbacks regarding determination of optimum cluster center, initial weights and stopping criteria.

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K means clustering:

K means algorithm is also known as square error based clustering and this algorithm can be implemented easily for solving practical marketing problem. Some of the advantages and disadvantages are as follows: efficient with a large number of variables and data. Computationally faster than hierarchical clustering. Manage to handle large data sets. Show good result if the data sets are well separated. Required number of cluster centers. Fall into the local optima of the squared error function. Failed to handle highly overlapping data and categorical data. Fail to handle noisy data and outliers. Fail to work when data sets are non-linear and with non-globular and very difficult to predict the number of clusters [12].

Multi-dimensional scaling:

Multidimensional scaling is a nonlinear mapping and generally used for 2-dimensional visualization. This technique is having poor generalization capability and highly noise sensitive [13].

RFM model:

RFM model based market segmentation is frequently found in marketing literature. The RFM model is used to find out the future consumer behavior pattern using a combination of past and present behavior pattern. Researchers generally used following RFM variables: Recency (R), Frequency (F), Monetary (M). RFM is cost-effective. RFM is very valuable in predicting the response of the customers. It is very effective to model with RFM variables as the purchase behavior can be summarized by using a very small number of variables. It is very easy to target particular customers. RFM is used to measure the strength of customer relationships. The RFM model generally identifies the best customer and failed to locate valuable customers RFM model can only use a limited number of selected variables. RFM focuses on a company's current customer and cannot be applied to the prospecting for new customers [14].

Discriminant analysis:

Discriminant analysis is a technique to predict group membership from a set of two or more continuous variables. It is used to discriminate between two or more mutually exclusive and exhaustive groups on the basis of some explanatory variables. It is also found in literature very frequently [15].

Hierarchical clustering:

Hierarchical clustering evolves based on the proximity matrix and the result looks like a binary tree or dendrogram. Hierarchical clustering broadly classified as agglomerative methods and divisive methods. Many researchers used hierarchical clustering successfully in market segmentation. However, this algorithm is having serious drawback. Hierarchical clustering algorithm cannot handle large amount data and easily affected by the outlier. Termination criteria are not fixed. Failed to noise and outliers. Failed to handle large amount data and convex shapes [16].

Conclusions:

Various data mining techniques have been surveyed and these can be used in segmenting potential customers in almost all the industries such as hospitality, tourism, inventory, marketing, operations, etc. Every data mining technique have its own usability and advantage. The usage of chosen technique depends upon its relevance in the particular industry. After going through these papers conclusion is still to be done that which technique of data mining is frequently used and which is more flexible.

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Homestay Tourism for Sustainable Tourism Impacts in Himachal Pradesh: A Community Perspective

Jaswinder Kumar & Meenu

ABSTRACT

Home stay tourism is new trend of accommodations and activities in tourism industry. This accommodation gives interaction opportunities to the tourists with local communities, cultural heritage, natural environment and social consistency. Home stay tourism provides employment opportunities for local communities and improves qualities of life for local people. The home stay tourism focuses to encourage the economy of rural areas by preserving the sustainability and generating employment and economic growth in the rural communities. It enhances quality life of local people of the village area by use of natural and human resources of the rural areas for rural development such as expose the rural culture and nature to the outside world. Himachal Pradesh is rural state in north India which is very diverse in natural and rural heritage and where more than ninety percent of population lives in villages. To stimulate rural economy through tourism as well as maintaining the sustainability of rural areas, Himachal Pradesh government launched home stay scheme for tourism in the year 2008 to diversify tourism in rural areas of state. In Himachal Pradesh it had created variety of tourism impacts such as employment generation, centralizing the local resources and to promote and improve local agricultural and other industries. However it has created certain negative impacts as well such as pollution, traffic problems, and threat to social and cultural landscape of villages. The paper studies local community perception about various tourism impacts variables of homestay tourism in some selected homestay destinations of Kullu and Shimla districts and tries to find out various issues on which home stay operators can work with local community and other stakeholders to enhance the sustainability of tourism in villages.

Keywords: Home stay tourism, sustainability, tourism impacts

Literature Survey

The Merriam Webster Dictionary (2007) defines homes stay as period during which a visitor in a foreign country lives with a local family. According to Lanier and Berman (1993:15) homestay are "private homes in which unused rooms are rented for the purposes of supplementing income and meeting people". According to Davis and Turner (1992) homestays provide traditions of hospitality and providing food for seasonal farm workers contributes to the development of farm-based holiday. According to Lynch(2003), homestay is a type of accommodation

where visitors or guests pay directly or indirectly to stay in private homes, where interaction takes place to a greater or lesser degree with a host and/or family who usually live upon the premises and with whom public space is shared to a greater or lesser degree. Homestay are becoming popular to the tourists who desire to know and interact with the local people, cultural attractions, social cohesion, natural resources and ecosystem (LTSN Hospitality, Leisure, Sport and Tourism, 2003). Locally owned and operate home stays constitute a suitable tourist accommodation for the local community to participate in tourism activities (Wall and Long, 1996). In homestay tourism, both

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the environment and culture are commoditized; market value is created with the demand of visitors. This provides financial reward to the local indigenous community for conservation of the environment and their culture (Laurie et al, 2005). According to Dahles (2000) homestay operation is a source of supplementary income for local people as it generates employment that maintain their social and religious responsibilities . For homestay operations there is need of capacity building for efficiency and success of home stay business. According to Moscardo (2008), community capacity building is a prerequisite for community empowerment. Without proper planning in community capacity building programmes like homestay tourism at the community level has negative outcomes.

According to (Levitt, 1986) home stay tourism benefit tourists with education, entertainment, enrichment, food, accommodation and hospitality. ‘Homestay’ refers to a variety of accommodation types, such as bed and breakfasts and small hotels, in which tourists have the possibility to stay with the locals and experience their culture (Gu & Wong, 2006; Lynch, 2005). As homestays constitute a very significant form of local community participation in tourism and homestay operators in direct contact with tourists have strong feelings about tourism impacts on their community, this study assesses tourism impacts according to the perceptions of homestay operators(Ming Gu & Poh Poh Wong (2006)). According to Lynch (2005, p. 528), ““homestay” is a specialist term referring to types of accommodation where tourists or guests pay to stay in private homes, where interaction takes place with a host and/or family usually living upon the premises, and with whom public space is, to a degree, shared’.

The development of homestay programmes in rural areas has been encouraged by public and private tourism-related enterprises with the intent to stimulate local economies and enhance rural lifestyles (Liu, 2006). Wall and Long (1996) state that locally owned and operated homestays constitute suitable tourist accommodation and a unique chance for the local community to participate in tourism activities. Homestay as an accommodation option provides an opportunity through which an individual or group may be exposed to the authentic culture, language and social structures of another country (Agyeiwaah, Akyeampong, & Amenumey, 2013; Wang, 2007;

Welsh, 2001). Economic considerations are a primary motivation for increasing local involvement in tourism as pointed out by Hinch and Butler (1996) who concluded that more local houses become homestays as tourists numbers increase as a result of affordable homestay prices. Evidently this is because some tourists are motivated to choose homestay because of the cheap price (Hsu & Lin, 2011). Tourists who stay at locally owned homestay facilities are a major growth area, that has been used to enhance local culture, and that they can aid the seasonal and geographic spread of tourism (Richards, 2011). Tourist visiting local areas has shown tremendous interest in travelling to cultural/heritage destinations (Akama & Sterry, 2002), show increased propensity to stay at the local homestay facilities.

The interrelationships between various elements in the tourism system are studied widely, especially the host community’s feedback on the impacts of tourism because it has been recognized that the perception and attitudes of residents towards the impacts of tourism are essential in providing valuable input in dealing with the strategic managerial decisions, marketing and operation of existing and future programmes and projects (Belisle and Hoy 1980; Liu and Var 1986; Allen et al. 1988; Ap 1992; Lankford 2001).

A number of researchers have found that residents’ attitudes towards tourism impact are heterogeneous, i.e. are diverse and far from homogeneous. Many studies focused on identifying differences in attitudes towards tourism among residents with different backgroundS (Brougham and Butler 1981; Husbands 1989; Ap and Crompton 1993; Ryan and Montgomery 1994; Lawson et al. 1998; Mason and Cheyne 2000).

Homestay is not a new concept and its popularity is catching up with many tourists opting to stay in homes and experience the local culture first-hand, rather than check into more expensive hotels. Tourists eat whatever homestay operators cook for themselves and homestay operators treat tourists more like members of the family. Locally owned and operated homestays constitute a suitable small-scale tourist accommodation form for the local community to participate in tourism (Wall and Long 1996). With the increase in tourists, more local houses became homestays which appealed to the budget tourists because of price (Hinch and Butler 1996). As homestays constitute a very

significant form of local community participation in tourism and homestay operators in direct contact with tourists have strong feelings about tourism impacts on their community, this study assesses tourism impacts according to the perceptions of homestay operators.

Objectives of Study

1. To assess the current scenario of homestay tourism in Himachal Pradesh.
2. To study the perception of local community about home stay tourism impacts.
3. To suggests measures for sustainability of homestay tourism business.

Homestay Tourism in Himachal Pradesh

In homestay tourism tourists get chance to live with a host family and experience the families' daily way of lives. Home stay tourism is community based environmentally and socially responsible tourism that generate economic benefits for rural populations. It generates greater income for the local community and creates opportunity for more equitable distribution of benefits out of sustainable tourism. Tourism policy of Himachal Pradesh highlights the importance of tourism to the state economy and identified several thrust areas such as rural to promote tourism in the state.

Table 1: Homestay Accommodations in Himachal Pradesh

District	Number of Rooms				Bed Capacity	Number of Home Stay Units
	Single Bed Room	Double Bed Room	Family Suit	Total Room		
Bilaspur	2	15	0	17	34	5
Chamba	7	102	0	109	204	38
Hamirpur	0	2	0	2	4	1
Kangra	0	200	14	214	456	80
Kinnaur	0	21	0	21	79	7
Kullu	9	557	15	581	1183	206
Lahul and Spiti	0	137	0	137	274	60
Mandi	6	122	5	133	165	52
Shimla	0	455	0	455	910	161
Sirmaur	1	29	0	30	59	12
Solan	4	69	15	88	202	34
Una	0	11	1	12	26	6
Total	29	1720	50	1799	3596	662

Source: Department of Tourism, Govt of Himachal Pradesh (Till March, 2014)

Home stay scheme of state also focuses on promotion of rural tourism and sustainable tourism. This aims government with an aim to provide clean, comfortable and affordable supplementary accommodation to tourists in rural areas in the vicinity of famous tourist destinations when hotels and guest houses are packed to capacity. This scheme was intended to diversify tourism by including rural and interior areas of the state in providing tourism accommodation infrastructure and decongesting tourism in the urban areas. The initiative also aimed at providing employment and generating economic value in the rural areas.

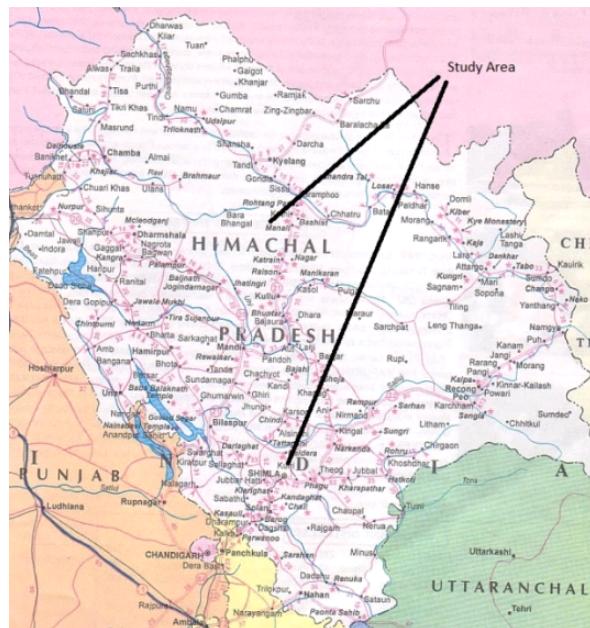
The state government provided several incentives to promote this scheme by exempting the home stay units from luxury and sales tax and charging domestic rates of water and electricity from these units. The scheme has proved to be highly successful for the Himachal Pradesh government with Homestay units in all over state. A very large percentage of tourists prefer to stay in small affordable accommodations in clean homely environment. In the year 2014, there were 662 homestay units (Table 1) were registered in state with bed capacity of 3596 while total bed capacity of state is 68935.

Method

Present study tries to assess the perception of tourists visiting homestays in some selected places of Shimla and Kullu districts. Two place of each district as Manali and Naggar areas in Kullu district and Mashobra and Naldehra areas of Shimla districts were identified for study. A total of 120 respondents were identified, selecting 30 respondents from each destination. A semi-structured questionnaire followed by interview was conducted for local community to get their opinion regarding various Homestay tourism impacts in their area. The perceptions of local people were measured in five point liker scale (1-

completely dissatisfied to 5-completely satisfied. A questionnaire was designed to measure residents' attitudes towards sustainable home stay tourism development and tourism impacts. For this Choi & Sirakaya (2005) sustainable tourism measurement tool and Dyer et al.'s (2007) scale of impacts of tourism were reviewed by the authors to identify common dimensions. This process led to 34 items being retained in the final questionnaire. The wording of items was altered to measure impacts of home stay tourism development instead of tourism development. A five-point Likert scale anchored on 1(strongly disagree) and 5 (Strongly agree) was used for rating. The demographic characteristics of respondents such as

Figure 1: Study Area



Source: himadventures.net

Table 2: Sample Demographic Characteristics

Characteristics	Number of respondents	Percentage
Age groups		
20 to 30 years	28	23.33
31 to 40 years	41	34.16
41 to 50 years	39	32.5
61 to 84 years	12	10.00
Gender		
Male	73	60.83
Female	47	39.17
Personal employment in tourism		
Yes	41	34.17
No	79	65.83

Education			
Below matric	23	19.17	
Matric	34	28.33	
Graduation	46	45.00	
Post Graduation and above	32	26.67	

Source: Data collected through questionnaires.

Table 3: Factor analysis of Local Community Perception of Home Stay Tourism Impacts

	Tourism Impacts	Item loading	Eigenvalue	Percentage of variance	Cronbach 's alpha explained	Mean scores
	Factor 1: Positive social & cultural Impacts		.321	12.43	.912	3.98
1.	Home Stay development is improving roads and other public facilities in the village	0.880				4.12
2.	Home Stay development is encouraging local people to develop a variety of cultural activities	0.746				3.98
3.	Home Stay development is encouraging closer cultural exchange between tourists and local communities	0.678				3.88
4.	Home Stay development encouraging local people to strengthen their cultural identity	0.632				3.91
	Factor 2: Positive environmental impacts					3.93
5.	Home Stay development providing incentive for local communities to conserve natural resources	0.593				4.26
6.	Home Stay development is increasing landscaping	0.536				3.92
7.	Home Stay development providing incentive for locals to preserve their local culture	0.521				3.86
8.	Home Stay development is helping in protecting natural environment	0.432				3.67
	Factor 3: Negative cultural & economic impacts	4.732	10.32	.867	4.08	
9.	Home Stay development is changing the culture of local people	0.843				4.21
10.	Home Stay development may negatively affect local people's way of life	0.732				3.87
11.	Home Stay development may put more pressure on local services such as public utilities and roads	0.643				4.09
12.	Home Stay development making local areas unpleasantly overcrowded for local residents	0.513				4.15
	Factor 4: Negative social impacts		3.945	9.34	0.34	3.68
13.	Home Stay development may increase anti social activities in local area	0.743				3.82
14.	Home Stay development may result in traffic congestion in a local area	0.645				3.91
15.	Home Stay development may lead to more vandalism in an area	0.713				3.58
16.	Home Stay development may result in more noise and pollution in an area	0.634				3.41

	Factor 5: Economic benefits		3.11	8.67	0.823	4.06
17.	Home Stays should get most of their goods and services from within the local community	0.843				4.23
18.	Home Stays should hire people from the local community	0.734				4.32
19.	Home Stays must contribute to community improvement funds	0.718				3.86
20.	Home Stay development should provide more income for local population and local communities	0.613				3.82
	Factor 6: Government role for environmental impacts	2.54	8.12	0.784	3.74	
21.	Government should encourage Home Stay developers to protect community environment and natural resources	0.871				3.23
22.	Government should control tourism development, including Home Stay development, to limit environmental degradation	0.729				3.87
23.	Home Stay development should be in harmony with natural and cultural environment	0.632				3.73
24.	Construction of Home Stay and other tourist facilities may destroy the natural environment	0.592				4.12
	Factor 7: Government and Homestay operators role in environment management		2.11	7.53	.815	3.74
25.	Government and Home Stay operators should work for quality enhancement of the village	0.834				3.94
26.	Government and Home Stay operators should strengthen efforts for environmental conservation	0.734				4.12
27.	Government should ensure that positive environmental ethics should be practised by all tourism stakeholders	0.634				3.82
	Factor 8: Homestay operators for positive economic impacts		1.98	7.19	0.834	3.88
28.	Home Stay operators must embrace the values of community residents	0.821				3.89
29.	Home Stay development should create more business for local people	0.782				3.98
30.	Home Stay development should create more jobs for local population and local communities	0.748				3.76
	Factor 9: Community development & involvement		1.32	6.98	0.783	4.03
31.	For successful Home Stays tourism development, full community participation and involvement is required	0.783				4.23
32.	Home Stay development should provide incentive for government and local communities to restore historical buildings	0.674				4.19
33.	Home Stay development should encourage development of more recreational facilities for local residents and visitors	0.587				3.98
34.	Home Stays Tourism must ensure future good quality tourism experiences	0.432				3.72

Source: Data analysed from sample.

age, occupation, gender and educational level, were also measured (Table 2). It is evident from table that respondents are well educated and more than 50% respondents are graduate and 34.14 respondents were directly or indirectly associated with tourism employment.

Factor Analysis

The Kaiser–Meyer–Olkin (KMO) measure of sample adequacy and Bartlett's test of sphericity were computed to determine whether the sample size was suitable for undertaking factor analysis. The 34 variables were factor analysed using a principal component method with Varimax rotation , the KMO statistic achieved a value of 0.812, considered 'good' (Kaiser, 1974), and Bartlett's Test of Sphericity was statistically significant ($p < 0.01$), thereby confirming the suitability of the data for factorisation. Factors with eigen values greater than one and factor loadings of 0.4 and above were chosen for interpretation. The principal component method revealed a structure of nine factors, explaining 70.6 percent of total variance (Table 3).

Home stay tourism development is creating positive environmental impacts in local areas ($M=3.93$) as local people are more dependent on income from tourism as less dependent upon natural resources. Home Stay development providing incentive for local communities to conserve natural resources in terms of employment, landscape development and helping in protecting natural environment. Home stay tourism has led to positive social and cultural impacts in villages and local areas which is good sign for positive impacts ($M=3.98$). Home stay development is improving the good connectivity through roads and enhancing other public facilities like water, electricity, sanitary services in the villages for which people appreciate homestay tourism development (Mean 4.12). It is also enhancing the variety of cultural activities like local fairs such as Sippi fair and Sayar fairs in Mashobra and Kullu Dussehra, Doongrai fair in Kullu and Manli. These fairs are helping local people in presenting variety of cultural activities like dances, cuisines and handicrafts to tourists. Home Stay development is encouraging closer cultural exchange between tourists and local communities that is generating good understanding which is good for both stakeholders. Local people also perceive that home Stay development encouraging local people to strengthen their cultural identity (Mean 3.91). Local

people also perceive negative cultural and economic impacts of home stay tourism development ($M=4.08$) as it may change the culture of local people, may negatively affect local people's way of life and may put more pressure on local services such as public utilities and local areas unpleasantly overcrowded for local residents.

Local residents are also aware that home stay tourism may have certain social impacts ($M=3.68$) in terms of increase anti social activities, traffic congestion in a local area, more vandalism, noise and pollution. While economic benefits are concerned local people are very well aware ($M=4.08$) such as homestay operators should use local goods and services, local employment, more income to local people, community improvement funds so that these impacts are reached to grass root people of society. Local people perceive much role of Government for environmental impacts ($M=3.74$) and expect that Government should encourage homestay developers to protect community environment and natural resources, limiting environmental degradation, harmony with natural and cultural environment as construction of homestay and other tourist facilities may destroy the natural environment. Local people perceives Government and Homestay operators role in environment management ($M=3.74$) and expects that they should work for quality enhancement, strengthening efforts for environmental conservation of the village with positive environmental ethics.

Local people have strong expectations from homestay operators for positive economic impacts ($M=3.88$) by values of community, creating more business and by creating more jobs for local population . However there is strong expectations among local people for community development & involvement ($M=4.03$) expects full community participation and involvement, incentives for developing local heritages, more recreational facilities and quality tourism experiences.

Conclusion

This study aimed to identify local communities' perceptions of sustainable home stay tourism development and the impacts of homestay tourism development indicated that local people perceive that homestay tourism may have negative socio-cultural, economic and environmental impacts, but they also think that government and other stakeholders including local community can play role in managing such impacts. Home Stay development in Himachal Pradesh

is providing incentive for local communities to conserve natural resources in terms of employment, landscape development and helping in protecting natural environment. Findings from this research also provide important practical and theoretical implications. The findings of the perceived impacts of homestay tourism by local community can be useful for

government to have a plan for homestay tourism development in the state. Local community concerns, perception of the local community who are the most familiar with the local socio-cultural and natural environment are very important for state government to reach sustainable tourism development in the local community.

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Eco-tourism in Phek District of Nagaland: Constraints and Prospects

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ABSTRACT

Now-a-days greater emphasis is being laid on eco-tourism whose parameters will be broader than those of nature tourism. It is entirely a new approach in tourism. Ecotourism is a preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people. So, it is seen as an instrument for elimination of poverty, ending unemployment, creating new skills, enhancing the status of women, preserving cultural heritage, encouraging tribal and local crafts and improving overall environment and facilitating growth of a sound and fair social order. Nagaland is one of those unexplored parts of India that has so much stored within its hills, valleys and plains that a single visit would make you want to keep coming back again and again. And Phek District is among the closely guarded secrets of Nagaland where natural beauty and cultural enthusiasm, all mingle to become one. It is with this view that the present paper will explore the potentials of eco-tourism in Phek District. At the same time, it will also highlight the hurdles/ obstacles which are now facing in eco-tourism in Phek District. And finally, it will suggest some possible strategies for the development of eco-tourism in Phek District of Nagaland.

Key Words: Sustainable Tourism, Eco-tourism, Co-operative Tourism, Community Involvement and Social Infrastructure.

Introduction

A. Prelude

Tourism is a recent phenomenon. It is recorded that the idea of taking annual holidays for rest and entertainment started in England in the 18th century. In recent years wealthy people have started to make holidays in foreign countries and in this way modern tourism has developed. (Bhattacharya, 2006: 156). It becomes an important driver of growth which raises the national income of many countries. It has been now considered as the largest industry in the world as it offers opportunities for economic, cultural and

political exchanges at all levels. At the same time, it also generates employment, foreign exchange and raises living standards. Travel and tourism is one of the best vocational course options available in view of the changing time and market requirements. Thus, the number of tourists around the world is increasing. Nevertheless, the critics consider that tourism development is self-destructive and in the long run, it contributes to environmental destruction. Increasing numbers of tourists often threatens the quality of life and environment. Concomitant with the rapid development of the tourism industry, there are increasing environmental problems like rising

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greenhouse gas emissions, increasing noise, declining air quality, increasing water pollution and biodiversity loss, draining of wet lands, destruction of coral reefs, etc., leading to depletion of nature. Therefore, the International Union for Conservation of Nature in 1992 lists tourism as the second major threat to protected areas. Owing to the increasing negativities of tourism, several authors reiterated that tourism industry should grow carefully and in a sustainable manner (Chatterjee and Das, 2015: 42)

The Rio+20 Outcome Document “The Future We Want” highlights the role of sustainable tourism so as to come out of the adverse effects of tourism. The U.N. defines sustainable tourism as; “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. The most important aspects of sustainable tourism are that it ensures long-term economic operations, provision of fairly distributed socio-economic benefits to all, through income-earning opportunities. Thus it serves a dual purpose of conservation of natural resources and poverty alleviation.

Eco-tourism originated as a type of sustainable tourism, and the first formal definition of Eco-tourism is credited to Hector Ceballos-Lascurain in the early 1980s. His definition asserts that as “ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature that promotes conservation, has low negative visitor impacts and provides for beneficially active socio-economic involvement of the local populations”. The International Union for Conservation of Nature (now World Conservation Union) has officially adopted this definition during its 1st World Conservation Congress held in Montreal in October 1996. (Chatterjee and Das, 2015: 42). In general sense, eco-tourism is a preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection natural resources, advantageous to the local people. Eco-tourism is, now, considered the fastest growing market in the tourism industry, according to the World Tourism Organisation (WTO) with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumer

spending – not a market to be taken lightly. WTO estimates show global spending on eco-tourism is increasing by 20% per annum, about 4 times the average rate of growth in the tourism industry as a whole.(Misra and Sadual,2008:186-87)

There are eight principles of eco-tourism, (Sharma, 2015:41) namely,

- (1) Avoids negative impacts that can damage or destroy the integrity or character of the natural environment,
- (2) Educates the traveler on the importance of conservation (natural resources, bio-diversity),
- (3) Direct revenues to the conservation of natural areas and the management of protected areas,
- (4) Brings economic benefits to the local communities and direct revenues to local people living adjacent to protected areas,
- (5) Emphasises the need for planning and sustainable growth of the tourism industry, and seeks to ensure that tourism development does not exceed the social and environmental carrying capacity,
- (6) Retains a high percentage of revenue in the host country by stressing the use of locality-owned facilities and services,
- (7) Increasing relies on infrastructure that has been developed sensitively in harmony with environment, and
- (8) Minimising use of fossil fuels, conserving flora and fauna.

B.the Concern for Eco-tourism

Since ages, nature worship and the conservation ethics have been an inseparable part of Indian thought and traditions. Traces go back to ancient civilization of India, when people used to nurture the philosophy of the oneness of life. The Indian tradition has always taught that humankind is a part of nature and one should look upon all creation with the eyes of a love and respect. It is tragic that since last few decades, the mad quest for the material end and economic progress in India and abroad has become identical with the exploitation of nature in all its appearances. Today, the entire world is facing a deep crisis and is in the danger of being doomed. The rich forest areas and biological diversities have been relentlessly diverted to erect concrete walls. The continuous denuding of reserves has led to global warming and

greenhouse effects. Fortunately, this has led to some realization, and now the world has awakened for new beginning about human responsibility towards nature. (www.ecotourism in India). This realisation led to the emergence and expansion of eco-tourism as a responsible and sustainable tourism.

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Responsible eco-tourism includes programmes that minimise the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water reuse, and the creation of economic opportunities are an integral part of eco-tourism. (Misra and Sadual, 2008:186)

For developing countries like India, eco-tourism serves as an ideal industry for fostering economic growth and conservation. The developing countries, often endowed with natural resources, are now experiencing a dramatic increase in the number of visitors. As mass tourism often ends up with destruction of natural resources, ecotourism can reduce the negativities associated with mass tourism it will also stimulate growth through its positive impact on employment opportunities, income generation and education of the host communities. (Chatterjee and Das, 2015: 43) So, eco-tourism will go a long way in providing better income generation options to the rural people. This will also mean less dependence upon the natural resources. There will be, moreover, greater incentive in conservation of local traditions, culture, heritage and environs, as these will be seen as aiding in local economy rather than an impediment to it.

In short, eco-tourism can be categorised as a tourism programme that is – “Nature based, ecologically sustainable, where education and interpretation is a major constituent and where local people are benefited.” All these together can be called eco-tourism. If a travel does not satisfy any one of these constituents, then it is not called a real eco-tourism venture. (www. Ecotourism in India).

C.tourism in Phek District of Nagaland

Nagaland is one of those unexplored parts of India

that has so much stored within its hills, valleys and plains that a single visit would make you to keep coming back again and again. Phek District is among the closely guarded secrets of Nagaland where natural beauty and cultural enthusiasm, all mingle to become on. It is situated in one of the easternmost parts of India with geographical area of 2026 sq. km., sharing boundaries with Zunheboto and Tuensang districts in the north, Manipur in the South, Kohima District in the west and Myanmar in the east. With an altitude of Pfutsero: 2133.6 m. (highest) and Phek Town: 1524 m. (lowest). The district received an annual rainfall of 17.29 mm. and the climate is moderately warm in summer and cold in winter. According to 2011 Census of the Government of India, the district has a total population of 163294 with a total number of 104 villages. The district headquarter is Phek Town which is 140 kms. away from the state capital Kohima, and 219 kms. away from Dimapur which has the nearest airport and rail connectivity.

The beautiful district is gracefully adorned by three main rivers-Tizu, Lange and Sedzu. Apart from them, another source of water and major tourist attractions are the lakes of Shilloi and Dzudu. This district is also popular for some rare species of orchids which are found in the valleys here. Again, known for its rich flora and fauna, Phek is also home to the renowned pheasant called Blylh's Tragopan. The district also encompasses a rich cultural heritage, wide ranging arts and craft production, and a great variety of traditional life styles of the different tribes settle here. So given opportunity, it can become an attractive tourist destination, specially sustainable eco-tourism in Nagaland. The development of ecotourism in Phek District is the main essence of this paper.

Objectives of the Paper

The main objectives of the present paper are:

1. To evaluate the various sites of Phek District of Nagaland that has potential of being ecotourists' places.
2. To point out the present hindrances which may slow the development of tourism in Phek District.
3. To examine and analyse the various sites for eco-tourism in this area of Nagaland.
4. To suggest some possible agenda for the development of eco-tourism in Nagaland with special reference to Phek District.

Methodology of the Paper

The present paper is descriptive in general and it is analytical in discussing the constraints and prospects of tourism in Phek District, Nagaland. Both the primary and secondary sources are used in the preparation of this paper. For collecting primary sources, most of the tourist sites mentioned in this paper is visited and interview is also conducted among the fellow visitors. To support the materials for the eco-tourist sites of Phek District, secondary sources like journals, websites, etc. are used.

Results and Discussion

A. Potential Sites of Eco-tourism in Phek District

The main sites which have the potentials of eco-tourism in Phek District, Nagaland are cited as follows:

1. Pfutsero Town

Pfutsero is a hill station in Nagaland located at an altitude of 2134 metres above mean sea level on the Patkai range which is the longest mountain range in the state. Pfutsero is 70 kms. away from the capital Kohima. It is surrounded by hills and a climate that can mesmerize any visitor. The natural beauty of the place is awesome as the hills are covered with greenery all around. Pfut-Tse literally translates in the Khezha language into 'a new place'. Pfutsero is credited to be the coldest inhabited place in Nagaland as the temperature usually drops below zero during nights. This place is well known for its fresh green vegetables such as spring onions, garlic, chives, cabbages, other organic produces and fruits.

2. Glory Peak

Glory Peak is about 1 km. from the main town of Pfutsero. It is the highest point of Pfutsero area and it is located at an altitude of 2600 metres above sea level. It is one destination which no one should left as it offers a great view of the highest mountain in world the Mount Everest in the west and the highest mountain of the state i.e Mount Saramati in the east. One can also has a good view of areas like Tuensang, Zunheboto and Kohima Districts from here. Glory Peak is fast developing into a busy picnic spot, weekend destination, and it is a great place to venture for hiking. Such tourists facilities are available at the Glory Peak because of the fact that the apex of Glory Peak is a flat plateau land which has one side used by locals to celebrate weddings and grand

functions while the other side has a tree house and view point where one can see Mt. Everest and Mt. Saramati etc. To promote tourism further, the Department of Tourism, Nagaland, has constructed an Eco-Lodge at the base of the Peak. Visitors can hire a taxi/cab to reach the attraction. Private/Government buses are also available.

3. Meluri Village

Snuggled amidst green rolling hills, Meluri is a part of Phek District of Nagaland. This small village is situated half way on the important route to Mt. Saramati in Kiphire District. Meluri is the land of the Pochury tribe who are known for their excellent hunting skills. For a traveller in Meluri, the major attraction is the interesting rock formations. Meluri is also known for its nearby two lakes namely, Dzudu and Shilloi. These lakes are believed to have supernatural powers and were avoided by human for a very long time.

4. Shilloi Lake

The Shilloi Lake of Phek is one of the most popular tourist spots of Nagaland. The Lake is spread over 0.25 to 0.30 sq. Km and is in the shape of a human footprint. The average depth of the lake is 4m. Interestingly, the water is dark grey, may be due to large amount of silt. The lake is also known as the Lachem Lake locally. Nested in the valley amidst the high lush green hills, it is indeed a great natural spectacle. Now a-days, it is also a famous place for angling.

5. Dzudu Lake

The Dzudu lake is a magnificent water body located on top of Mt Zanibu about 3 kms from Thuvopisumi village. This beautiful and narrow lake has a long stretch amidst thick forests. It also known as Zanibu Lake. Trekking and bird watching are the major attractions of this lake. Another significance of this lake is that no one can see the source of water inflow but continuous outflow at the outlet. The journey towards the lake is about an hour's worth of upward trek along the river that flows down from the lake. The lake is the main source of water for five of the nearby villages and is also part of the Thuvopisumi Microhydral Project. "Dzudu" meaning 'Dam water' or 'Water reservoir' is also a natural lake, surrounded by a thick belt of trees and gives off a rather mysterious feeling. In fact, the lake is mired in local

legends and myths and it is said that the lake's actual depth has not or cannot be ascertained. Many have tried with disastrous results, and it is forbidden to tread into the lake water. Locals claim that the lake is the abode of a water spirit, and there are many spooky tales associated with it.

6. Mt. Zanibu

Mt. Zanibu is the highest point in Zanibu mountain range with an altitude of 2426 metres. On a clear day, most of parts of Nagaland and even Mt. Everest can be clearly seen. The area around Mt. Zanibu is an important bird area with the presence of rare species like the Blylh's Tragopan, Rufous necked Hornbill, Purple Wood Pigeon, Mrs. Hume's Pheasant, Great Paid Hornbill etc.

7. Kapamodzu Peak

Standing majestically at the height of 2680 feet, Kapamodzu Peak is the top five highest mountains in Nagaland and a perfect destination for rock climbers or adventurers. It is located at about 10 km. away from Pfutsero Town. From the peak, one can have a clear view of Mt. Saramati, Japfu Peak and many neighbouring villages of Manipur and Nagaland. The peak is surrounded by reserved forest with rich habitations of floras and faunas.

8. Miracle Cave

Miracle cave is an ancient rock cave near Phek town. It is popular tourist destination located at Chobama village.

9. Phek Waterfall

Nagaland is known for its natural beauty, hills, valleys and waterfalls. One such beautiful waterfall is located near Phek town. The waterfall is located in the woods close to the town. One needs to walk through the woods to reach the fall. This place is becoming a tourists' destination.

10. Khezhakeno Village

Khezhakeno village, located near Phek town is a small ancient village with a population of about 3500 people. The village has adorned with a charmed magic stone locally known as Tso-tawou which was supposed to multiply paddy when spread over it for drying. This stone is still preserved by the villagers. Khezhakeno village is very important village as far as the Nagas are concerned. Because, it was believed that the Nagas

settled down here before they had spread into the rest of Nagaland and other places.

11. World War II Japanese Cave

Japanese Cave is located at a distance of about 3kms from Pfutsero town which attracts a lot of tourists from all around. During the Second World War, the elders of Pfutsero say that the Japanese soldiers used the cave as their bunker for fighting against the allied forces.

12. Peace Memorial Hall Sakraba

It is just one hour drive from Pfutsero. The Peace Memorial Hall, Sakraba was constructed as a result of the Ceasefire Agreement on the 4th May 1964 between the representatives of Naga National Council (NNC) and the Government of India. Unfortunately eventhough, it was historically important, it is still remains unofficially opened. This Hall was born with the initiative of J B Jakokie, the then CM of Nagaland, late Vamuzo, former State Finance Minister and V.K. Nuh, Peace Mission Member.

13. Netaji Peak Chesezu

It is located at about 2 km. away from Chetheba Town. It is believed that Chesezu was the last point where the national freedom fighter Subhas Chandra Bose (Netaji) was seen on the Indian soil. People from the village still remember his stay during the Second World War in 1944 where he monitored the Battle of Kohima from his camp at Chesezu. The peak stands at an altitude of 1594 metres above sea levels and is 240 metres higher than the Battle of Kohima Field to monitor the war activities.

14. Kikruma Village

Kikruma village is situated at an altitude of 1270m in Nagaland under the sub-division of Pfutsero, inhabited by the Chakhesang Naga Tribe. The residents of this village have evolved a unique system of water harvesting which is not found in other villages of Nagaland. This water harvesting system is popularly known as Rüza. It is a combination of irrigation, agriculture, forest and animal husbandry with well founded conservation based, soil erosion control, water resources development and management and preservation of natural vegetation. The system is indigenous and the product outcomes are always organic. Kikruma village by fate are place under the rain shadow which give scanty rainfall, have found

a way out their water shortage problems by literally confining or impounding the precious resource for farming. Saving every drop of precious run-off water have been done by the villagers by compounding water flowing along the steep roads, by way of building a series of speed breakers and even cutting across roads to divert the water to the drain and channelizing them to the catchment pond which are stored for the purpose of cultivation and farming when faced by shortage of water resource.

Since this village has been maintaining such system of water harvesting for a long time through eco-friendly manner, this village has the potential to become one of the sustainable eco-tourism spots of India.

15. Thetsumi Village

Many of the Naga villages are located on top of the hill for security and advantages due to the practice of headhunting in the olden days. Thetsumi is one such village located on the top of the hill and can be accessed through Pfutsero or Chizami Town. The village is developed as Mini Rural Tourist Village by the Tourism Department of the state. From the village one can see several villages and the scenic beauty of the surrounding valleys. The village is popularly known for cultivating and producing some of the best paddy rice with more than 20 varieties.

B. Constraints and Challenges of Ecotourism in Phek District, Nagaland

The main challenges to the development of Eco-tourism in Phek District are enumerated as follows:

1. Less exposure of the tourists' destinations in Phek District is one of the most important hurdles to attract tourists in this very such eco-diversity region.
2. Lack of much transport infrastructure is also one of the major challenges for the development of tourism in this district. Transport infrastructure provides the visitors to access from international and domestic source markets to tourists' destinations, and it includes airports, major roads and rails. However, in this District, like most of the other parts of Nagaland, the conditions of roads are very pathetic.
3. Lack of social infrastructure is also one most

important factor which hampers tourists' attraction to this district. Social infrastructure like hotels, convention centres, stadiums, galleries and tourist precents, accommodate visitors and physical structures for exhibitions, events and services that attract visitors. In this district, there is no such social infrastructure available for tourists' attraction except the Chakhesang Cultural Research Centre at Chetheba.

4. There is a lack of collaborative infrastructure in this District. Collaborative infrastructure is the network of regional, state and national tourism organizations that market destinations and distribute tourism products.
5. Again, there is lack financial support from the part of the Government to develop tourist sites and related infrastructure development in part of Nagaland.
6. Lack of communication skills or in other words trained tourist guides is also one of the important issues in the development of tourism in this District like other places of Nagaland.
7. Less development of tourist sites also a problem in Phek District.
8. Fear of law and order problem in the State due to insurgency is also one of the major factors for lack of tourists' attraction in this part of India.
9. The existence of Inner Line Permit System and other similar regulations also restrict the tourists for easy coming to these areas and other parts of North East India.¹
10. Lastly, but not the least, there is no total involvement of communities in living in this District for the development tourism in this part of Nagaland. Such community involvement is very much for the development of tourism in this area as we have such community involvement in Mawlynong village, Meghalaya which is regarded as the cleanest village in Asia.

C. Major Findings of this Paper

The major findings of the present paper are listed as follows:

1. Phek District of Nagaland has endowed rich unexplored tourist sites.

2. Most of the tourist sites are not fully developed.
3. The funds for the development of tourist sites are not properly given by the Government both the Centre and Nagaland State.
4. There is much lack of all weather roads for the tourists' sites.
5. Since most of the rural people of this District are illiterate, they have little awareness about the potentials of tourist sites of their respective areas.
6. There is little cooperation from the communities living in this District for the development of tourism in this region.
7. Transport infrastructure which is essential for the development of tourism, is very poor in this District.
8. There is no proper tourists' tour programmes in this District.
9. Again, there is no well-trained tourist guides.
10. Another important issue which makes constraint/ hindrance to attract tourists in this area like other parts of Nagaland in the insurgency problem. The problem of Naga insurgency and factional fighting among the different factions of Naga insurgents make the visiting tourists of second thought of their safety of coming here. So, they usually fear about what will happen when they visited this part of India.

D.prospects and Some Suggestions to Improve Eco-tourism in Phek District of Nagaland

Government of India has formulated the policy and guidelines on eco-tourism in India in 1998 in consultation with the tourism industry and NGOs etc. The policy aims to preserve, retain our rich natural resources and to ensure regulated growth of eco-tourism. Financial assistance is being provided to state governments for the development of eco-tourism. The scheme is for setting up of eco-tourist lodges, resorts, camps sites development with tourist facilities, etc., in partnership with state forest department, state tourism department and hotel chains. (Mishra and Sadual,2008:204)

Phek District is not only endowed with rich natural vegetations, flora and fauna, extensive wildlife habitats, varied and attractive landscapes but it also has a rich

cultural heritage and traditional life styles of the different communities living in this District which have stayed firmly rooted over the centuries. One can find traces of culture in the numerous festivals being observed every year, in the language spoken, in music and dance, in the way homes are kept, with at least a piece of traditional treasure, in the attires that hold reasons in the rich food habits, customs and beliefs in magical folklores, songs and enchanting myths, and several other ways that still carry the heart of culture in one form or other form. Some of the important cultural festivals celebrated in Phek District are Sukrunye and Thuni – celebrated in the month of January, Tsukhene (April), Yemse (October), etc. In recent past, some cultural centres were setup to promote and conserve the rich cultural traditions of the district. Such institutes were the Chakhesang Cultural Research Centre at Chetheba, the Kuzha Cultural Society at Zapami Village, the Chakhesang Women Welfare Society, Pfutsero and more. So, there are plenty opportunities to develop this region as tourists' destination.

To make Phek District as a tourists' favourite destination, some suggestions are given as follows.

1. The development of co-operative tourism is the need of hour in Phek District and other parts of the world. The concept of co-operative tourism aims to deliver sustainable economic development by building the capacity of local communities to realise the potential value of their natural and cultural heritage to create tourism enterprise through a co-operative destination management organisation model, which not supplement incomes, but act as an incentive to preserve local art and culture, and maintain traditional practices like architecture, cuisine, clothing etc.(Banerji, 2015:19) So, the State Government in consultation with the local people, must inculcate the sense of co-operative tourism in Phek District.
2. The local people must be educated and encouraged for the benefits of tourism in their respective areas.
3. The tourist sites of this District which have their own beauty and specialty should be marketed properly by the Department of Tourism, Nagaland.

4. There should be a group of well-trained tourist guides not only for Phek District but also for the whole areas of Nagaland.
5. Social infrastructure like hotels, lodges, convention centres etc., should be developed by the Government of Nagaland.
6. There should be all weather roads in the whole State of Nagaland where the destinations of tourists situated.
7. There should be a proper management of the three major stakeholders, namely (a) resources, (b) community, and (c) tourists, which is highly necessary for the success of eco-tourism in Phek District.

Conclusion

Phek District of Nagaland, being a part of trans-Himalayan region, encompasses a rich cultural heritage and wide ranging arts and crafts production, numerous cultural events, extensive wildlife habitats, varied and attractive landscapes and a great variety of traditional lifestyles of those communities living in this area, can become a tourists' favourite destination. Unfortunately, mainly due to lack of proper marketing of tourist sites, poor social infrastructure and lack of all weather roads as well as no funding from Nagaland Government and less in people's awareness about tourism, we have not been able to fully utilise the potential to make Phek District as a tourists' hotspot destination in spite of its huge explored and unexplored resources. So, there is a need to develop this district a favourite destination for the tourists in future by utilising all available resources.

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Note

1. Indian tourists visiting Nagaland required to obtain the Inner Line Permit (ILP) issued by one of the following authorities:

- a. The Deputy Resident Commissioner, Nagaland House, New Delhi
- b. The Deputy Resident Commissioner, Nagaland House, Kolkata
- c. The Assistant Resident Commissioner of Gauhati and Shillong
- d. The Deputy Commissioner of Dimapur, Kohima and Mokokchung.

Regarding foreign tourists visiting Nagaland, they must acquire a Restricted Area Permit (RAP) /Protected Area Permit (PAP) to enter Nagaland. At present, they are allowed to visit all district headquarters and specified places with this permit which is valid for 10 days, and if necessary it can be extended for one month. These permits can be obtained from the following authorities:

- a. All Indian Missions Abroad
- b. The Ministry of Home Affairs, Government of India, New Delhi
- c. The FRRO, Delhi, Kolkata and Mumbai
- d. The Commissioner, Home Affairs, Government of Nagaland, Kohima
- e. The Commissioner & Secretary, Tourism, Government of Nagaland, Kohima
- f. The Resident Commissioner, Nagaland House, New Delhi

Service Quality Gap of Tourists Visiting Spa Hotels: A Case of Ananda Resort

Nikhil Singh Charak & Suvidha Khanna

ABSTRACT

India is a favored destination when it comes to ayurvedic therapies leading to a large number of foreign tourists visiting local spas and ayurvedic treatment centers (Research on India, Wellness Services Market Report, 2010). Destination /Hotel spas is another growing category where spas can contribute up to 15 per cent of hotel's revenue and in some cases is the second fastest income generator in the hotel after rooms (Bhardwaj & Kumar, 2013). At present, India has around 20-25 major spa centers, most of them are spread in the southern states such as Kerala, Karnataka and Tamil Nadu where these spas also give a characteristic tie with medical tourism as part of the recuperative holiday. Measuring customer satisfaction is also a way to measure the company's quality of service; the quality of product is as good as the satisfaction of the customers. (Lahtinen & Isoviita, 1994). Service quality is the consumer's appraisal of a service's overall quality. It is the result of the comparison that consumers make between their expectations about a service and their perception of the way the service has been performed (Rust and Oliver, 1994). Therefore, the issue of service quality attains more relevance in Spa resorts. With this backdrop, the present study aims to analyse the perceptions and experience about service quality of the spa resort under study and also to understand the service quality gap vis-a-vis perception and experience of the guest. The present research is the case study of Ananda resorts, which is a world class destination SPA resort and has won No.1 destination SPA resort award in the category of 'Best Overseas Spa Retreat' for 4 consecutive years (2005, 2006, 2007 and 2012) according to Conde Nast Traveler magazine. The results of the research shows that perception of the respondents was at peak in case of providing prompt services and commitment of employees in order to fulfill guests needs and it is found to be minimum in case of Ananda spa employees and overall the hypotheses which state that there is no significant difference in guest experience and guest perception at these variables is accepted.

Keywords: Service Quality, Spa Resorts, Ayurveda, Gap Analysis.

Introduction

India is a favored destination when it comes to ayurvedic therapies leading to a large number of foreign tourists visiting local spas and ayurvedic treatment centers (Research on India, Wellness Services Market Report, 2010). All around the year, India offers distinct range of destinations and experiences (Upadhyaya, 2014). The spa and wellness industry in India is estimated be Rs. 11, 000 crore with a growth rate of 25-35 per cent, as per an audited report done by consulting firm Ernst & Young for FICCI (Bhardwaj & Kumar, 2013). The total number of spas

in the country is 2300 of which 70 per cent of spas are run by local brands that has generated annual revenues of around US\$ 384 million. In the next four years 700 new spas, both homegrown and international brands will open in India to meet the growing demand. Nearly 3, 00,000 therapists will be required in the Indian spa industry by 2012. Destination /Hotel spas is another growing category where spas can contribute up to 15 per cent of hotel's revenue and in some cases is the second fastest income generator in the hotel after rooms (Bhardwaj & Kumar, 2013). At present, India has around 20-25 major spa

centers, most of them are spread in the southern states such as Kerala, Karnataka and Tamil Nadu where these spas also give a characteristic tie with medical tourism as part of the recuperative holiday. Today, spa penetration is a mere 5 to 10 per cent. In fact there is very little development in the four and five-star segment without a spa, because of the higher profit by almost 40-60 per cent as against one without a spa. Many initiatives have been taken by the government of Kerala and Kerala tourism in order to make Ayurveda Spas and resorts as a tourist destination. Whenever Spas are setup in Kerala, they always get government approval. The concept of spa's revolves around the term "naturopathy" which has been derived from Greek and Latin, and literally translates as "nature disease" further means that giving the treatment by using the nature based things like water treatment, or using solariums like sun bath, also favors such holistic approach of ayurveda with non-invasive treatment and, similar to conventional medicine, encourages minimal use of surgery and drugs, also there are number of indigenous herbs and grains and in fact these treatments have now been encapsulated in hotels using glass room designed specifically for these treatments.

Modern naturopathy grew out of the Natural Cure movement of Europe. (Langley, 2007). In India, the concept is mostly followed in Alpine destination like Kashmir, Haridwar, Dalhousie and Beaches like Goa Beach, Kovalam Beaches in Kerala etc. This concept has taken momentum from last decade as India is accepting large number of Foreign arrivals every year which are very fond of this type of tourism activities and in addition to this, the Hoteliers are recruiting very technical workforce for these activities. Being a renowned hospitality institution the set approach to quality measurement techniques needs a due definition by the authorities and industry practitioners.

The induction of services needs continuous evaluation and in terms of such perspective SERVQUAL serves a definition to the service sector to cater the improved quality. Evaluation of service quality largely depends on management of appearances and perceptions (AbuKhalifeh and Som, 2012). Service quality remains the most important subject in hospitality industry, despite many studies conducted on service quality in context to why guests revisit a hotel, still this question is been ignored. According to Antony and Ghosh (2004) and Harvey (1998), service quality contributes towards meeting and exceeding customer expectations.

Similarly, the service quality can be used as the tool to measure customer satisfaction which can be implemented in spa hotel industry to improve on future services like physical fitness, mental health, stress reduction and relaxation of both mind and body of guests.

Scope of the Study

With this backdrop, this study aims to identify the types of services offered and the gap existed between the perceived services and customer satisfaction. However the Government as well as Private players are investing in it to train the people for the same e.g. the Ananda Resorts has established the Ananda Spa Institute only to develop the human resource for these activities in the hotels and Government of India has recently started a concept of Spiritual tourism which can engulf the Spa also into it, the government has always recommended the establishment of spiritual centers across all the Alpine Destinations as India is very famous in diversity . The present study also focuses upon the development of strategies to improve the service quality at spa resorts.

About Ananda

In the foot hills of Himalayas, 260km of Delhi, the river Ganga slowly breaks into the great Indian plain at Rishikesh carrying with it the essence of the land. Since time immemorial, it was the place and estate of maharaja of Tehri Garwal, housing the luxury destination spa Ananda in Himalayas. The place where the palace now exists was once a village known as *Udathali* village, named because of the winds that blew through this area. A huge plateau of land was required to build the palace and hence this place was considered suitable. The palace was built in such a way that the main gate faces the East and the temple inside the palace faces North-East. It has 2 suites and 4 main bedrooms apart from other rooms used for ancillary purposes.

Ananda in the Himalayas which is a world class destination SPA resort and has won No.1 destination SPA resort award in the category of 'Best Overseas Spa Retreat' for 4 consecutive years (2005, 2006, 2007 and 2012) according to Conde Nast Traveler magazine.

Moreover Ananda's food concept is also based on this belief and through incorporating key principles from Ayurveda. According to Ayurveda everything

is made out of the five elements of air, space, fire, water and earth, including bodies. The three body types are a combination of these - Vata constitutes air and space - Pitta is made up of fire and water - and Kapha is water and earth. On the whole Ananda provides around 74 body treatments which are world class

To promote and make the concept more viable, Ananada Spa and resorts has also strated its training institute in India with the name "The Ananda Spa Institute". It is India's first and only internationally accredited Spa Training Institute, based at Hyderabad. The owning and operating company, IHHR Hospitality Pvt. Ltd., operates the highly acclaimed and award winning destination spas Ananda in the Himalayas at Rishikesh and Shanti Ananda Maurice in Mauritius.

The Ananda Spa Institute has an outstanding training facility offering professional spa and beauty therapy courses to everyone who has a desire to promote wellness through tried and tested International wellness therapies, Yoga and Ayurveda and training rooms for Ayurveda & International treatments.

Ananda's Stress Management Therapy

Phase 1: The first phase is to understand th-e basic cause of stress, th-e imbalance in th-e body and mind.

Planning of diet and activities is streamlined based on these findings. It helps -the body and mind to relax and release -the tension accumulated -rough various treatments like Abhyanga, aroma-erapies, etc.

Phase 2: Specific treatments and procedures help to soothe the mind and bring about relaxation on a deeper level. These include sessions like various meditations, yoga procedures -at are learning experiences, which help to deal with- cleansing of th-e mind and th-ereby facilitate dealing with stress effectively on a long term basis.

Phase 3: Procedures with- even deeper impact on -the mind and spiritual level like reiki healing and Vedanta lectures are focused during this phase.

Different types of Treatments and Spas Offered at Ananda Himalayas Rishikesh

Himalayas are considered the home for the spiritual attainments. Nature has blessed the Himalayas so that it offers the spiritual healings elements so that the individual psychologically attain balance in their lives. Ananda Ayurvedic Therapy program are approved by the physician after a comprehensive discussion, which specifies daily routines, diet and wellness activities. The consultation focuses on balancing the three bio energetic forces in the human body, namely Vata, Pitta and Kapha.

Some Major Treatments

Treatment	Duration
Ayurvedic and Wellness Consultation	30 mins
Ayurvedic Lifestyle Recommendation	30 mins
Abhyanga	55 mins
Pizhichil	75 mins
Choornaswedana	55 mins
Shirodhara	55 mins
Takradhara	45 mins
Udwarhana	45 mins
mukha lepa	55 mins
tan lepa	55 mins
Tarpna	30 mins
Gandusa	30 mins
Kavala	30 mins
kati vasti	30 mins
sneha vasti	30 mins
kashaya vasti	55 mins
Nasyam	30 mins
Talpodhichil	45 mins
Urovasthi	30 mins

Review of Literature

Nowadays the working life can be considered very hectic and stressful. People search for places to relax and recharge themselves. Spas aim to be these places of respite, offering relaxation, treatments, pampering etc (International Spa Association 2013). The services in these spas vary, some of them offering medical treatments as well as wellness treatments, but they all have the same agenda: to offer feelings of wellness, wellbeing and health for their customers (Ramesar, 2013). Measuring customer satisfaction is also a way to measure the company's quality of service; the quality of product is as good as the satisfaction of the customers (Lahtinen & Isovita, 1994). To create satisfied customers, a company needs up-to-date information of their customer's wants and expectations. Understanding these needs requires a good information system and genuine attempts to solve the customer's problems (Anttila & Iltanen 1993). Satisfied customers may often become regular customers, who are very important to a company because they require less marketing funds to maintain than trying to attract new customers (Anttila & Iltanen, 1993). The experience of the customer matches these bad expectations; it does not give the customer the satisfaction the company desires (Rope & Pöllänen, 1994). Pre-expectations are the expectation level which a customer associates with the image of the company. The company image gives an idea of what is their service like, price level, quality et cetera. The company can modify these pre-expectations through image marketing. An image that gives the company a good base for customer relationships and competitive edge is what companies aim for. (Rope & Pöllänen 1994) Once customers & requirements are clearly identified and understood, hotel operators are more likely to anticipate and fulfill their customers' needs and wants (Juwaheer & Ross, 2003). Liu (2000) stated, for example, that customer satisfaction is a function of service performance relative to the customer expectation. For this reason, it is important to understand how customer expectation is formed in order to identify the factors of service satisfaction. As Reisig & Chandek (2001) discussed the fact that different customers have different expectations, based on their knowledge of a product or service. The provision of quality experiences is extremely important for customer satisfaction and retention (Zeithaml et al., 2000). The value percept theory regards satisfaction as an emotional response triggered by a

cognitive evaluative process (Parker and Mathews, 2001).

In a study by Alin Sriyam (2010), used SERVQUAL instrument among 60 guests who stayed at the Mercure Hotel in Pattaya. Study was conducted in order to determine the level of customers expectation and perception towards the service quality of front office staff. The result revealed that the assurance dimension raised the highest level of expectation, where as the tangibility dimension fulfilled the highest level of perception. Further, he also found that overall mean score of perception was higher than expectation in all dimensions, yielding a positive SERVQUAL gap. Thus customers were satisfied with all dimensions of service quality.

In another study by Enone (2013), he conducted an empirical study of customer satisfaction in Puhajarve Spa and Holiday Resort among 60 customers who stayed in PSHR for a period of atleast one night. For a study a well designed self administered questionnaire is used as a part of the hotel on going customer feedback programme. He used descriptive statistical analysis with SPSS to analyse the results. Results revealed that the expectation is highest for room facilities, staff politeness and staff helpfulness where as lobby cleanliness, room cleanliness and guestroom items working raised the highest level of perception. Further he found that overall mean expectation level was less than the overall mean level perceived toward service quality by customers which indicated difference in positive service quality gap between expectation and perception. Therefore indicating that the customer of PSHR are satisfied with the services they received.

Study by Borodulin (2013) aimed at assessing the customer satisfaction level in Rantasipi Ikaalinen Spa and to collect ideas for potential products which could generate added value to the existing services. To conduct the study author collected data through questionnaires and data was analysed with MS office, Excel. Results of the study revelaed that the respondents rated reception and cehck in services and its staff as mainly 'especially good' The results are quite excellent and great asset to the spa. She also found that after the great beginning of the customers visit the hotel room lowers the perceived quality of the experience. Customers reported problems with the cleanliness of the room and also the worn down services, Room decor and the spaciousness of the room seems to present rarely no problem.

Study by Hadjiphanis and Christa (2005) aimed at determining customers expectations and perception of hotel service quality and in Cyprus among 300 guests lodging in hotels. A self administered survey questionnaire was used to collect the data from the target sample. The results for the study revealed that there was a gap between customer expectation and perception in terms of the quality of the service provided by hotels i.e. the customers' expectations of sevive quality were not met. further by using factor analysis they showed that "reliability", "Responsiveness and assurance" were the most influnetial in the study in predicitng customer satisfaction. These 2 factors had the largest gap scores which porved that customer perception fell seriously short of the expectations.

Study by Ivanka Avelini Holijevac et al., (2007) aimed at examining hotel guest comment cards (GCCs) and customer satisfaction management schemes in opatija's Riviera. Data was collected using a GCC checklist with 32 different categories. Result indicated that most of the hotels' measurement practices should be improved. Further it was also found that in most hotels GCCs can be found in a folder on a room table and are not distributed randomly. Response rate are slow further no incentives are provided for completing the questionnaires to the respondents.

Markovic and Raspot in (2007) conducted a study with a purpose to examine customer's perception of service quality in Croatian hotel industry. Data for the study was collected from the guests staying in hotel Opatija Rivera by using self structured questionnaire based on SERVQUAL model in which original items were slightly modified to suit the hospitality setting. Descriptive analysis, factor analysis and reliability analysis was used to further analyse the obtained data. Results of the study revealed that hotels do not provide enough suitable facilities that could enhance hotel quality. On the other hand, hotel guests' highest perceptions were regarding 'ease of finding a way around the hotel'. It was also found that the hotel staff has one of the crucial roles in performing the high service quality and hotel service reliability is an important determinant of perceived service quality.

Study by Boonyarit and Phetvaroon (2011), aimed to assess the service quality of Spas in Andaman Tourism Cluster Thailand. Data for the study was collected from 430 Spa customers who have used

Spa services in Andaman Tourism Cluster and data was analysed using descriptive statistics and IPA (Importance- Performance Analysis). Results of the study suggested that Spa customers were satisfied with the service quality of Spas in the Andaman Tourism Cluster. It also suggests that the Spa operators should pay more attention, in order to meet the customer needs. In addition, it is a good sign for Spas in the Andaman Tourism Cluster that there is no major weakness at that time. More than 50% of the respondents would most likely to come back again, followed by likely (34%); somewhat likely (5.6%), and less than 1% would be mostly unlikely to come back again.

Another study by Bhardwaj and Kumar (2013), was conducted to examine consumers' awareness and perception towards SPA. Data was collected from the total of 199 respondents who have visited the spa at least once in Hisar district of Haryana and National Capital Region by using a structured questionnaire. Factor analysis, ANOVA and t- test was used to analyse the results and it was revealed that majority of the consumers were aware about the spa services, but they also agreed that there is lack of awareness among the people about the spa, Majority of the respondents treated spa as integral part of their social life. The study's findings showed that the most significant predictors to visit spas are enhancement of social life and relaxation and spiritual refreshment followed by ease from pressure and medicinal effects of SPA.

Study by Belsic 2010 on the expected and perceived service quality in hotel management among guests of the third category (three-star hotels) located in the most visited spa centres in Serbia. Data was collected from 130 males and 165 females and further the data was analysed using SPSS (Statistical Package For Social Sciences), version 13.0. It was found that guests are not generally satisfied with hotel services. Their expectations were higher than their perception of quality services in all factors expect the factor of 'empathy'. Overall, total SERVQUAL gap is negative.

Study by Chairit (2010) on customers satisfaction on hotel services of Wora Bura Hua Hin Resort and Spa was quantitative research. Study was conducted among 171 customers (randomly) on hotel services of Wora Bura Hua Hin Resort and Spa, Prachuabkirikhan, Thailand through the use of questionnaires. Descriptive Statistics, one-way

ANOVA, Simple linear Regression techniques were used to analyse the results and it was found that Front desk, Housekeeping, Food and Beverage were at excellent level. Further, age showed its effect among the satisfaction level of the customers. It was observed that higher the age, higher is the level of customers' satisfaction.

Research Gap

Sriyam (2010), Borodulin (2013), BELSIC et al., 2010, Chairit (2010), Bhardwaj and Kumar (2013), Boonyarit and Phetvaroorn (2011), Markovic and Raspot (2007), Holijevac et al., 2009, Hadjiphanis and christa (2005), Enome and Tooman in 2013 and many others have already conducted different studies concerning this topic. In nutshell, the review of the existing literature reveals that the majority of these studies are focussed on developed countries and only few like Bhardwaj and Kumar (2013) is conducted in developing country like India. Therefore, in order to overcome the existing gap, the present study is conducted on Ananda Spa and Resorts in Rishikesh Uttarakhand in India.

Ananada in the Himalayas, being the best resort in the world providing world class services to its customers but till now no earlier studies have been done which are related to the guest satisfaction level in Ananda spa and resorts. As the most of the earlier researches concerning this topic have been conducted in the western countries and very few in the developing countries including India focusing on Rishikesh. Thus, the present research work is exploratory, original and unique in its nature and it will add up in improving the standards and plugging the gap between customer perception and experience in a spa resort situated in India that would help in improving the overall satisfaction level of the customer in a spa resort.

Objectives

1. To analyse the perceptions and experience of the guests about service quality of the spa resort under study.
2. To understand the service quality gap vis-a-vis perception and experience of the guest.

Hypothesis

Null Hypothesis (H_0): There is no significant difference between guests perception and experience vis-a-vis service quality at the spa resort.

Research Methodology

The study is exploratory, original and unique in nature as it is amongst few empirical study of its kind in India focussing on Ananda Resorts.

Tool Used

Data was collected using a questionnaire entitled "service quality gap of tourists visiting spa hotels- a case of ananda resort". The questionnaire was self-structured and consisted of two major sections. The first section contained questions about demographic profile of the respondents including gender, age, Nationality, Level of Education, Occupation, Monthly Income. The second section comprised various Guest Perceptions and Guest satisfaction in a Spa Resort (Ramesar, 2013; Rope & Pöllänen 1994; Kananen 2011) Respondents had to give their responses on five point Likert scale, representing a range of attitudes from 1 being strongly disagree to 5 being Strong Agree.

Sampling and Data Collection

After doing extensive review of literature, data for the present study was collected from the guests who visited Ananda Spa and Resorts, Rishikesh, Uttrakhand by using self-structured questionnaire. Total of 181 guests were approached to fill up the questionnaire [65 % of the occupancy (total 74 rooms) for a week , leading to the sample size of 181 (according to Krejice & Morgan 1970) But only 104 responses turned out to be useful leading to the response rate of .57% approx. responses were turned out to be useful]. Simple random sampling design was adopted in order to collect the data. Both primary and secondary sources of collecting requisite information from respondents were exploited. Primary data will be collected from guests using self structured questionnaire and secondary sources investigated includes already available previous literature.

Data Analysis and Interpretation**Table 1: Demographic Profile of Respondents**

		Sample size (N)=104		
S. No.	Demographic Variables	N	Percentage %	
1	Gender			
	a) Male	38	36.538	
	b) Female	66	63.462	
2	Age			
	a) 15-25	0		
	b) 25-35	14	13.46	
	c) 35-45	35	33.65	
	d) 45-55	42	40.38	
	e) Above 65	13	12.5	
3	Nationality			
	1 (British)	23	22.11	
	2 (Indian)	17	16.35	
	3 (Russian)	9	8.65	
	4 (Canadian)	8	7.69	
	5 (German)	5	4.80	
	6 (Chinese)	6	5.76	
	7 (Korean)	4	3.84	
	8 (New Zealand)	2	1.92	
	9 (Chile)	8	7.69	
	10 (Australia)	5	4.80	
	11 (Japan)	3	2.88	
	12 (Switzerland)	4	3.84	
	13 (Afghanistan)	3	2.88	
	14 (Egypt)	2	1.94	
	15 (Indonesia)	2	1.97	
	16 (South Africa)	3	2.88	
4	Education			
	a) Primary	0		
	b) Secondary	1	0.96	
	c) Postgraduate	60	57.69	
	d) Other	43	41.35	
4	Occupation			
	a) Scientific, Technical work	20	19.23	
	b) Trade and sales worker	34	32.69	
	c) Student	37	35.58	
	d) Pensioner	13	12.5	
	e) Unemployed	0		
5	Monthly Income			
	a) Below 10,000	0		
	b) 10000-20000	1	0.97	
	c) 20000-30000	0		
	d) 30000-40000	39	37.5	
	e) Above 40000	64	61.53	

Source: Self Study

In Table 1, the demographic profile of the respondents is given. It is found that approx. 36.53 % of respondents are males and the rest 63.46 % are females. Almost 40 % of respondents were below the age of 45-55 years, while approx. 13.46 % were from the age group 25-35 years and 22.5% and 33.65 % from age group 35-45 years and 12.5 % for above 65 years respectively. Data was collected from Guests of 16 nationalities visited the Spa i.e. British, Indian, Russian, Canadian, German, Chinese, Korean, New Zealand, Chile, Australia, Japan, Switzerland,

Afghanistan, Egypt, Indonesia, South Africa. Approx. 57 % guests were Post Graduate and Approx 41 % were fallen in the category of others. With context to occupation of guests, it was found that approx 19 % of guests were doing technical and professional work, approx 32 % were trade and sales worker, approx 35 % were students and approx 12.5 % were pensioners. With context to monthly income, it was found that 0.96 % were earning between Rs10,000-20,000, 37.5 % were earning between Rs 30,000-40,000 and 62 % were earning above Rs 40,000.

Table 2: Experience and Perception of the Respondents in relation with Service Quality Index

Statement	Perception		Experience	
	Mean	S.D	Mean	S.D
The physical facilities and the design of this spa should be sensibly appealing.	3.97	0.66	4.16	0.50
The appearance of the physical facilities should be in keeping with the design and theme of this spa.	4	0.60	4	0.61
The spa employees should be professionally dressed and appearance neat.	3.91	0.60	3.83	0.68
The spa employees should be knowledgeable about the resort/hotel spa services, treatments and products.	4.06	0.71	4.07	0.67
The spa employees should provide adequate, clear and fair information about the spa.	3.8	0.63	4.1	0.70
The spa employees should be professional and skillful.	4.07	0.73	4	0.71
The spa employees should provide prompt service.	4.19	0.60	4.09	0.74
The spa employees should tell me exactly when and what treatment(s) and service(s) should be performed.	4.12	0.64	4.08	0.76
The spa employees should demonstrate their willingness to help me.	3.98	0.65	4.09	0.70
I could trust the spa employees.	4.11	0.61	4.13	0.73
Measures should be taken by this spa to ensure personal physical safety and security of my valuables.	3.77	0.74	4.24	0.73
I should feel safe in my financial transactions with this spa.	4.09	0.67	4.16	0.65
The spa employees should recognize my needs.	3.86	0.62	4.2	0.64
The employees should be committed to fulfilling my comfort needs.	4.19	0.63	4.17	0.66
The spa employees should give me personal attention.	4.01	0.68	4.1	0.76

Table 2 provides the information about Experience and Perception of the Respondents in relation with Service Quality Index. The perception mean is highest (4.19) in Case of providing prompt service and commitment of employees to fulfill the guests' needs and minimum in case of The spa employees should provide adequate, clear and fair information about

the spa (3.8). In case of experience mean the value of mean is highest (4.24) in case of "Measures should be taken by this spa to ensure personal physical safety and security of my valuables" and lowest (3.83) in case of "The spa employees should be professionally dressed and appearance neat"

Table 3: Gap Analysis of Guest service Perception and Guest Service Experience

S. No.	Statements	Service Experience Mean	Service Perception Mean	Gap
1	The physical facilities and the design of this spa should be sensibly appealing.	3.97	4.16	-0.19
2	The appearance of the physical facilities should be in keeping with the design and theme of this spa.	4	4	0
3	The spa employees should be professionally dressed and appearance neat.	3.91	3.83	0.08
4	The spa employees should be knowledgeable about the resort/hotel spa services, treatments and products.	4.06	4.07	-0.01
5	The spa employees should provide adequate, clear and fair information about the spa.	3.8	4.1	-0.3
6	The spa employees should be professional and skillful.	4.07	4	0.07
7	The spa employees should provide prompt service.	4.19	4.09	0.1
8	The spa employees should tell me exactly when and what treatment(s) and service(s) should be performed.	4.12	4.08	0.04
9	The spa employees should demonstrate their willingness to help me.	3.98	4.09	-0.11
10	I could trust the spa employees.	4.11	4.13	-0.02
11	Measures should be taken by this spa to ensure personal physical safety and security of my valuables.	3.77	4.24	-0.47
12	I should feel safe in my financial transactions with this spa.	4.09	4.16	-0.07
13	The spa employees should recognize my needs.	3.86	4.2	-0.34
14	The employees should be committed to fulfilling my comfort needs.	4.19	4.17	0.02
15	The spa employees should give me personal attention.	4.01	4.1	-0.09

Table 3 Provides information about Gap Analysis of Guest service Perception and Guest Service Experience. The gap between service experience mean and service perception mean in case of “The physical facilities and the design of this spa should be sensibly appealing”, “The spa employees should be knowledgeable about the resort/hotel spa services, treatments and products”, “The spa employees should provide adequate, clear and fair information about the spa”, “The spa employees should demonstrate their willingness to help me”, “I could trust the spa employees”, “Measures should be taken by this spa to ensure personal physical safety and security of

my valuables”, “I should feel safe in my financial transactions with this Spa”, “The spa employees should recognize my needs”, “The spa employees should give me personal attention” were -0.19,-0.01, -0.3, -0.11, -0.02, -0.47, -0.07, -0.34, -0.09 respectively which illustrate that all these services were not up to the expectations of the guest. Whereas the gap between service experience mean and service experience mean in case of dress appearance, employees skills, prompt service, what type of service should be performed and fulfilling the comfort needs were 0.08, 0.07, 0.1, 0.04, 0.02 which illustrate that the guest experience was equal or greater than the perception.

Table 4: Significance difference about Guest perception and experience vis-à-vis Service Quality Index

S. No.	Statements	Guest Experience mean	Guest Perception mean	t-test
1	The physical facilities and the design of this spa should be sensibly appealing.	3.97	4.16	-2.61
2	The appearance of the physical facilities should be in keeping with the design and theme of this spa.	4	4	-0.1119**
3	The spa employees should be professionally dressed and appearance neat.	3.91	3.83	0.9326**
4	The spa employees should be knowledgeable about the resort/hotel spa services, treatments and products.	4.06	4.07	-0.1215**

5	The spa employees should provide adequate, clear and fair information about the spa.	3.8	4.1	-3.6418
6	The spa employees should be professional and skillful.	4.07	4	0.8151**
7	The spa employees should provide prompt service.	4.19	4.09	1.1054**
8	The spa employees should tell me exactly when and what treatment(s) and service(s) should be performed.	4.12	4.08	0.3983**
9	The spa employees should demonstrate their willingness to help me.	3.98	4.09	1.2982**
10	I could trust the spa employees.	4.11	4.13	0.2225**
11	Measures should be taken by this spa to ensure personal physical safety and security of my valuables.	3.77	4.24	-5.2167
12	I should feel safe in my financial transactions with this spa.	4.09	4.16	-0.7668**
13	The spa employees should recognize my needs.	3.86	4.2	-3.8648
14	The employees should be committed to fulfilling my comfort needs.	4.19	4.17	0.2053**
15	The spa employees should give me personal attention.	4.01	4.1	-0.8101**

Table 4 provides information about significant difference about Guest perception and experience vis-a-vis Service Quality Index with the help of t-test. It was found in the table that the variables like the appearance, professionalism of the Spa employees, knowledge of the physical facility, skills, prompt service, time of treatment, willingness to help, trust, recognising the needs, commitment towards fulfilling the needs, personal attention were significant at 0.05 level, 0.01 level and 0.001 level which accept our hypothesis i.e. There is no significant difference about guest perception and experience vis-a-vis service quality at the spa resort is accepted, where as the variables like design of the Spa, information about the Spa, safety and financial transaction at Spa were found to be insignificant which reveals that there is no significant difference between guest perception and experience.

Conclusion and Suggestions

In the marketing thought, the concept of quality service and customer satisfaction has a long history, and since Cardozo's initial study of customer effort, expectations, and satisfaction, the body of work in this field has expanded greatly, with more than 900 articles focusing on customer satisfaction and dissatisfaction. However, since the service quality has been characterized as an important determinant in successfully attracting repeat business, consistently delivering high quality services must be considered as an essential and crucial strategic element for surviving in today's highly competitive environment. During the last few decades, customer satisfaction and service quality have become a major area of attention to practitioners and academic

researchers. Both concepts have strong impact on business performance and customer behavior.

Data analysis conducted in this study reveals that perception of the respondents was at peak in case of providing prompt services and commitment of employees in order to fulfill guests needs and it is found to be minimum in case of Ananda spa employees. Further, experience with regard to the service quality Index was found to be highest in case of "Measures should be taken by this spa to ensure personal physical safety and security of my valuables" and lowest in case of "The spa employees should be professionally dressed and appearance neat".

In addition, gap analysis test have provided between service experience and service perception and it indicates that various different services were not up to the expectations of the guest and gap between service experience mean and service perception mean with regard to the dress appearance, employees skills, prompt services, what type of service should be performed and fulfilling the comfort needs were found to be equal or greater than the service perception mean.

Finally, t-test was employed to compare the means of guest perception and guest experience which illustrates that the variables like the appearance, professionalism of the Spa employees, knowledge of the physical facility, skills, prompt services, time of treatment, willingness to help, trust, recognizing the needs, commitment towards fulfilling the needs, personal attention were found to be significant at 0.05 level and 0.01 level. It rejects null hypotheses which state that there is no significant difference in

guest experience and guest perception at various different variables. While on the other hand, variables like Spa, information about the Spa, safety and financial transaction at Spa were found to be insignificant at 0.05 and 0.01 levels of significance. Hence, we accept our hypotheses which state that there is no significant difference in guest experience and guest perception at these variables.

The challenge of providing high quality tourist experiences becomes less difficult when managers know what tourists' needs are, and correctly assess the importance that tourists attach to individual elements that make up the total tourist experience. Perceptions of hotel service quality are the degree to which hotel guest's and various hotel attributes important in enhancing their satisfaction with the hotel stay.

- Spa Resort Managers should group customers according to the finding of customers' demographics in order to suitably respond customers' desires. This is, for instance, replying customers' desires toward spa treatments that Spa Managers should cluster customers along with age-ranges.
- Spa Resort Managers should try to deliver an excellent service meeting or exceeding customers' demand which leads to consider dimensions needing necessitous improvement. The first is tangible with sub- subjects; appealing sale promotion materials, modern-looking spa equipments, interesting décor of spa establishments, spa staffs dress, followed by reliability with sub-concerns; genuine problem solving, error-free service, service as promised, all- time service excellence, service as to time agreed, then, empathy with sub-issues; serve as customers' demand, spa staffs understand specific demand, spa staffs offer convenient service hour, spa staffs closely serve customers.

- The perceived value is placed the second among variables influencing satisfaction. To be accurate, when comparing between quality and price paid including time lost in purchasing spa treatments, considered whether it values for money or not. Spa resort managers have to generate value added service in order to attach into customers' mind. Besides responding tangibles provided, spa resort managers also form kind of touching service, added value later will emerge. This certainly impresses customers.
- Standard of Workplace and Circumstances comprising figure, taste, odour, sound, touch can impress customers. Spa resort managers are suggested; service area decoration of spa establishments should be unique, areas within spa establishments need air- flowing and should be hygiene, lighting should be proper in treatment rooms, music that helps customers relaxed while treatment should be there.

Implications of the Study

This study would further help in analyzing the role of spa resorts in providing mental and physical relaxation of a tourist and it may also help to give a prospect to the industry to understand the scope of spa institutes in India. Study analysis provides an overview for Ananda Spa Resort serving world class facilities but still lacks the specificity for level of expectations and satisfaction from customers' point of view.

This study would further help academicians defining the perspective of wellness tourism and also to analyze the futuristic approaches required for successful service implementation. As Industry planners and practitioners, this study would provide an overview of SERVQUAL model and its usage for customer satisfaction analysis which further may help the industry practitioners to improve their service and helps in inducing revisit intentions among guests.

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Adventure Tourism is Not a Niche Now!

Prashant K. Gautam & Arun Singh Thakur

ABSTRACT

Tourism is one of the most rapidly growing sectors in the world, and adventure tourism is one of its fastest growing categories. Increasingly, countries in all stages of economic development are prioritizing adventure tourism for market growth, because they recognize its ecological, cultural, and economic value. Adventure Tourism has grown exponentially worldwide over the past years with tourists visiting destinations previously undiscovered. This allows for new destinations to market themselves as truly unique, appealing to those travellers looking for rare, incomparable experiences. Recent study by George Washington University measured this market for the first time and found that adventure tourism is a huge draw for today's travellers. "Adventure travel clearly isn't a niche market any longer, and what was once the purview of dare devils and thrill seekers, is becoming all the more appealing to mainstream travellers too. The ATTA in the latest info outlet emphasises that the typical adventure traveller is 36 years old and spends between \$450 and \$800 per vacation, excluding their airfare. They are also more likely to hold a passport, and are generally more educated and affluent than the 'typical' traveller." The present article aimed at presenting the theoretical and conceptual evidences for present status of adventure tourism and industry implications.

Key Words: Adventure Tourism, Niche, Early Adventure Travellers.

Introduction

For many of the world's billions of tourists - those seeking to roam further afield in search of unique experiences – adventure travel has become a cornerstone of the tourism experience. Indeed, as we shift towards a more globalized world, consumers are increasingly seeking authentic experiences and adventure tourism is no doubt one of the segments in high demand (by Talef Rifai: UNWTO Secretary General). Adventure tourism is a complex industry with a wide variety of elements and suppliers. Some of these suppliers are also part of the mainstream tourism industry such as accommodation operators while others are specific to adventure tourism like equipment manufacturers. The growth of adventure tourism has been fuelled by the activities of specialist tour operators who focus on adventure tourism. Adventure tourism is the most exciting and popular among all types of tourism. It is commonly accepted that the adventurer seeker is willing to accept limited

tourism infrastructure with the promise of an exciting, uncertain, experience. Adventure travellers are explorers and are frequently seeking both emerging destinations at the early stages of tourism development and mature destinations with established, yet unique adventure products.

Adventure Tourism has grown exponentially worldwide over the past years with tourists visiting destinations previously undiscovered. This allows for new destinations to market themselves as truly unique, appealing to those travellers looking for rare, incomparable experiences. Long-term competitiveness in tourism calls for meaningful and appropriate management approaches where a multi-stakeholder partnership is an important element of promoting tourism. Tourism is one of the most rapidly growing sectors in the world, and adventure tourism is one of its fastest on the rise sub categories. Increasingly, countries in all stages of economic development are prioritizing adventure tourism for market growth,

because they recognize it's ecological, cultural, and economic value.

Conceptual basis of Post Modern Adventure Tourism
 It is apparent that the acceptance or "deliberate seeking of risk and danger by participants in outdoor activities" (Weiler and Hall, 1992, p. 143) makes adventure tourism stand apart from other forms of tourism. "Feelings of competence and enhanced sensations as well as feelings of anxiety or fear - it is this duality of emotions that make risk recreation fundamentally different from other recreation activities" (Robinson, 1992, p. 53). It is difficult to imagine this particular blend of emotions being present in other forms of tourism, and if removed from the adventure tourism experience, it would change to something more mundane. For example, if an operator were to offer a white-water rafting experience where the rapids were extremely small and intermittent, the guide to client ratio was such that the client did not have to do any paddling at all, and the raft was so big that the risk of capsizing was negligible, then it would not be a very exciting, or indeed 'risky', experience. Ewert (1989) distinguishes many activities commonly associated with outdoor recreation from those in which there is a deliberate seeking of risk and uncertainty of outcome as adventure. Diminishing the risk below acceptable levels, and thereby diminishing the level of adventure, will change the experience. If risk is not apparent in the activity, then the activity becomes a type of tourism activity other than adventure tourism. The importance of risk in adventure travel activities is also supported by Sung Morrison and O'Leary, (1996, p. 4) when they predict that "the absence of risk may result in a decrease in satisfaction as well as a decrease in the desire to participate".

Risk has been defined as "the potential to lose something valuable". Robinson, (1992, B, p. 13) speaks of the "unavoidable negative consequences" in regard to activities such as mountaineering and rock climbing. He defines risk as the potential to lose something of value which may take the form of a physical, social esteem, or self-esteem injury. Ewert (1989) says that within an outdoor adventure experience, this risk can be physical, emotional or material, but is usually associated with the possibility of being injured or even killed. Cheron and Ritchie (1982) view risk as a multidimensional psychological phenomenon which influences individual perceptions and decision processes. Uncertain outcomes, as well as challenge

and danger were identified as the most important meanings associated with the term "risk" by a sample made up of 309 trampers, 442 skiers, 25 hunters, 49 climbers and 62 day walkers as reported in a study conducted by Johnston (1992). Danger and uncertainty of the outcome were also reported as being significant to the meaning of risk.

Technological advancements are also the main factor that continues to facilitate the development of adventure tourism. For example, tourists may buy the latest ice axes, trekking poles, climbing boots or other adventure sports equipment with the expectation that these will make them more accomplished climbers or adventure activity participants. Furthermore, we can say that access routes towards participating in adventure tourism activities are changing as a result of these influences. Recreation and tourism are becoming less spatially and temporally separated due to advances in tourism and travel technology. As the after result of technological advancements and their implementation in adventure tourism results in making it most important and profitable segment to the service providers, it is no longer necessary to serve an apprenticeship of participating in adventure activity under the protection of experienced peers before being "allowed" to move into more challenging and demanding environments. However, today adventure companies and the packages they offer create the possibility of bypassing this traditional skill requirement and moving directly to the more exotic challenges of the adventure sports segment.

Hill (1995) defined soft adventure activities as being low risk, mostly led by experienced guides, performed by people with beginning skills who have low commitment, such as bird watching, horseback riding, camping, and canoeing (Buckley, 2007). Hard adventure, in contrast, refers to activities with high risk that require participants' intense commitment and advanced skills, such as rock climbing, mountain biking, bungee jumping, and skydiving (Buckley, 2007).

Experience is another factor in adventure tourism which influences participant motivation. Transforming from beginner to expert, adventure tourists are expected to be motivated by various factors and to show behavioural differences in the course of time. Buckley (2012) stated that beginners look for choreographed and comfortable fun, while experts emphasise individual control and responsibility. Some researchers

also found that mountaineers' risk and competence perceptions tend to decrease as they gain experience (Ewert & Hollenhorst, 1994; Priest, 1992). In the case of climbing, Ewert (1985) obtained similar findings showing that beginners were motivated by extrinsic (pull) reasons, while experienced climbers were motivated by intrinsic (push) reasons. However, in the tourism and travel literature, few studies have examined the variation of pull and push motivations depending on participant experience. More interestingly, as regards rock climbing, there is no study examines the differences of push and pull motivations between low- and high-experienced participants.

To date no definition of adventure tourism exists in UNWTO literature, however the Adventure Travel Trade Association (ATTA) defines Adventure tourism as trip that includes at least two of the following three elements; physical activity, natural environment and cultural immersion. While the definition of

adventure tourism only requires two of the three components, trips incorporating all the three elements results in totality of enriched experience- for example a trip to Solang valley involved trekking (physical activity) through old Manali (natural environment) and genuine interaction with the local residents and indigenous setting (cultural immersion).

Adventure tourism is resilient as the previously suffered adventure destinations with the natural disasters setbacks again regain the popularity among the adventure lovers. Similar stories of resilience are there for the destinations in Uttrakhand after the floods in 2013 and an avalanche from Pumori into the base camp on Mount Everest triggered due the earthquake in Nepal 2015 which took away the lives of at least twenty-two people.

are willing to pay a premium for exciting and authentic experiences. Adventure operators have reported an average of USD 3,000 spent person, with an average trip length of eight days. Trip costs vary based on

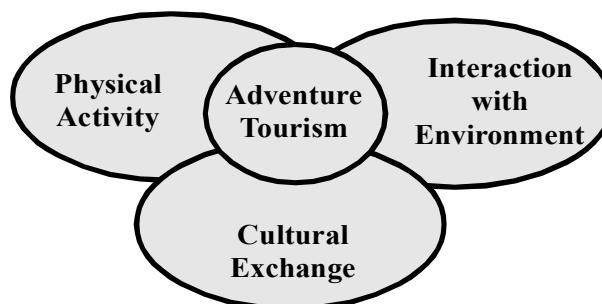


Fig. 1: Pictorial Representation of Adventure Tourism as Per the Definition of ATTA

length, luxury and activity levels, destinations, and distance from a traveller's starting point to the trip destination.

History of Adventure Tourism and Famous Travellers in Past

Humans have been engaging in adventurous travel for hundreds of years via exploration by the likes of Marco Polo, Christopher Columbus, Ibn Batuata etc. who had primarily scientific, geographic, or colonial motives. However, commercial adventure travel is a relatively new phenomenon, in which travellers hire a professional guide to provide a range of technical support and equipment, as well as culture and nature interpretation.

In the mid-1800s, adventurers began to push the limits of mountain climbing and river rafting, with the first ascent of the Matterhorn in 1865 and descent of the Colorado River in 1869. Shortly thereafter, two key institutions were formed. The National Geographic society was formed in 1888 to "increase and diffuse geographic knowledge" and the explorers club was formed in 1904 to promote the scientific exploration of land, sea, air and space.

In the mid 1950's many first ascents and ascents attracted global attention and inspired many people to attempt their own expeditions. Maurice Herzog's ascent of Annapurna in 1950, Sir Edmund Hillary and Tenzig Norgay's ascent of Mount Everest, and others' successes were hailed in the media around

the world. Few of the adventure travellers in the past along with their brief endeavours are as under;

- Christopher Columbus: He was a guy who had no idea where he was when he landed so assumed he was in India, enslaved a population, for which he admitted to feelings of remorse later in life. Columbus showed Europeans there was a new world out there, and ushered in a new age of European exploration.
- Ibn Battuta: Ibn Battuta was a great Muslim explorer who travelled more than 120,000 kilometres through regions that, today, comprise 44 countries — from Italy to Indonesia, Timbuktu to Shanghai. He was mugged, attacked by pirates, held hostage, and once hid in a swamp.
- Lewis and Clark: These two guys lead an expedition of 50 men to chart the northwestern region of the United States after the Louisiana Purchase and establish trade with the local populations. They set out in 1804 and didn't return until 1806. They rode off into the unknown, were helped by the famous Sacagawea, and were the first Americans to set eyes on the Columbia River. They faced disease, hostile natives, and extreme weather conditions. They were true adventurers and scientists.
- Ernest Hemingway: Ernest Hemingway traveled extensively. He was a fisherman, hunter, soldier, and ardent drinker who lived in Paris, Cuba, and Spain. He was the most interesting man in the world before it was cool to be the most interesting man in the world.
- Marco Polo: This legendary Venetian set out with his father and uncle to explore Asia when he was just 17 years old. They came back 24 years later after traveling over 15,000 miles. He's inspired generations of travelers with tales that provide fascinating insight into Kublai Khan's empire, the Far East, the silk road, and China.
- Neil Armstrong: First man to set foot on the moon. That pretty much means he wins. He was a modern adventurer who traveled to the moon (no easy feat) and took one giant leap for mankind. Neil Armstrong is living proof

that when we put our mind to it, there's no place we can't explore.

Today, Adventure Tourism is a vibrant, dynamic, and fast changing sector with new variants routinely added into the possible experiences. Individual companies are often small, owner-operated businesses led by entrepreneurs with a drive to share their favourite places and passions with others. Adventure offers opportunities to entrepreneurs in rural areas around the world to do the same. 69% of overall international travel departures leave from Europe, North America, and South America, and together these three regions account for over USD 263 billion in adventure travel expenditures.

Favourable Statistics for Modern Day Adventure Tourism

According to the UNWTO the three key regions; Europe, North America and South America account for 69 percent of overall international departures for adventure tourism. Various studies reveal Adventure tourism's steep climb is attributed to growth in the global tourism industry, a significant increase in the percentage of adventure travellers, and an increase in the average amount spent per adventure travel trip. Growth in the adventure travel market has accelerated at a 65 percent yearly rate since 2009 till 2013 according to the released Adventure Tourism Market Study – a consumer report by The George Washington University (GW) conducted in partnership with the Adventure Travel Trade Association (ATTA, www.adventuretravel.biz).

Between 2009 and 2010, South America's adventure hard travel population grew from 1.4% of all departures to 8% of all departures. The same time period saw a 5 % increase in the soft adventure population. In fact, the UNWTO Tourism Highlights 2014 notes that "with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially in markets in Asia, Central and Eastern Europe, the Middle East and Africa." Additionally, the report notes that Chinese travellers are the top spenders while on vacation. Developed economies will benefit from the favourable exchange rate for Russian and Chinese travellers via inbound tourism. Meanwhile, countries like the United Kingdom will experience healthier levels of domestic tourism due to the reduced purchasing power of their local currency. Widespread increases of projected

arrivals from Russian, Chinese, and Latin American travellers will be changing the shape of leisure traveler demographics in the years to come.

The 2013 Adventure Tourism Market Study uses the same methodology and approach as the 2010 study allowing for direct comparison between the studies and growth trend analysis. It included three key outbound regions: Europe, North America and South America. These regions account for nearly 70 percent of overall international departures, according to the United Nations World Tourism Organization (UNWTO). The study estimates the value of the global outbound adventure travel sector to be US\$263 billion, excluding airfare, up from US\$89 billion first reported in the benchmark consumer study. When this US\$263 billion is combined with the estimated \$82 billion spent for related gear, apparel and accessories, adventure travellers spent more than \$345 billion in 2012 for travel related to adventure. The list presented in the adventure tourism development index-2015 by the ATTA is subject to the operational and product development of adventure tourism in the different parts of the world. So it is argued that this list is not extensive and thus cannot be generalised for the types of the adventure activities available across the globe. It is the better signal for the adventure loving allocentric tourist and the service providers operating in adventure tourism business that for the first time in the history UNWTO published the Global Report on Adventure Tourism (jointly with the ATTA) in

November 2014 as its first inclusive research on adventure travel sector. Now entrepreneurs, adventure tour operators and destinations create new, innovative product offerings, adventure tourism will continue to encompass more types of activities and trips. Furthermore, traditional leisure trips are increasingly adding elements of adventure tourism to their itineraries, perpetuating its influence on the world of travel. The growth will also foster adventure tourism business community's rising dedication to safety, education, training and improvement of innovative and culturally and environmentally sound travel options. As we watch adventure tourism grow it is crucial that we continue to provide travellers with enriched experiences, all while helping to protect and respect the very people and places visited.

Adventure is a mind-set that must be adopted by people in opposition to the unknown in order to find distinctive potential. Voyage, meaning mishap, adventure has gained in significance for adventure becomes a form of learning by new technologies. Adventure tourism involves visiting a region almost untouched by human impact, with specific features for engaging in risky sports that require physical effort relatively high performance and greater risk taking. There are 34 types of activities considered as different forms of adventure tourism by Adventure Tourism Development Index (ATDI) in their latest report in 2015. The below table comprised of the adventure activities popular in the context and list may not be exhaustive.

Adventure Activity	Adventure Activity	Adventure Activity
Archeological expedition	Attending local festival/fairs	Backpacking
Birdwatching	Camping	Caving
Climbing	Cultural activities	Environmentally sustainable activities
Cruise	Educational programs	Getting to know the locals
Eco-tourism	Fishing/fly-fishing	Hiking
Horseback riding	Hunting	Learning new language
Orienteering	Kayaking/sea/whitewater	Rafting
Research expeditions	Safaris	Sailing
Scuba diving	Snorkeling	Skiing/snowboarding
Surfing	Trekking	Walking tours
Visiting friends/family	Visiting historical sites	Volunteer tourism

Source: ATDI 2015 Adventure Tourism Development Index Report, 2015

Adventure travel is associated with that tourists could discover new things. Therefore, they did travel the world to be so large that it knows the existence of other people, to discover continents, peoples. Today,

we might see many young tourists taking a gap year, back packing, trying to get off the beaten path and meet some locals, the thing need to be considered in this pretext is the ICT's available and all other services

available in the market. But the early travellers across the world were actually the adventure tourists in those times. They go where no-one has been before, or at least where they imaging no one has been.

Recommendations and Discussion

There are many characteristics of adventure tourism as an activity which make it particularly relevant to low income countries and pro communities within them. These include:

- Its response to particular assets. Adventure tourism places great value on some common features of developing destinations, such as remote areas, rich cultural heritage, inspiring landscapes and abundant biodiversity. These strengths can be particularly apparent in rural areas, which may have a comparative advantage for adventure tourism while being at a disadvantage in most other economic sectors. The said outcome is with the condition that tourist's motivations, authenticity and security needs taken care of.
- Its accessibility to the poor. Adventure tourism is a relatively labour intensive sector and is traditionally made up of small and micro enterprises. Many activities in adventure tourism are particularly suited to young people and indigenous people. Many adventure tourism jobs are potentially quite accessible to the poor as they require relatively few skills and little investment. Some may also be part time and used to supplement income from other activities.
- Development of Adventure Tourism in Third World Countries: Planning the new tourism must be proactive. Communities need to identify their visions before proposals for

development occur. In consequence the process must be ongoing. But who is to initiate this process? Communities who perceive opportunities or tourism businesses that perceives destinations as possibly profitable? There is an important role for local government agencies here. Government bodies need to recognise that existing governmental mechanisms for the representation of stakeholders may be insufficient. But do public authorities possess a remit to invite interests to be represented, or must stakeholders make their own case? Collaboration is a requirement, but how can consensus be developed, and how might the legitimacy of claims to be represented be assessed? And who undertakes the assessment? Is this also a collaborative affair?

- Its connectivity. As so many different activities and inputs make up the adventure tourism product, which has a large and diversified supply chain, spending by tourists can benefit a wide range of sectors such as agriculture, handicrafts, transport and other services which otherwise would not be there in those remote settings.
- Its linking of consumers to producers. Adventure tourism, unusually, is an activity which brings the consumers to the producers of local produces. The interaction between tourists and communities can provide a number of intangible and practical benefits. These can range from increased awareness of cultural, environmental, and economic issues and values, on both sides, to mutual benefits from improved local investment in infrastructure.

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Book Review**Fatehpur Sikri Revisited****Syed Ali Nadeem Rezavi**

As the title of the book suggests that before this work, some studies have already carried out. Scholars who have written on the subject are of high caliber therefore it was a challenging task for Rezavi to justify his 'Revisit' to the study of Fatehpur Sikri. Thus, one expects new insights through his revisit. However, this study is a critical summary of all previous studies done so far. It is based on the original sources as well as the secondary books and research articles. Study of the Fatehpur Sikri is the most sought after by the historians of different branches of the subject. Thus for author Rezavi, it was easy as well as difficult to research on the subject. Easy in a sense, lot of printed published materials is available and difficult to find out new unpublished and untapped sources and to have critical and analytical perception of the published and unpublished sources. In addition, it is difficult also when the subject was undertaken to study by the scholars like Professor Athar Abbas Rizvi, Catherine B. Asher and many others.

However, the book contains eleven chapters beginning from chapter (1) Sikri before Akbar and ending with Chapter (9) Sikri after Akbar. The last two chapters (10 and 11) are quite interesting entitled Wall Paintings and Identifying the Builders: Masons' Marks and Their Signatures. These last two chapters seem like appendices but by adding these in the chapter series, the number of chapters is augment to eleven. The author claims that the revisited of Fatehpur Sikri is a complete history of the Sikri tour and not simply the history of the 'palaces'. Rezavi has included the history of 'Sikri before Akbar' and, 'Sikri after Akbar'. Between the periods, whatever the developments took place has been analytically discussed.

The significance of the researches on the subject carried out by other scholars could not be diminuend saying, 'as we have seen in the brief survey of the modern works. These have been very few attempts

to deal with the city as a whole. Most books including those by Athar Abbas Rizvi and Atillio Petruccioli, deal primarily with the palaces and have little to add to our knowledge of the other sections of the town. Also they do not concern themselves with the builders and their identity. Rizvi is probably the first to base his description of the palaces on the primary Mughal sources. Petruccioli on the other hand, solely depends on his architectural surveys.'

In fact, Rezavi should appreciate Rizvi and Petruccioli who provided him further way to construct the history of the city of Fatehpur Sikri. In total or as a whole Nadeem Rezavi even after his such hard work insightful study at the larger level, has paved the way for further scholars to testify his findings and to throw more lights on the different aspects of the subject. Thus, 'Fatehpur Sikri raises more questions than answers, despite a lot of published works on it.

Rezavi raises a question; did the emperor (Akbar), then, control the planning and building of Fatehpur sikri himself?

The answer is certainly affirmative because Akbar also took keen interest in the building construction at other places. For instance, in case of Rai Manohar Shaikhawat who was known for his secular and progressive thought, Akbar as an incentive granted land to Manohar to found a city by name of 'Mul Manoharnagar'. Personally, Akbar went there to supervise the construction. Thus, Abul Fazl rightly calls Akbar as 'the architect of spiritual and physical world'.

Rezavi's knowledge about numismatic seems to be good enough. It is known from his skill to convert the rupees into dams. Obviously, it shows the difference of wages paid during Akbar and Aurangzeb's reign. It could be interesting if he could compare the wages of these artisans belonging to two different points of times. The author writes that the Khalji mosque is now known as the Mewatiyon ki Masjid. A reader is curious to know, why is it called Mewatiyon ki Masjid?

An interesting aspect of this study to identify marks in different forms and also signatures on the stone slabs. The use of marks is not unique in Fatehpur Sikri, such practice was also followed in other civilizations. Regarding the identification of marks, Rezavi has identified these marks as Masons' Marks in the chapter-11, but in the conclusion, he is not sure whose marks these were and what was the purpose of applying these marks? (p.188) The sketches of marks evinced by the author that several marks were of fish marks, but no explanation is given, why the fish marks were chosen in such a large number? (pp. 183-84)

Akbar's versatile personality is exhibited in the civil engineering also. It is evident from the chapter 2, 'the Enterprise of Building Construction'. Before Fatehpur Sikri, the new form of Nagarchain and new buildings were taken up to construct. One can see Akbar's orders to construct the fort of Agra and Akbarabad Fort etc. Following Akbar's footsteps nobles also began to found many new cities. It shows the flourishing economic condition. The images of skilled and unskilled laborers are discussed.

Trained and knowledgeable persons in the building construction were employed. Persons with expertise in the different civil engineering industry were sought after. Paintings showing the construction of Fatehpur Sikri etc have been reproduced. These threw light on different aspects of building construction. Like present time, women also contributed their labour in the building construction. Women have been portrayed as carrying construction material. There is absence of child labour.

Chapter 3 is focused on the chronology of the construction of different buildings under Akbar proclaimed to start the construction of all buildings. The building planning began with Maryam Zamani who was expecting a child (Jahangir) shifted to Sikri. For Zamani, imarat-i-ali (a lofty palace) was ordered to be built in 1568-9 AD. Now it is known as Rang Mahal. Since Zamani was shifted to get the blessings of Sheikh Salim Chisti, imarat-i-ali was constructed near the khanqah. A mosque and new Khanqah (khanqah-i Jadidi) were also built besides Palkikhana. It is important to note haramsaroh (the Jodhabai Palace) which popularly, but erroneously known as Birbal's Palace. To the imperial Palace is a small beautiful mosque known as Nagina Masjid. Some smaller buildings like 'country houses' was enlarged into a

Palace (P.47). Other important and tourist interest monuments Hathipol (guard house) pavilion of Anoptalao, Ibadatkhana (completed in 1575-76 AD), kosminar like Hiran minar and official buildings were also constructed. Many of these buildings are identified by excavations and have been corroborated by the miniature paintings.

It is interesting to point out to the readers that in 1575 A.D, Akbar ordered to construct the kosminar to facilitate the travellers. Abul Fazl, official historian of Akbar recorded,

"....for the refreshing (shaguftagi) of the needy travellers and the tired (lit. anguished), he (Akbar) issued an order that at every kuroh of the way from Agra to Ajmer, minar shall be set up and it be adorned with deer horns (sheikh-ha-i ahu), so that those who had lost their way might have a mark and that strength might be given to the fatigued."

Therefore it is lucid that the minars were adorned with deer horns, then, how one can believe European traveller Peter Mundy that popularly it was known as the 'Tower of the Elephant's teeth'.(p. 52). Perhaps, Mundy had wrong impressions of the horns.

In the chapter 5th, Residential Houses of Fatehpur Sikri have been discussed. This information is furnished by the contemporary and near contemporary Persian sources and in the travelogues. The second source is archeological excavations, particularly in the second case, it is a matter of hypothesis based on the scientific knowledge of excavation technology and further it is verified with the written sources. For better understanding of these structures photographs have also given for the readers and visitors.

Water was an essential requirement of the people of the city Sikri. Being a capital city, it had large population in addition to animals. Therefore, there was large requirement of water. Though city was populated at the ridge, but a lake (golabi) was situated below the town. However, availability and supplying of managed by the imperial administration. A large lake was maintained, in addition to the lake, wells (chah) and baolis (step wells) were dug and constructed. Rezavi surveyed and identified nearly fourteen bastis. Rain water harvesting was also a source of conserving water in the tank (Jhalras). In the words of Abul Fazl that rain water mixed with the water of Ganges was used to prepare food in the royal kitchen (matbakh).

Most fascinating part of hydraulics method was to lift the water from step by step to the top of the Palace complex. Rezavi has explained the supplying of water from below to upper part of the city. It has been explained through the drawings (Chapter 8, Hydraulics and Water Management).

Other chapters are on The Gardens, Bazars and markets, official city and wall paintings. Two

appendices on ‘Akbar’s Architecture’ and ‘Conservation and Preservation’ at Fatehpur Sikri are scholarly piece. Glossary is an additional asset for the readers.

In concise, the book is not only important for the tourist guides but it is equally important for the students of architecture and fine arts.